

Microsoft

Exam Questions mb-220

Microsoft Dynamics 365 for Marketing



NEW QUESTION 1

- (Exam Topic 1)

Based on ProseWare’s licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

- A. Litmus inbox Previews = 100 per month
- B. Marketing Emails Sent = 1,755,983
- C. Australia Business Unit has 10 regular Users and 1 Administrator User
- D. Marketing Contacts = 24,500

Answer: BD

NEW QUESTION 2

- (Exam Topic 1)

Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below.
To answer, drag the Staff to the appropriate Activity. Each Staff item 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.

| Staff | Activities |
|--|-------------------------------------|
| Marketing Professionals | Analyze Marketing Page performance |
| All Marketing Users | Investigate blocked emails |
| Marketing Oversight Business Unit members | Use Customer Insights for reporting |
| BU Admin Team members | Go Live |
| Marketing Administration Business Unit members | Request Approval |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text, application Description automatically generated
Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.
Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped Contacts.
Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

NEW QUESTION 3

- (Exam Topic 2)

You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.
You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact. These leads will be processed by Contoso’s Sales team.
The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.
What should you do to achieve this goal?

- A. * 1. Install the “Send Customer Voice survey from Dynamics 365 app” in the Sales Hub app.* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the “Send Survey” button on the Lead record.
- B. * 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the “Send Survey” button on the Lead record.
- C. * 1. Click on “Enable Customer Voice on Sales Hub”.* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the “Send Survey” button on the Lead record.
- D. * 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.* 2. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

Answer: D

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365>

NEW QUESTION 4

- (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 5

- (Exam Topic 3)

The Planned Event currently has 146 registrations. In order to meet all of Litware’s standards for registration, which two statements are true? Each answer represents a complete solution.

- A. When space becomes available, the first person on the waitlist will be offered an invitation to register.
- B. Once capacity has been reached, a speaker whose additional person hasn't been registered yet will be placed on the waitlist.
- C. Once capacity has been reached, the first person on the waitlist will be automatically registered for the event when space becomes available.
- D. Another 2 registrations can be accepte
- E. After that, registrations will be added to the waitlist.

Answer: CD

Explanation:

Reference:

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

NEW QUESTION 6

- (Exam Topic 3)

You are responsible for information about the attendees and sponsors in your Dynamics 365 for Marketing system. Indicate which record type would hold each type of information listed below. For each Record Type listed below, indicate the Type of Information stored there.

To answer, drag the Type of Info to the appropriate Record Type. Each item 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.

| Types of Info | Record Types |
|--------------------|--|
| Account record | Sponsoring Company's email |
| Sponsorship record | Sponsorship Type |
| Hotel record | Logo that will be on the pens at the event |
| Case record | Venue address |
| | Number of rooms available to registrants |
| | Reason for invitation to this event |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

Reference:

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

NEW QUESTION 7

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

You need to set up a Marketing campaign for a client to demonstrate how they can engage customers in email campaigns.

To set up your demo, you will need to establish a list of contacts. You need to avoid using actual contacts. Which two methods can be used to load demo contacts for the campaign? Each correct answer presents part of the solution.

- A. Create Contacts in Demo Data of Marketing Settings.
- B. Create contacts manually in the Leads section of Dynamics 365 Marketing.
- C. Import contacts from an Excel file.
- D. Create contacts manually in the Contacts section of Dynamics 365 Marketing.

Answer: AC

NEW QUESTION 8

- (Exam Topic 4)

As a marketing operations lead, you have recently been hired to manage a team using Dynamics 365 Marketing.

The team sends subscription-based newsletters on a regular basis, and they have set up a subscription center in Dynamics 365 Marketing. They now need to create links in each newsletter to the subscription center, so that customers can manage their communication settings.

How should you instruct the team to ensure links to the subscription center appear in their newsletters?

- A. In the email Designer, use Content Assist in the text editor to select the SubscriptionCenter element under the Dynamic Content menu.
- B. In the email Designer, in General Layout properties of the email template, select "Include Subscription Center Link."
- C. In the email Designer, Drag the Subscription Center item from the Toolbox to the email canvas to create the link.
- D. Create an HTML link in each email to direct customers to the subscription center.

