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PEGACPMC74V1 Exam

**Pegasystems Certified Pega Marketing Consultant (CPMC)
74V1 Exam**

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Version: 8.0

Question: 1

After a distribution test is completed, _____.

- A. only the campaign summary report is generated
- B. the volume constraints are updated
- C. you can examine the emails sent to targeted customers
- D. you can examine the proportion distribution report

Answer: B

Question: 2

Which statement about campaign tests is true?

- A. Results of a new test replace the old one.
- B. Tests must be executed before submitting a campaign for execution.
- C. Test results can be deleted.
- D. Tests generate user-defined reports only.

Answer: C

Question: 3

Which metric is used in the Proportion Distribution report?

- A. Volume
- B. Target budget
- C. Total revenue
- D. Accept rate

Answer: A

Question: 4

If a campaign targets 50,000 customers with three offers, what is the maximum number of offer flow instances executed?

- A. 50,000
- B. 1
- C. 3
- D. 150,000

Answer: A

Question: 5

When a customer is offered a proportion that was already accepted, this is because_____.

- A. the strategy uses interaction history to exclude previously accepted offers
- B. the propositions are filtered based on eligibility
- C. there is no filter for previously accepted offers in the strategy
- D. the customer intent was captured incorrectly

Answer: C

Question: 6

Next-Best-Action is a customer-centric marketing paradigm that balances_____.

- A. the customer's needs with the business objectives
- B. growth, retention, service, and risk mitigation
- C. business revenue with margin
- D. relevancy, context, timeliness, and consistency

Answer: B

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