

Exam Questions mb-220

Microsoft Dynamics 365 for Marketing

<https://www.2passeasy.com/dumps/mb-220/>



NEW QUESTION 1

- (Exam Topic 1)

Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.

To answer, drag the Assessment to the appropriate Lead. Each Assessment may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Assessments	Leads
<div>Sales Ready</div>	A Lead with a score of 315
<div>Not Sales Ready</div>	An existing Marketing Contact who registers for an event
	A Lead who clicked a Twitter message and has spent \$412 with ProseWare previously
	A Lead with a score of 175
	Litmus inbox previews

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text, application, email Description automatically generated

NEW QUESTION 2

- (Exam Topic 2)

You need to create a customer journey for the promotion of the upcoming webinar on Azure Services. You are looking through the gallery of existing customer journey templates to select appropriate one.

Which four pieces of information will help you decide on the right template? Each answer presents a part of the solution.

- A. Description
- B. Purpose
- C. Name
- D. Recurrence
- E. Language
- F. Owner
- G. Target

Answer: ABCE

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/journey-templates>

NEW QUESTION 3

- (Exam Topic 2)

You need to create a customer journey for a global campaign related to the latest Contoso course offerings. All operating regions need to be covered.

Based on best practices, how many customer journeys and marketing emails do you need to create?

- A. 4 marketing emails and 4 customer journeys
- B. 5 marketing emails and 5 customer journeys
- C. 2 marketing emails and 2 customer journeys
- D. 1 marketing emails and 1 customer journey

Answer: B

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns>

NEW QUESTION 4

- (Exam Topic 2)

You have created a customer journey to send an Event Registration Invite to the customers in Norway. You confirm that you selected the correct Marketing Email record with the Norwegian language, and that you are using the correct Segment while creating the customer journey.

As part of going Live with your customer journey, you select "Check for Errors" in the command bar. Which three checks does this command perform? Each

correct answer presents a complete solution.

- A. Checks for common errors and shows an error message with advice for fixing them.
- B. Performs language checks to ensure localization.
- C. Checks for active links to the marketing services that host your email messages.
- D. Checks to ensure prerequisites are met.
- E. Makes sure all required marketing emails and pages are assigned and published.
- F. Makes sure all required target segment(s) meet your goals.

Answer: ADE

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns>

NEW QUESTION 5

- (Exam Topic 4)

Your marketing department has provided you with the information you need to create a dynamic market segment.

Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. Each tool may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Tools

Flow

Designer

Query

Type of Design

Combine segments using logical operators.

Define conditions to filter out contacts.

Text defining a database search.

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-segment>

NEW QUESTION 6

- (Exam Topic 4)

Your landing page must include your privacy banner to let your customers know that you take their privacy seriously.

Once enabled, where will the full text of your privacy policy be stored?

- A. on your organization’s private website, with the login information needed to access it
- B. on any publicly-available website, with the URL listed in the Event Management Settings
- C. on your organization’s website, with the URL listed on the Default Configuration Set
- D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Answer: D

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-settings>

NEW QUESTION 7

- (Exam Topic 4)

Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.

After a week you notice that no one has received any scores from your model. Solution: You add an action tile.

Does this resolve your issue?

- A. Yes
- B. No

Answer: B

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring>

NEW QUESTION 8

- (Exam Topic 4)

Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition. Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. based on age
- B. clicking on an email advertisement
- C. an event for which the contact registered
- D. based on zip code

Answer: BC

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads>

NEW QUESTION 9

- (Exam Topic 4)

You are a marketing professional for AdventureWorks Cycles. You want to create a new subscription form with a new subscription list.

You have created the new subscription list, but must be able to see the subscription list selection in the designer toolbox.

When creating the new form, which form type must you select to meet the condition?

- A. Landing Page
- B. Event Form
- C. Forward to a Friend
- D. Subscription Center

Answer: D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center>

NEW QUESTION 10

- (Exam Topic 4)

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You enable social media in the default marketing settings to resolve the ticket. Does this meet your goal?

- A. Yes
- B. No

Answer: B

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media>

NEW QUESTION 10

- (Exam Topic 4)

You need to set up a behavioral lead scoring model to identify leads who are sales ready.

