PEGA CUSTOMER DECISION HUB PRICING

January 2023

	Capability	Owned Online Edition	Owned Mobile Edition	Owned Outbound Edition	Agent Assisted Edition	Paid Media Edition
Next-Best-Action Strategies	Next-Best-Action up-sell/cross-sell strategy	✔	✔	✔	✔	✔
	Next-Best-Action retention strategy	✔	✔	✔	✔	✔
	Next-Best-Action acquisition strategy	✔	✔	✔	✔	✔
	Next-Best-Action nurture strategy	✔	✔	✔	✔	✔
	Next-Best-Action loyalty strategy	✔	✔	✔	✔	✔
	Next-Best-Action onboarding strategy	✔	✔	✔	✔	✔
	Next-Best-Action collections strategy [2]	✔	✔	✔	✔	
Artificial Intelligence	Predictive model building	✔	✔	✔	✔	
	Import 3rd party models using PMML	✔	✔	✔	✔	
	Import H2O.ai models (via mojo file or API)	✔	✔	✔	✔	
	Real-Time AI Connectors (Google Cloud Machine Learning & Amazon SageMaker)	✔	✔	✔	✔	
	Adaptive modeling & machine learning	✔	✔	✔	✔	
	Natural language processing & text analytics	✔	✔	✔	✔	
	Model transparency controls	✔	✔	✔	✔	
Customer Profiles	Customer Profile Designer	✔	✔	✔	✔	
	Customer Profile Viewer	✔	✔	✔	✔	
	Interaction history	✔	✔	✔	✔	
	Audience & profile data management	✔	✔	✔	✔	
	Multi-level customer data management	✔	✔	✔	✔	
	Complex event processing	✔	✔	✔	✔	
	Streaming data management	✔	✔	✔	✔	
Customer Journeys	Next-Best-Action Customer Journeys	✔	✔	✔	✔	
	Journey monitoring & visualization	✔	✔	✔	✔	
	Channel, treatment, engagement, and throughput monitoring	✔	✔	✔	✔	
Engagement Channels	Inbound (Online Channels) – Real-time web personalization, interactive digital-device microsites, ATM, kiosk, and more…	✔				
	Inbound (Offline & Agent-assisted) – Contact centers, retail stores, branches, and more. (Includes customized bundle recommendations)[1]				✔	
	Inbound (Mobile Channels) – Mobile device, in-app personalized recommendations and notifications. Includes preference management capabilities (GDPR compliant)		✔			
	Outbound (Owned Channels) – Direct mail, email, SMS/Text. Includes preference management capabilities (GDPR compliant)			✔		
	Outbound (Paid Channels) – Next-best-action strategies and tactic finder deployed on Google, Facebook, YouTube, Instagram, and more…					✔

Category	Feature					
	Cross-channel offer/action/treatment library and management	✓	✓	✓	✓	
1:1 Strategy Optimization[2]	**Value Finder** – Simulations to identify underserved customers	✓	✓	✓	✓	
	1:1 Operations Manager – Business change management module	✓	✓	✓	✓	
	Action Performance Tracker – Out-of-the-box reports to proactively monitor next-best-action performance and lift	✓	✓	✓	✓	
	Scenario Planner – Simulations to assess reach, response, and financial impact of changes to next-best-action strategies	✓	✓	✓	✓	
	Business Operations Environment – Dedicated environment for designing and simulating production changes (Pega Cloud clients only)	✓	✓	✓	✓	
Testing, Simulation and Control	**Ethical Bias Check**	✓	✓	✓	✓	
	Distribution Tests	✓	✓	✓	✓	
	Persona Tests	✓	✓	✓	✓	
	Decision Funnel Analysis	✓	✓	✓	✓	
	Revision Management	✓	✓	✓	✓	
Reporting, Monitoring, & Dashboards	**20+ dashboards & customizable reports**	✓	✓	✓	✓	
	Customer engagement metrics / KPIs tracked versus goals	✓	✓	✓	✓	
	Impression & click monitoring	✓	✓	✓	✓	
	Marketing program / campaign calendar	✓	✓	✓	✓	
	Attribution reporting	✓	✓	✓	✓	
	Predictive Diagnostic Cloud	✓	✓	✓	✓	
Connectors & ISV Partnerships (partial list)	**Adobe Experience Manager**	✓	✓	✓	✓	
	Adobe Event Forwarding	✓	✓	✓	✓	
	Celebrus [2]	✓	✓	✓	✓	
	H2O.ai	✓	✓	✓	✓	
	Adobe Audience Manager					✓
	Facebook Custom Audiences					✓
	Google Adwords					✓
	MailGun			✓		
	Mailjet			✓		
	Twilio (SendGrid)			✓		
	Movable Ink			✓		

[1] Per seat license required

[2] Additional license required

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