Answer: A

Explanation:

Reference:

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

NEW QUESTION 9

- (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 10

- (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 refresh the satisfaction metrics report. Does this solution meet the goal?

- A. Yes
- B. No

Answer: B

Explanation:

Reference:

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

NEW QUESTION 10

- (Exam Topic 4)

You are the administrator at Contoso, Ltd. You need to create a marketing email to notify customers when a card has been abandoned on the company website.

Which five actions in sequence are required to create an email that is ready to send? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

| Actions | Order |
|--|-------|
| Go to Marketing Execution > Marketing emails and create a new email. | |
| Run an error check on your message and correct errors until your email is error-free. | |
| Add email-from name to address and reply-to address. | |
| Preview your message by using the Preview tab and by sending tests messages. | |
| On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional". | |
| Design your message by using the drag-and-drop designer or HTML editor. | |
| Select Go-Live. | |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 13

- (Exam Topic 4)

You are a Dynamics administrator that is setting up Dynamics for Marketing for your organization. You need to configure Dynamics for Marketing to work with your webinar provider and create a webinar event. Which four steps should you take, in sequence, to complete your task? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

| Steps | Order |
|--|-------|
| Create an event and set the Format to Webinar or Hybrid. | |
| Add Credentials to the Webinar Configuration Record. | |
| Add credentials to the webinar provider record. | |
| Set up an account with the webinar provider. | |
| Create a webinar provider record and webinar configuration record in Dynamics for Marketing. | |
| Create an event and set the Event Type to Webinar or Hybrid. | |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

engagement/marketing/set-up-webinar

NEW QUESTION 14

- (Exam Topic 4)

The sales team needs guidance on adding Contacts to existing segments.
Which three statements accurately describe those process? Each answer represents a complete solution.

- A. Those who do not have access to the segment entity cannot add a contact record to a segment.
- B. A Contact can be added to a static segment while viewing the contact record.
- C. A Contact can be added to several segments at once.
- D. Those who do not have access to the segment entity can add a contact record to a segment.
- E. A Contact can be added to a dynamic segment while viewing the contact record.

Answer: BCD

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/manage-segments-from-contacts>

NEW QUESTION 17

- (Exam Topic 4)

