

Microsoft

Exam Questions mb-220

Microsoft Dynamics 365 for Marketing



NEW QUESTION 1

- (Exam Topic 2)

You need to create a Global Customer Survey to capture the responses from your customers.

You need to make sure that Contoso's focused customers have the option to choose their preferred language while responding. You also need to automate customer journey actions based on the Customer Survey Response data.

Which five actions should you perform in sequence to achieve your goal? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps

- Add an If/then tile to further understand how contacts engage with the survey.
- Select the email tile. In the right pane, go to Email elements > + Add item and select Customer Voice survey in the drop down menu.
- Go to the customer journey designer. Then create or choose an existing customer journey with an email tile. Make sure the email tile is associated with an existing email.
- You can use Power Automate to include conditions to further understand how contacts engage with the survey.
- Create a Multi-Lingual Customer Survey with English, Danish, Swedish and Norwegian languages and translations.
- Create a customer survey and enable the localization option while adding the Survey to the Customer Journey.
- Create a Multi-Lingual Customer Survey with English and Japanese languages and translations.
- In the Email elements section, select a Dynamics 365 Customer Voice survey from the lookup field.

Order



- 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/customer-voice>

NEW QUESTION 2

- (Exam Topic 3)

To meet privacy and reporting standards, which three items does Litware require for segments? Each answer represents a complete solution.

- A. Segments must include sorting by privacy requirements.
- B. Segments should be Dynamic.
- C. Segments should be Static.
- D. Contacts blocked due to quotas will be added to a new segment.
- E. Segments must include sorting by the Building Location entity.

Answer: BDE

Explanation:

- > A custom entity called Building Location is used as a reference for every contact. All segments need to include sorting by this entity.
- > Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped. If the Contact stopped because Litware, Inc. reached the send quota for the month, the blocked Contacts should be added to a new segment and retried on the first of the following month.
- > Segments must be dynamic in order to comply with GDPR regulations. Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

NEW QUESTION 3

- (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 4

- (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:

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

NEW QUESTION 5

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant. You are setting up conditions for a lead-scoring model.

Which categories should you use during the configuration? To answer, drag the appropriate category to the correct condition. Each category 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.

Categories	Conditions
Fixed rules	Emails clicked
Behavior rules	Events registered
	Demographic information
	Website visited
	Firmographic information

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 6

- (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 7

- (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 8

- (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 9

- (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 10

- (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.

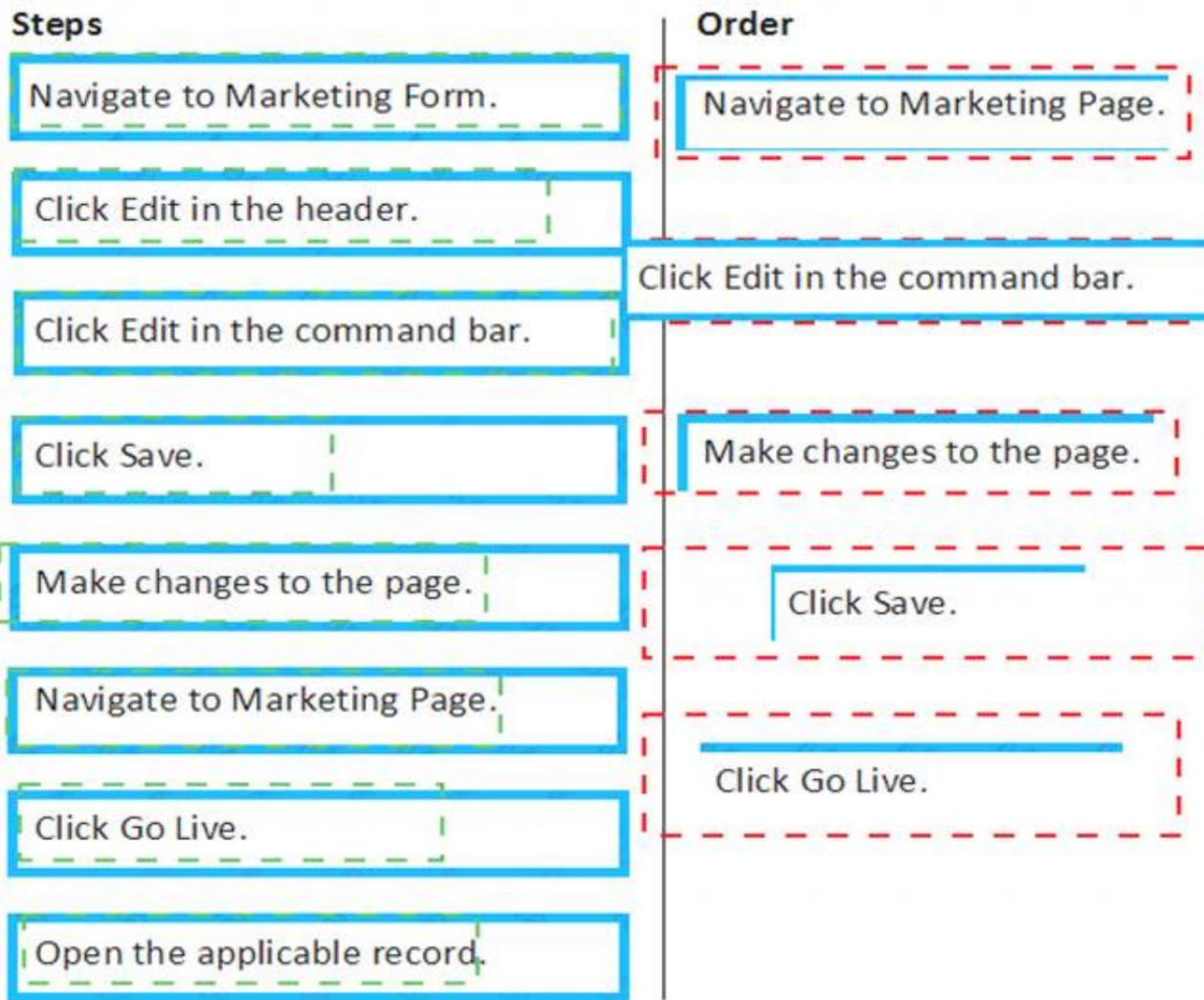
Which five steps, in order, are needed to complete your task? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