You set your sales ready lead score to 50. Now you want to use the grading system to show which leads are Good, Average or Poor.

Which two grading models should you use? Each correct answer presents a complete solution.

- A. Good = 31 - 50 / Average = 11 - 30 / Poor = 0 - 10
- B. Good = 36 - 50 / Average = 16 - 35 / Poor = 0 - 15
- C. Good = 35 - 49 / Average = 15 - 34 / Poor = 0 - 14
- D. Good = 35 - 50 / Average = 15 - 35 / Poor = 0 - 15

Answer: AB

NEW QUESTION 13

- (Exam Topic 4)

You are creating a survey using Dynamics 365 Customer Voice. You need to include multiple question types. Which survey question type presents the best choice for each scenario/example presented? To answer, drag the appropriate survey question type to the scenario/example. Each survey question type may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Type	Scenario
Single Response	Choose one of the answers provided.
Fixed Sum	Divide 100 points over these 5 items by these criteria.
Numerical Response	How many times did you do something?
Rating	
Multiple Response	
CSAT	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, application Description automatically generated

Reference:

<https://www.c2software.com/c2-blog/dynamics-crm-voice-of-the-customer-surveys.aspx>

NEW QUESTION 17

- (Exam Topic 4)

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso is expanding to other countries/regions and you need to translate one of your English surveys into French.

Which step should you take to translate the survey so that all of your existing segments and journeys remain intact?

- A. Update the existing survey, and translate the labels to French.
- B. Clone the survey, and translate all labels to French.
- C. Set the form to multilingual, add French, and then translate the labels.
- D. Create a branched survey that asks the language preferenc
- E. Then, display the appropriate translated section.

Answer: C

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/create-multilingual-survey>

NEW QUESTION 21

- (Exam Topic 4)

You are a marketing manager.

You need to improve the open rates for your email campaigns.

The content designer suggests you use dynamic messaging. You want the dynamic messaging to appear below the Subject in the recipient's preview pane of their email client.

Which action should you take?

- A. Use the Preview Text field to enter messaging with the contact's name, to entice the user to open the email.
- B. Create a custom code element that holds the following HTML information and place it near the top of the email <meta name="description" content="Enter catchy messaging here">
- C. Add the Preview Text to the subject field, preceded by a colon.
- D. Use the Preview Text element, and drag it to the top of your email in the email designer.

Answer: B

NEW QUESTION 25

- (Exam Topic 4)

You are a content creator and you often need to add dynamic content to your emails.

You need to be able to know which data source to use to add various types of content available using assist-edit.

Which data source should you use to add the content types listed? To answer, drag the appropriate data source to the appropriate content type. Each data source may be used once, more than once and not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Data Source	Content Type	
Contact[context]	You want to add a link for opening the email as a webpage.	
Content settings[context]	You want to add the First Name for the email recipient.	
Account		
Event	You want to add the customer name and phone number.	
Marketing List		
Marketing Page		
Message[context]		
Survey		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content

NEW QUESTION 30

- (Exam Topic 4)
You are setting up a simple webinar with a webinar provider.
For this event, you can leverage two speakers. Additionally, you will assign one room and will publish the event to your event portal for your audience to register for the session.
Which five actions should you perform in sequence to configure the webinar? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.
NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Answer Area																					
<table><thead><tr><th>Actions</th><th>Order</th></tr></thead><tbody><tr><td>Enter information for the venue, building, and rooms.</td><td></td></tr><tr><td>Enter the Webinar Name and Provider.</td><td></td></tr><tr><td>Add the credentials for your account with the Webinar Provider.</td><td></td></tr><tr><td>Enter the speaker information.</td><td></td></tr><tr><td>Select the Event Type.</td><td></td></tr><tr><td>Save</td><td></td></tr><tr><td>Enter information about the Sessions.</td><td></td></tr><tr><td>Create a new Webinar Configuration.</td><td></td></tr><tr><td>Go to Settings > Advanced settings > Event management > Webinar configurations.</td><td></td></tr></tbody></table>	Actions	Order	Enter information for the venue, building, and rooms.		Enter the Webinar Name and Provider.		Add the credentials for your account with the Webinar Provider.		Enter the speaker information.		Select the Event Type.		Save		Enter information about the Sessions.		Create a new Webinar Configuration.		Go to Settings > Advanced settings > Event management > Webinar configurations.		<div><div><div>⬅</div><div>➡</div></div><div><div>⬆</div><div>⬇</div></div></div>
Actions	Order																				
Enter information for the venue, building, and rooms.																					
Enter the Webinar Name and Provider.																					
Add the credentials for your account with the Webinar Provider.																					
Enter the speaker information.																					
Select the Event Type.																					
Save																					
Enter information about the Sessions.																					
Create a new Webinar Configuration.																					
Go to Settings > Advanced settings > Event management > Webinar configurations.																					