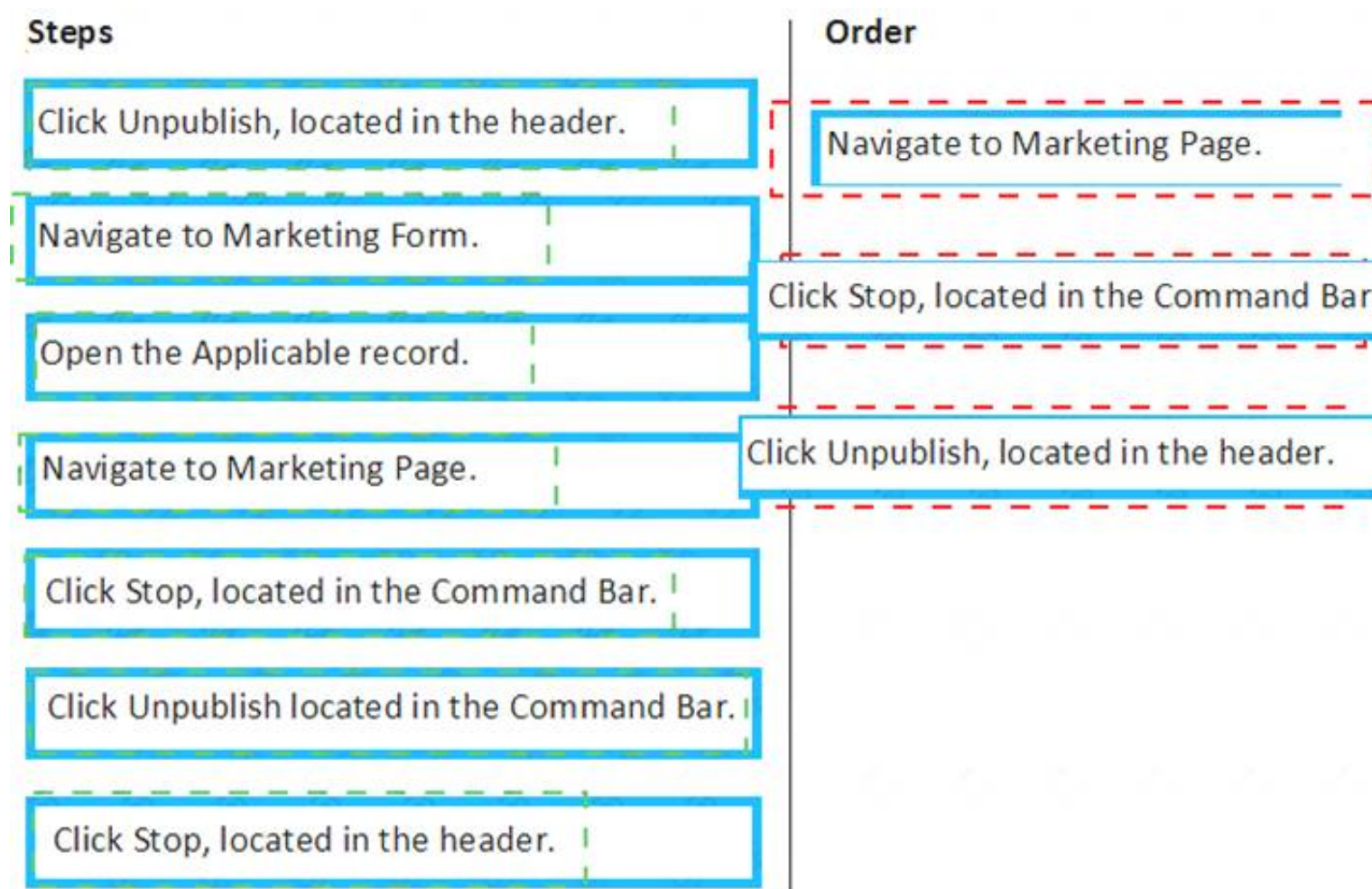
You are a marketing administrator. Your company has a form that prospective clients use for holiday offers. You need to take down the marketing page that contains the form now that the season is over.
Which three steps are needed, in order, to complete your task? (Choose three.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

| Steps | Order |
|---|-------|
| Click Unpublish, located in the header. | |
| Navigate to Marketing Form. | |
| Open the Applicable record. | |
| Navigate to Marketing Page. | |
| Click Stop, located in the Command Bar. | |
| Click Unpublish located in the Command Bar. | |
| Click Stop, located in the header. | |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:



NEW QUESTION 21

- (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.

Your marketing team is asking you questions about how marketing emails can be used for the campaigns they wish to launch.

You need to explain how these types of messages differ from the person-to-person messaging they already use in order to correctly help your marketing team to understand the difference between Traditional Emails and Marketing Emails.

Solution: You tell the team that Traditional Emails are hosted on the Dynamics 365 server. Does this meet the goal?

- A. Yes
- B. No

Answer: B

Explanation:

References:

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

NEW QUESTION 22

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant at Contoso Ltd. You need to configure the LinkedIn Lead Gen feature.

What are the two pre-requisites that must be applied before you are able to proceed with the configuration? Each correct answer presents part of the solution.

- A. Create a strategy to match LinkedIn incoming leads to existing leads.
- B. Have LinkedIn Profile with Campaign Manager enabled.
- C. Grant the rightful users with the LinkedIn Lead Gen Forms Administrator or LinkedIn Lead Gen Forms Salesperson security roles.
- D. Send a request to LinkedIn to allow the synchronization.
- E. Have a LinkedIn Profile with Lead Gen Administrator enabled.

