



ITTEST

QUESTION & ANSWER

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Exam : **PEGACPMC74V1**

Title : Certified Pega Marketing
Consultant (CPMC) 74V1

Version : DEMO

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

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

3.Which metric is used in the Proportion Distribution report?

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

Answer: A

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

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