

# PEGAPCDC85V1<sup>Q&As</sup>

Pega Certified Decisioning Consultant (PCDC) version 8.5

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**QUESTION 1**

U+ Bank, a retail bank, presents various credit card offers to its customers on its website. The bank uses artificial intelligence (AI) to prioritize the offers based on customer behavior. Since introducing the Gold credit card offer, the offer click through rate propensity has increased to 0.83.

What does the increase in the propensity value most likely indicate?

- A. Similar customers have ignored the offer.
- B. Similar customers have shown interest in the offer.
- C. Similar customers have rejected the offer.
- D. Similar customers have purchased other offers.

Correct Answer: D

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**QUESTION 2**

MyCo, a telecom company, wants to send promotional emails to give away phone accessories. The accessories can only be given away in batches of 50. When the stock in a batch is completed, a new batch can be promoted again.

You have decided to use volume constraint to limit the number of actions in a batch. To meet the business requirement, what Reset Interval setting do you select?

- A. When accessed
- B. Manual
- C. Daily
- D. Reset Interval does not matter for this scenario

Correct Answer: C

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**QUESTION 3**

U+ Bank has recently introduced a few mortgage offers that are presented to qualified customers on its website- The business now wants to prevent offer overexposure, as overexposure negatively impacts the customer experience.

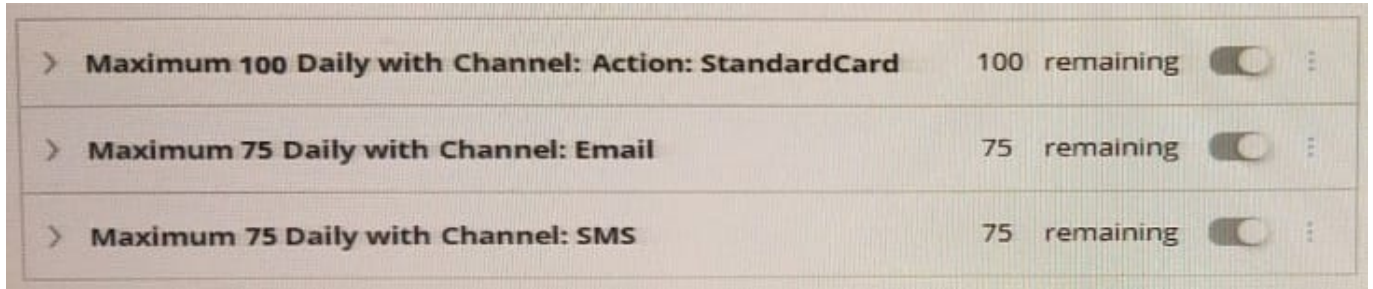
Select the correct suppression rule for the requirement: If a customer has clicked on any of the mortgage offers a total of three times in the last 7 days, do not show any mortgage offers to that customer for the next 10 days.

- A. Suppress an action for 10 days if there are three clicks for any channel in the last 7 days.
- B. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 7 days.
- C. Suppress an action for 7 days if there are three clicks on the web channel in the last 10 days.
- D. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 10 days.

Correct Answer: A

## QUESTION 4

An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel.



> Maximum 100 Daily with Channel: Action: StandardCard	100 remaining	<input type="checkbox"/>	⋮
> Maximum 75 Daily with Channel: Email	75 remaining	<input type="checkbox"/>	⋮
> Maximum 75 Daily with Channel: SMS	75 remaining	<input type="checkbox"/>	⋮

If the following volume constraint is applied, how many actions are delivered by the outbound run?

- A. 75 emails 25 SMSes
- B. 75 SMSes and 25 emails
- C. 100
- D. 150

Correct Answer: B

## QUESTION 5

U+ Bank, a retail bank, wants to show home loan offers to customers who log in to their website. U+ Bank decides to use the Pega Customer Decision Hub™. What information does the U+ Bank website receive in response to the real-time container request by Customer Decision Hub?

- A. Only the action name and description
- B. Only relevant action details and its treatment details
- C. Only the image location
- D. Only the image location and its placement type

Correct Answer: B

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