Answer: BC

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration> <https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration>

NEW QUESTION 23

- (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

| 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 24

- (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 29

- (Exam Topic 4)
Read each of the backup concepts below and determine which are correct or incorrect.
To answer, drag the Answer to the appropriate Backup Concept. 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.

| Elements | Statements | |
|-----------|---|----------------------|
| Correct | Automatic System Backups contain interaction records and image files. | <input type="text"/> |
| Incorrect | Automatic system backups are stored for up to 28 days. | <input type="text"/> |
| | On-Demand Backups can be created any time. | <input type="text"/> |
| | Restoring a backup to another instance will delete image files. | <input type="text"/> |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/manage-marketing-environments#create-and-restore-b> <https://docs.microsoft.com/en-us/power-platform/admin/backup-restore-environments>

NEW QUESTION 31

- (Exam Topic 4)
You are creating a marketing list.
You need the marketing list to be available for the subscription center. You set the marketing list to be a subscription list.
What will the Marketing List Member Type Be?

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

Answer: D

Explanation:

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

NEW QUESTION 34

- (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 39

- (Exam Topic 4)
You are a marketing professional for Contoso, Ltd.
You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration account to register for the event.
Why might the event require you to register anonymously, despite the setting above?

- A. Your portal is a site hosted externally.
- B. Your portal is a site hosted by Dynamics 365 Portals
- C. Your portal is Dynamics Native Portal.
- D. You must republish the event.

Answer: A

Explanation:

References:

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

NEW QUESTION 43

- (Exam Topic 4)

You are a marketing administrator.

You need to edit a web page that contains a form used for holiday offers. The page and form are visible to the outside world.

Which five steps, in order, are needed to complete your task? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

| Steps | Order |
|--------------------------------|-------|
| Navigate to Marketing Form. | |
| Click Edit in the header. | |
| Click Edit in the command bar. | |
| Click Save. | |
| Make changes to the page. | |
| Navigate to Marketing Page. | |
| Click Go Live. | |
| Open the applicable record. | |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

| Steps | Order |
|--------------------------------|--------------------------------|
| Navigate to Marketing Form. | Navigate to Marketing Page. |
| Click Edit in the header. | |
| | Click Edit in the command bar. |
| Click Edit in the command bar. | |
| Click Save. | Make changes to the page. |
| Make changes to the page. | Click Save. |
| Navigate to Marketing Page. | |
| Click Go Live. | Click Go Live. |
| Open the applicable record. | |

NEW QUESTION 45

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant. Your company wants to:

- > control access to Marketing features that could incur extra costs, and
- > make sure no extra costs are being incurred by exceeding existing Marketing subscription limits. Which three steps should you take? Each correct answer presents part of the solution.

- A. Monitor the quantity of contacts and emails on the server.
- B. Monitor the quantity of Marketing contacts and emails.
- C. Monitor the quantity of landing pages.
- D. Monitor Litmus accounts and the number of previews.
- E. Create teams to be used in designer feature protection rules.

Answer: BDE

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management> <https://docs.microsoft.com/en-us/dynamics365/marketing/designer-feature-protection>

NEW QUESTION 50

- (Exam Topic 4)

You are setting up a conference event that will have a capacity of 500 people.

You want to enable a waitlist for the event so that if more than 500 people register and someone cancels their registration, the event will automatically register the next available person on the list.

Which three steps should you take, in sequence, to complete your task? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

| Steps | Order |
|---|-------|
| Create an event. | |
| Navigate to the Venue Constraints section. | |
| Set the “Maximum Event Capacity” field to 500 and the “Waitlist This Event” field to Yes. | |
| Navigate to the Registration and Attendance Tab. | |
| Set the “Maximum Event Capacity” field to 500 and the “Allow Waitlist” field to 100. | |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 51

- (Exam Topic 4)

You are an administrator working on a marketing campaign.

You need to understand the various types of digital content that are available for use with marketing.

Which Content Types match with the Purposes that are listed? To answer, drag the appropriate Content Type to the correct purpose. Each Content 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 the content.