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Application Description automatically generated with medium confidence

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/events-settings>

NEW QUESTION 31

- (Exam Topic 4)

You use Dynamics 365 for Marketing to obtain detailed analytical views to help you understand your impact and learn which marketing instruments work best for your audience.

You need to track response data regarding how your contacts react to your various marketing initiatives. Which three sources of analytical data are available to you regarding your marketing initiatives? (Choose three.) Each answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Insights by Contact will be available to you on individual contact records and on the account with which the contact is associated.
- B. The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.
- C. The insights aggregating results from all emails sent in a certain timeframe will be available on your Email Marketing Dashboard.
- D. Survey insights measured over all respondents will be available on the Survey Insights form.
- E. Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

Answer: ABC

NEW QUESTION 35

- (Exam Topic 4)

You are a marketing professional for Contoso, Ltd.

You want to create a marketing page that will utilize standardized content that can be used across emails, pages and forms. You elect to use the content block for this.

Which two elements are available to you when creating a content block? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. image element
- B. divider element
- C. text element
- D. form element

Answer: AC

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/content-blocks>

NEW QUESTION 38

- (Exam Topic 4)

You are a marketing professional who is conducting training for a group of marketing trainees. You are training on marketing forms and explaining the type of forms in Dynamics 365 Marketing.

Which form type applies to each data collection purpose? To answer, drag the appropriate form type to the correct data collection purpose. Each form type may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Form Type	Data Collection Purpose
Landing page form	This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions.
Subscription form	This form is used to collect contact information on marketing pages.
Forward to a friend form	This form is used to provide a short collection of fields with email address to extend to others.

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms>

NEW QUESTION 43

- (Exam Topic 4)

You are a marketer with Contoso. You are preparing an email message that will be attached to a journey for contacts that live in Washington State and have recently looked at your product page for lawn furniture.

While going live with the message, you receive a warning that the message is too large. Which action can you take to remove the warning?

- A. Make the message size less than 128 kb.
- B. Make the message size less than 256 kb.
- C. Make sure that the message has no more than 1000 characters.
- D. Make the message size less than 100 kb.

Answer: A

Explanation:

Best practice says the email should be less than 100 kb for deliverability reasons. However, the question is asking how you can remove the warning. The warning happens when the email size exceeds 128 kb.

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing>

NEW QUESTION 48

- (Exam Topic 4)

You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Dynamics 365 Marketing error checker.

Which of these items are required and which are simply best practices? To answer, drag the appropriate answer source to the correct email element. Each answer may be used once, or more than once. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Required or Best Practice	Item	
<input type="checkbox"/>	A Subscription center link	<input type="text"/>
<input type="checkbox"/>	The Sender's physical street	<input type="text"/>
<input type="checkbox"/>	A subject	<input type="text"/>
<input type="checkbox"/>	A valid From address	<input type="text"/>
<input type="checkbox"/>	Email size must be below 128KB	<input type="text"/>
<input type="checkbox"/>	A personalized greeting in the subject using the {{contact.firstname}} token	<input type="text"/>
<input type="checkbox"/>	Both an HTML and Text version of the email	<input type="text"/>

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, application Description automatically generated

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing> <https://docs.microsoft.com/en-us/dynamics365/marketing/create-marketing-email>

NEW QUESTION 52

- (Exam Topic 4)

You are the manager of Internet sales for your company.

