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QUESTION 1

In a decision strategy, to import actions you use a(n)_____.

A. Offer data component

B. Data import component

C. Proposition data component

D. Import data component

Correct Answer: B

QUESTION 2

Which property is automatically recomputed for each decision component?

A. Propensity

B. Priority

C. Order

D. Rank

Correct Answer: A

QUESTION 3

An online store is interested in increasing its revenues from cross-selling and wants to predict the acceptance rate of the offers presented on their website.

A customer\'s propensity to accept an offer increases when_____. .

A. similar offers were rejected by the customer

B. similar offers were accepted by the customer

C. the offer was rejected by similar customers

D. the offer was accepted by similar customers

Correct Answer: B

QUESTION 4

What is the most accurate description of proactive retention?

A. Anticipates potential customer churn

B. Enables the business to reduce the number of credit risk customers

C. Enables business to respond to customers when they contact a call center

D. Simplifies the process of retaining customers

Correct Answer: A

QUESTION 5

What happens when you increase the performance threshold setting of an Adaptive Model rule?

A. The number of active predictors increases.

B. The correlation threshold decreases.

C. The performance of the model is increased.

D. The number of active predictors may decrease.

Correct Answer: A

Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762- StudentGuide.pdf

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