Pegasystems

PEGACPMC84V1

Certified Pega Marketing Consultant (CPMC) 84V1

QUESTION: 45
A real-time container is a .

A. dynamic section used in an email treatment
B. UI container that contains the real-time events payload
C. reusable UI element of an Inbound Call-Center treatment
D. representation of a space in an external real-time channel

Answer: D

QUESTION: 46
In a Real-time Event driven campaign,

A. contact policy restrictions are not applied
B. volume constraint restrictions are applied
C. the audience is always ignored
D. campaign schedule options cannot be set

Answer: C

QUESTION: 47
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

Answer: D

QUESTION: 48
In the context of real-time containers, how do you control what happens when a

customer clicks on the offer?

A. By configuring the click through connector in an offer flow
B. By defining a real-time event
C. By specifying the click through URL
D. By specifying the call to action

Answer: A

QUESTION: 49
In Pega Marketing, if a real-time container is active between 1:00 p.m. and 2:00 p.m. and the request is raised at 3:00 p.m., then .

A. the request is captured in the interaction history
B. an offer expired message is displayed
C. the request is stored for later processing
D. the request is ignored

Answer: D

QUESTION: 50
In the Event Payload, which parameter is mandatory when triggering a Real-time Event?

A. Customer Type
B. Offer Name
C. Customer ID
D. Channel

Answer: B

QUESTION: 51
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

Answer: A

QUESTION: 52
A campaign status changes to "Wrap-up" when .

A. the strategy has been run for all the customers in the segment
B. the segment is processed
C. the user changes the status via the Action menu
D. all offers have reached their "End Shape"

Answer: B

QUESTION: 53
In web marketing, the click through metric indicates the number of customers who have _____

A. deferred responding to the offer
B. clicked the offer
C. reacted positively to the offer
D. viewed the offer

Answer: A

QUESTION: 54
Which flow shape launches an external process?

A. External shape
B. End shape
C. Hand Off shape
D. Process shape

Answer: D

QUESTION: 55
In order to measure success of a web campaign, you capture .

A. total page visits
B. total impressions
C. total number of products
D. total number of visitors

Answer: C

QUESTION: 56
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

Answer: B

QUESTION: 57
When does the campaign validation occur?

A. When a seed test is invoked
B. When it is updated
C. Every time it is saved
D. When the campaign moves to the "Test" state

Answer: A

QUESTION: 58
In a campaign that uses a channel constraint, which strategy parameter must be set?

A. pyConstraint
B. pyTreatment
C. pyOutbound
D. pyChannel

Answer: C

QUESTION: 59
A Real-time Event can be associated with a .

A. strategy rule
B. segment rule
C. customer
D. geo-fence rule

Answer: B

QUESTION: 60
On the File landing page, the status of output file template shows "In Progress". What action is required to see the data?

A. Downloading
B. Finalizing and downloading
C. Waiting until the status changes to "Completed"
D. Checking in the file output template

Answer: A

QUESTION: 61
To add an additional property to an Event Payload, you must .

A. declare a new event sub type
B. create a new property in the event strategy
C. add a new strategy property
D. create a new property in the PegaMKT-Data-Event class

Answer: A

QUESTION: 62
To test the strategy changes, we make use of a .

A. data report
B. test strategy
C. data transform
D. test user

Answer: D

QUESTION: 63
What is the relationship between items in a proposition hierarchy?

A. Issues have multiple propositions, and propositions can be in the multiple groups.
B. Issues have multiple groups, and groups have multiple propositions.
C. Groups contains multiple issues, and issues have multiple propositions.
D. Propositions must belong to a group or be top level.

Answer: C