You have been asked to create and distribute a post-purchase survey to both registered and guest customers purchasing on your site.

Which three things will be true about the distribution of your survey? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. When distributing your Dynamics 365 for Marketing Survey, you may invite either anonymous or non-anonymous respondents.
- B. An optional invitation email, utilizing either a direct email or an email template, may be sent to each potential non-anonymous respondent.

- C. As an option, the design of your survey can include a limitation that restricts multiple completions by a single non-anonymous respondent.
- D. All respondents will receive the exactly same hyperlink to connect them to the survey that you are inviting them to complete.

Answer: ABC

Explanation:

References:

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/distribute-survey>

NEW QUESTION 57

- (Exam Topic 4)

You are creating a customer journey that sends an email newsletter to a subscription list advertising a limited time offer.

The customer journey start and end dates are May 24 through May 29. The customer journey is configured to send the email, wait one (1) week, then send a follow-up email reminding customers to take advantage of the offer in the newsletter.

Which error should you expect to see in the customer journey designer?

- A. The Audience tile will give you an error saying the journey cannot proceed due to date misconfiguration.
- B. The Newsletter Email tile will give you an error saying the email is being sent out of date range.
- C. The Follow-up Email tile will give you an error saying it cannot be sent outside the specified journey date range.
- D. The Wait tile will give you an error saying the tile is set to expire after the journey end date.

Answer: D

NEW QUESTION 61

- (Exam Topic 4)

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You create a Facebook Social Posting Configuration to resolve the ticket. Does this meet your goal?

- A. Yes
- B. No

Answer: B

NEW QUESTION 63

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

Marketing pages must conform to corporate branding standards. You need to ensure they all use the same style sheet.

How can you add the style sheet?

- A. Add it to the Portal Settings.
- B. Click on HTML in the Page Designer in the marketing pages.
- C. Add it to the Portal Integration tab of the marketing page.
- D. Add it to a content block, then add the content block to the marketing page

Answer: D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/content-blocks>

NEW QUESTION 67

- (Exam Topic 4)

You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.

Your manager gives you a list of sponsors and their items. You need to record the information in the system. What should you do?

- A. Create the sponsors in Accounts, and add their items in Equipmen
- B. Then, add the relationship into the event.
- C. Create the sponsors in Events Sponsorship
- D. In Sponsorship Type, select Equipment and add their items as the details.
- E. Create the sponsors in Accounts, and add their items in Product
- F. Then, add the relationship into the event.
- G. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

Answer: B

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships>

NEW QUESTION 69

- (Exam Topic 4)

You have created an email message and believe that you are ready to go live. Before doing so, you want to Check for Errors in the designer.

Which items are optional or required in order to pass the error check test? To answer, drag each answer option on the left to the appropriate item on the right.

Each answer option may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view the content.
NOTE: Each correct selection is worth one point.

Item	Requirement	
Required	Subscription Center Link	<input type="text"/>
Optional	Sender's physical address	<input type="text"/>
	Subject Line (static or dynamic)	<input type="text"/>
	Dynamic message content	<input type="text"/>

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/email-check-golive>

NEW QUESTION 71

- (Exam Topic 4)

You are a marketing analyst at Contoso, Ltd. The sales manager wants to utilize a real-time survey embedded in a web page to feed data into customer records. The survey manager would like to distribute the survey through email. You need to ensure that when the user opens the survey it loads within the corporate website. In the survey, you go to Send and then Embed Survey. What should you do next to embed your survey?

- A. Select Pop Up Window and place the generated code in your website.
- B. Select In-Line and place the generated code in your website.
- C. Select Button and place the generated code in your website.
- D. Place the generated code in your website.

Answer: B

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/embed-web-page>

NEW QUESTION 73

- (Exam Topic 4)

You are a marketing analyst at Contoso Ltd. The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received. They would like each survey to be a single row, with the responses as a column for their analysis. What should you do?

