

QUESTIONS & ANSWERS

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Pegasystems

PEGACPMC84V1

Certified Pega Marketing Consultant (CPMC) 84V1

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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

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