



PEGACPMC74V1^{Q&As}

Certified Pega Marketing Consultant (CPMC) 74V1

Pass Pegasystems PEGACPMC74V1 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.geekcert.com/pegacpmc74v1.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by
Pegasystems Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers





QUESTION 1

In an outbound campaign, how many offers can you send out to a customer?

- A. Only one
- B. As many as available in the corresponding issue and group
- C. As many as allowed by the volume constraints
- D. As many as selected by the marketing strategy

Correct Answer: D

QUESTION 2

In the context of real-time containers, when Pega Marketing receives a click through _____.

- A. both the impression and a click through are recorded
- B. a click through is only recorded if it is enabled
- C. the offer flow is always initiated
- D. a click through is always recorded

Correct Answer: D

QUESTION 3

The diagram below displays the definition of four contact policies. If they are all included in an E-mail Channel Only strategy, which one is executed?

Name	Start Date	End Date	Available	Channel
Contact Policy A			Y	SMS
Contact Policy B		21-Jan-2020	Y	E-Mail
Contact Policy C	23-Mar-2020		Y	E-Mail
Contact Policy D	25-Mar-2010	11-Jan-2020	N	E-Mail



- A. Contact Policy B
- B. Contact Policy D
- C. Contact Policy A
- D. Contact Policy C

Correct Answer: D

QUESTION 4

An Adaptive Model instance is created when you _____.

- A. restart the Adaptive Decision Manager service
- B. execute a strategy containing the Adaptive Model component
- C. save the Adaptive Model rule
- D. open the Adaptive Model Management landing page

Correct Answer: B

QUESTION 5

When using an adaptive model in a marketing campaign, you must set the channel and _____.

- A. customer intent
- B. direction
- C. real-time event
- D. channel context

Correct Answer: B

[Latest PEGACPMC74V1
Dumps](#)

[PEGACPMC74V1 Practice
Test](#)

[PEGACPMC74V1
Braindumps](#)