- A. Open the project in Dynamics 365 Customer Voic
- B. Select the survey in the reports section, and select export al
- C. The responses are downloaded in an Excel File.
- D. Use Advanced Find to query the CD
- E. Set the "Look For" to Dynamics 365 Customer Voice survey response
- F. Export to Excel.
- G. Use Advanced Find to query the CD
- H. Set the "Look For" to Dynamics 365 Customer Voice survey questions response
- I. Export to Excel.
- J. Open the project in Dynamics 365 Customer Voic
- K. Select the survey in the reports section, and select export al
- L. The responses are downloaded in a CSV File.

Answer: D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report>

NEW QUESTION 77

- (Exam Topic 4)

You are a marketing administrator. You need a marketing form that will only accept contact information and allow opt-in to emails. What kind of form should you create?

- A. Journey Form
- B. Forward to a friend Form
- C. Landing Page Form
- D. Subscription Page Form

Answer: C

Explanation:

References:
<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-forms>

NEW QUESTION 80

- (Exam Topic 4)
You are a marketer for Contoso Ltd. You plan to create a survey asking how much people like Contoso's products. You need to ask a series of single answer questions and have a rating scale for the answers, so the respondent can select a value from the scale to answer each question,
Which type of question should you add to your survey?

- A. Net Promoter Score
- B. Rating
- C. Choice
- D. Likert

Answer: D

Explanation:
Reference:
<https://docs.microsoft.com/en-us/dynamics365/customer-voice/available-question-types>

NEW QUESTION 84

- (Exam Topic 4)
You are a marketing assistant at a Credit Union. You need to set up a subscription center for customers to manage their communication settings. Which seven actions should you perform in sequence? To answer, move all actions from the list of steps to the answer area and arrange them in the correct order.

Actions

Check the Form for errors and Go Live.

Create a Marketing Form with the type as Subscription Center.

Check the Page for errors and Go Live.

Create a Subscription List for each of your newsletters.

Create a Marketing Page to hold the Subscription Center Marketing Form.

Add the Marketing Page as the Subscription Center in the content settings record.

Add each of your Subscription Lists to the Marketing Form as Checkboxes.

Order

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Text, table Description automatically generated with medium confidence
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center>

NEW QUESTION 86

- (Exam Topic 4)
When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected. Which five actions are required, in sequence, to create a complete customer journey? To answer, move the appropriate actions from the list of actions to the

Passing Certification Exams Made Easy

visit - <https://www.2PassEasy.com>

answer area and arrange them in the correct order.

Actions

Establish the target segment.

Set general options.

Go live with the customer journey.

Select a customer journey template.

Configure tile settings.

Create an activity marketing template.

Add tiles from the Toolbox.

Order

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journe>

NEW QUESTION 87

- (Exam Topic 4)

Your marketing department has given you a list of requirements.

Which requirements will you be able to meet by utilizing the tools in Dynamics 365 for Marketing? To answer, drag the appropriate requirement to the correct column. Each requirement may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

List of Requirements

Create individualized messages with personalized content.

Error check content to ensure all required information is included.

Creating marketing that changes based on the recipient's actions.

Analyze the results of email messages (click-thrus, opens, etc.).

Send emails messages out through your company's server.

Answer Area

Able to meet requirement

Not able to meet requirement

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/prepare-marketing-emails>

NEW QUESTION 88

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

You have created a Subscription Form that lives on a marketing page in a marketing website. The form is active, and you need to see how many submissions have been received.

In which three places can you find information on form submissions? Each correct response presents a complete solution.

- A. Website Insights
- B. Customer Journey Insights
- C. Marketing Form Insights
- D. Customer Voice submissions
- E. Marketing Page Insights

Answer: ACE

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/insights>

NEW QUESTION 89

- (Exam Topic 4)

You have a customer journey that sends an email, creates a phone call activity and sends a text message.

Which set of actions must you take to activate your customer journey?

- A. Validate, then Go Live.
- B. Check for Errors, then Publish
- C. Validate, then Publish.
- D. Check for Errors, then Go Live.

Answer: D

NEW QUESTION 90

- (Exam Topic 4)

You have been tasked with creating a Customer Journey Template that will be used as a starting point by others. Your template must be in French, run every 6 months, and be used to send emails to all of the Contacts and group the journeys by the contacts account.