NOTE: Each correct selection is worth one point.

| Content Type | Purpose | |
|--------------------------|---|--|
| Images and Keywords | Pictures and words to be added to marketing content | |
| Landing Page | General-purpose form for collecting contact information | |
| Subscription Form | Allows contacts to view and edit their opt-in / opt-out information | |
| Forward to a Friend Form | Accepts email address(es) in order to send info to colleagues. | |
| Marketing Email Messages | | |
| Templates | | |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

| Content Type | Purpose | |
|--------------------------|---|--------------------------|
| Images and Keywords | Pictures and words to be added to marketing content | Images and Keywords |
| Landing Page | General-purpose form for collecting contact information | Landing Page |
| Subscription Form | Allows contacts to view and edit their opt-in / opt-out information | Subscription Form |
| Forward to a Friend Form | Accepts email address(es) in order to send info to colleagues. | Forward to a Friend Form |
| Marketing Email Messages | | |
| Templates | | |

NEW QUESTION 54

- (Exam Topic 4)
Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe.
How should you define who to include in this Customer Journey?

- A. Create a Dynamic segment.
- B. Edit the contacts in your database.
- C. Create a Segment Type.
- D. Create a Static segment.

Answer: A

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions>

NEW QUESTION 56

- (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 results report. Does this solution meet the goal?

- A. Yes
- B. No

Answer: B

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

NEW QUESTION 61

- (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 |
|---------------------|----------------------------------|
| <div>Required</div> | Subscription Center Link |
| <div>Optional</div> | Sender's physical address |
| | Subject Line (static or dynamic) |
| | Dynamic message content |

- A. Mastered
- B. Not Mastered

Answer: A

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

NEW QUESTION 66

- (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 68

- (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 answer area and arrange them in the correct order.

| Actions | Order |
|--|-------|
| 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. | |

- 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 73

- (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 examine all existing templates. Upon identifying those that do not meet standards, you make appropriate adjustments to the non-conforming templates. Does this meet the goal?

- A. Yes
- B. No

Answer: B

NEW QUESTION 78

- (Exam Topic 4)

Your marketing department purchases a file with a list of leads.
Which actions should you perform, in sequence, in order to be able to add these leads to a marketing segment? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

| Actions | Order |
|--|-------|
| Assure the file is in the proper format and data exists for all required fields. | |
| Relate each Lead to a Contact. | |
| Import the file as Leads with duplicate detection enabled. | |
| Import the file as Contacts with duplicate detection enabled. | |
| Use workflows to link contacts for unmatched leads. | |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

| Actions | Order |
|--|--|
| Assure the file is in the proper format and data exists for all required fields. | Assure the file is in the proper format and data exists for all required fields. |
| Relate each Lead to a Contact. | Import the file as Leads with duplicate detection enabled. |
| Import the file as Leads with duplicate detection enabled. | Relate each Lead to a Contact. |
| Import the file as Contacts with duplicate detection enabled. | Use workflows to link contacts for unmatched leads. |
| Use workflows to link contacts for unmatched leads. | |

NEW QUESTION 79

- (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 80

- (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 82

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant. You are setting up integration with LinkedIn Lead Gen. You need to configure the integration in order to allow for Leads synchronization from LinkedIn to Dynamics 365 Marketing. In sequence, which four steps should you take? To answer, move all steps from the list of steps to the answer area and arrange them in the correct order.

| Steps | Order |
|--|-------|
| Configure a strategy to match incoming LinkedIn leads to existing leads. | |
| Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles. | |
| Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager. | |
| Configure LinkedIn field mappings. | |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text, application, email Description automatically generated
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration> <https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration>

NEW QUESTION 85

- (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 89

- (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 93

- (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

Lead Opening an Email

Lead Registers for an Event

Lead's City

Lead's Estimated Budget

Answer Area

Fixed Rule

Behavior Rule

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 98

- (Exam Topic 4)

You are a functional consultant analyzing the insights of the Marketing Page available in Dynamics 365 Marketing to collect data for a management presentation. Which element should you analyze to obtain information on the number of times the page was opened?

- A. Interactions
- B. Overview
- C. Submissions

Answer: A

Explanation:

Reference:

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

NEW QUESTION 103

- (Exam Topic 4)

You are a marketing professional.

You have created a marketing form and want content items to automatically fill in for the customer. What is a valid form for prefill?

- A. Pre-fill Form
- B. Survey Form
- C. Journey Form
- D. Subscription Center Form

Answer: D

Explanation:

References:

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

NEW QUESTION 108

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