



PEGACPMC74V1^{Q&As}

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QUESTION 1

In a real-time container, when Impression capture is set to Captured by channel, then _____.

- A. the channel records the impression in its own system
- B. Pega Marketing asks the channel to record an impression
- C. Pega Marketing records an impression anyway
- D. the channel can explicitly request to record an impression

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (347)

QUESTION 2

There are two segments: Segment A and Segment B.

Which configuration is needed to make sure that Segment B is automatically refreshed when Segment A is refreshed?

A.

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B	Enabled	Enabled

B.

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B		Enabled

C.

	Refreshable	Refresh Child Segments
Segment A	Enabled	Enabled
Segment B		Enabled

D.

	Refreshable	Refresh Child Segments
Segment A		Enabled
Segment B	Enabled	

A. B. C. D.

Correct Answer: A



Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (154)

QUESTION 3

In a real time container, if the Click through behavior is set to Capture click through only, then the _____.

- A. click through URL is not returned
- B. offer flow is not initiated
- C. channel only records the click through
- D. click through is not recorded in the interaction history

Correct Answer: C

QUESTION 4

In Pega Customer Decision Hub™, the characteristics of a proposition are defined using _____.

- A. Database columns
- B. Properties
- C. Logos
- D. Banners

Correct Answer: B

QUESTION 5

In the Next-Best-Action designer, the Pega Customer Decision Hub™ evaluates the business goal level decisions _____.

- A. in numerical order
- B. in alphabetical order
- C. from top to bottom
- D. in a random order

Correct Answer: D

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