Which template contains all of the necessary elements to meet these requirements?

- A. Purpose: Sales, Target: Contact
- B. Language: Frenc
- C. Is recurring: Yes
- D. Purpose: Multipurpos
- E. Target: Account
- F. Language: Frenc
- G. Is recurring: Yes
- H. Purpose: Multipurpos
- I. Target: Contact
- J. Language: Frenc
- K. Is recurring: Yes
- L. Purpose: Sales, Target: Account
- M. Language: Frenc
- N. Is recurring: No

Answer: B

Explanation:

The Target must be set to Accounts for the required grouping (and recurring must be Yes). Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns>

NEW QUESTION 91

- (Exam Topic 4)

You are an event coordinator for Contoso, Ltd, and are creating a multi-day tradeshow event.

You need to set up an event team that will consist of Contoso, Ltd employees, vendors, partners and customers.

Which two kinds of records should you associate to the event team member? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Customer
- B. User
- C. Contact
- D. Account

Answer: BC

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event>

NEW QUESTION 93

- (Exam Topic 4)

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the

stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are a marketer at Contoso Inc.

In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.

You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.

Solution: You add the NPS question as a metric in the survey. Does this solution meet the goal?

A. Yes

B. No

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

NEW QUESTION 97

- (Exam Topic 4)

You are a functional consultant working with Dynamics 365 Customer Voice.

You are tasked with planning a survey that will be distributed for anonymous response.

Which action is required during survey variable configuration to capture the Email of the anonymous respondent?

A. Enable the Anonymous responses in the distribution settings.

B. Turn on track email in the distribution settings.

C. Add the Email variable in the Personalization customization.

D. Turn on the toggle for Save value in the Email variable.

Answer: D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/personalize-survey>

NEW QUESTION 100

- (Exam Topic 4)

Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.

The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You create an approval process on the template records. You restrict usable templates to only those that have been approved.

Does this meet the goal?

A. Yes

B. No

Answer: A

NEW QUESTION 105

- (Exam Topic 4)

You are a marketer for Contoso Ltd. You are responsible for creating social media posts to debut a new webinar you are promoting. You just discovered that your post sent this morning has a typo.

You need to correct this right away. What should you do to fix your post?

A. Reactivate the post, edit, and then select Schedul

B. Select the time of the original post to overwrite it.

C. Reactivate the post, edit, and then select Post Now to immediately update the post.

D. Edit the Pos

E. The post will automatically update in the social media platform.

F. Delete the post and recreate i

G. Posts are read only once posted.

Answer: D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/social-posting>

NEW QUESTION 109

- (Exam Topic 4)

You are setting up a small workshop event. The event will have one session and one speaker.

After you create the event, session and speaker engagement record, you want to publish the event to the event portal.

How should you publish the event?

A. Publish the even

- B. The session and speaker will publish automatically.
- C. Publish the sessio
- D. The event and speaker will publish automatically.
- E. Publish the event, session and speaker manually.
- F. Publish the event and session separatel
- G. Speaker will publish automatically.

Answer: D

Explanation:

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event-portal

NEW QUESTION 110

- (Exam Topic 4)
You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use.
Which pieces of information will help you decide which template to use?

- A. Target, Recurrence, Purpose, Name
- B. Purpose, Target, Recurrence, Description
- C. Language, Purpose, Target, Recurrence
- D. Language, Owner, Target, Recurrence

Answer: B

NEW QUESTION 114

- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant.
You need to create a customer journey to capture responses. You complete all the configuration tasks in Dynamics 365 Marketing. However, upon monitoring the journey statistics you notice that nothing was triggered.
What should you do to fix this issue?

- A. Publish the journey to go-live.
- B. Enable an audit trail to capture the events.
- C. Check the security role.
- D. Enable logs to find the root cause.

Answer: A

Explanation:

Reference:
https://github.com/MicrosoftDocs/dynamics-365-customer-engagement/blob/main/ce/marketing/customer-journ

NEW QUESTION 119

- (Exam Topic 4)
You have a subscription to Dynamics 365 for Marketing.
You need to recommend which analytics tools should be used for each channel measured by your subscription. Which analytics tools should be used for seeing the data by contact or by lead? Each tool may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.
NOTE: Each correct selection is worth one point.

