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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