Tools	Content
Insights	interaction timeline for all channels
Email interactions	open and click through information
Event interactions	check-in-list
Marketing form interactions	name of the record on which user-entered updates are saved
Web interactions	anonymous visitor information

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories>

NEW QUESTION 123

- (Exam Topic 4)

Your company currently has a customer journey that is running.

You have been tasked with making changes to the template without interrupting the customer journey. Will you be able to accomplish this task?

- A. N
- B. The customer journey template is locked for editing while it is Live, Editable.
- C. Yes, if you set the customer journey as Stopped and modify the template.
- D. Yes, if you set the customer journey as Live, Editable and modify the template.
- E. N
- F. The customer journey cannot be edited without being at least temporarily stopped.

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live#customer-journey-go-live-operations-and-stat>

NEW QUESTION 124

- (Exam Topic 4)

You have been tasked with creating the structure necessary to include dynamic content in email messages. Which three types of items can be placed in a message as dynamic values? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Your company's phone number
- B. Values from a specific Case record
- C. Subscription-center link
- D. Your company's postal address
- E. Social media links

Answer: CDE

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content>

NEW QUESTION 125

- (Exam Topic 4)

You are a marketing professional who is creating a marketing page.

Which three design elements are available to you? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

- A. Divider Element
- B. Text Element
- C. Content Block Element
- D. Event Element
- E. Survey Element

Answer: ABC

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages>

NEW QUESTION 130

- (Exam Topic 4)

You need to create a lead scoring model based upon fixed rules as well as behavior rules.

Which scenario corresponds to each rule type? To answer, drag each scenario to the appropriate rule type. Each scenario may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Scenarios	Answer Area	
	Fixed Rule	Behavior Rule
Lead Opening an Email		
Lead Registers for an Event		
Lead's City		
Lead's Estimated Budget		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/score-manage-leads>

NEW QUESTION 135

- (Exam Topic 4)

Your marketing department will be creating multiple email messages to be used in several customer journeys. To prepare for this, you need to create content settings to determine the dynamic values to be used.

What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

- A. 1
- B. 2
- C. 3
- D. 4

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content>

NEW QUESTION 137

- (Exam Topic 4)

You are a functional consultant at Contoso. The EMEA sales manager wants you to configure Contoso's landing page settings to capture activities by existing leads and contacts located in Belgium.

You already configured the Default Marketing Page Configuration for Landing pages. What should you do next to achieve your goal?

- A. Update the Belgian landing page Matching Strategy.
- B. Update the Default Matching Strategy located in Landing Page settings.
- C. Update the Matching Strategy for the landing page in the Customer Journey.
- D. Update the Default Matching Strategy located in Marketing settings.

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages>

NEW QUESTION 141

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

You create a marketing subscription list and you need to make it available for website visitors. In which two ways can you do this?

- A. In the Email Marketing form, drag the created subscription list to the form.
- B. In the Subscription Center form, drag the created subscription list to the form.
- C. In the Landing Page template, drag the created subscription list to the form.
- D. In the Event Template, drag the created Subscription List to the form.

Answer: AB

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center>

NEW QUESTION 144

.....

THANKS FOR TRYING THE DEMO OF OUR PRODUCT

Visit Our Site to Purchase the Full Set of Actual mb-220 Exam Questions With Answers.

We Also Provide Practice Exam Software That Simulates Real Exam Environment And Has Many Self-Assessment Features. Order the mb-220 Product From:

<https://www.2passeasy.com/dumps/mb-220/>

Money Back Guarantee

mb-220 Practice Exam Features:

- * mb-220 Questions and Answers Updated Frequently
- * mb-220 Practice Questions Verified by Expert Senior Certified Staff
- * mb-220 Most Realistic Questions that Guarantee you a Pass on Your FirstTry
- * mb-220 Practice Test Questions in Multiple Choice Formats and Updatesfor 1 Year