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:



NEW QUESTION 10

- (Exam Topic 4)

You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent it out through email for responses. You would like to export the responses for further analysis. Which export file format should be used to complete this task?

- A. csv
- B. pdf
- C. xml
- D. docx

Answer: A

Explanation:

Reference:

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

NEW QUESTION 15

- (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="checkbox"/>
Optional	Sender's physical address <input type="checkbox"/>
	Subject Line (static or dynamic) <input type="checkbox"/>
	Dynamic message content <input type="checkbox"/>

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 18

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

You need to configure Dynamics 365 Marketing for lead scoring.

Which configuration settings will allow you to accomplish the desired results? To answer, drag the appropriate configuration setting to the correct desired result.

Each configuration setting 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.

Configuration settings	Desired result	
Set Automatic Marketing Qualification to Yes.	Delete all scores calculated by the stopped lead-scoring model.	<input type="text"/>
Set Automatic Marketing Qualification to No.	Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.	<input type="text"/>
Set Automatic Sales Ready to Yes.	Automatically advance leads when a score generated by the lead-scoring model is received.	<input type="text"/>
Set Automatic Sales Ready to No.	Continue to show the scores for stopped models.	<input type="text"/>
Set Automatic Lead Score Cleanup to Yes.		
Set Automatic Lead Score Cleanup to No.		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text, application Description automatically generated

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-lead-score-options>

NEW QUESTION 21

- (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	Order
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.	⏵

- 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 24

- (Exam Topic 4)

You have been asked to create a report that shows your company's customer journeys by status reason.

Which Status Reasons correspond to the descriptions? To answer, drag the appropriate Status Reason to the correct description. Each Status Reason 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.

Status Reasons	Answer Area
Draft	The customer journey is currently running.
Live	The customer journey was once live and is not now.
Stopped	The customer journey is live and can be changed.
Live, Editable	The customer journey has never been live.
Expired	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/go-live>

NEW QUESTION 25

- (Exam Topic 4)

Your company is interested in gaining additional insight into customer journeys. You have been tasked with analyzing contacts insights.

From the options presented, which three types of interactions are analyzed in Dynamics 365 for Marketing for contacts and lead? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Web interactions
- B. Event interactions
- C. Survey interactions
- D. Appointment interactions
- E. Telephone interactions

Answer: ABC

Explanation:

References:

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

NEW QUESTION 29

- (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 reauthorize the Facebook social posting configuration to resolve the ticket.

Does this meet your goal?

- A. Yes
- B. No

Answer: A

Explanation:

Reference:

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

NEW QUESTION 34

- (Exam Topic 4)

You are creating a customer survey and you want to get good responses.

You need to analyze the responses to provide actions to best suit your organization.

Which three responses are considered best practice? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Define an objective for your survey so that you can ensure that all questions serve that objective.
- B. Make your surveys long so that you customers can get a chance to provide as much information as possible.
- C. Be sure to mention the estimated time to complete, along with a brief overview in your invitation.
- D. Previewing or testing your survey is unnecessary because your survey tool will automatically catch errors.
- E. Try to organize the survey in a way that groups all related questions together in sections.

Answer: ACE

Explanation:

References:

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

NEW QUESTION 35

- (Exam Topic 4)

You are a marketing automation consultant. Your client wants to understand the benefits of using the natural language feature in Dynamics 365 Marketing.

Which two statements explain why your client may want to use the Natural Language feature? Each correct answer presents part of the solution.

- A. Using the Natural Language feature allows marketers to build marketing journeys using simple words to specify touch points in the customer journey.
- B. Using the Natural Language feature allows marketers to build segments using simple words to specify what audience they want to target.
- C. When looking at a Marketing Journey created by another user, the Natural Language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.
- D. When looking at a segment created by another user, the Natural Language feature makes it easier to understand the logic of the segment and decide whether it meets the target profile for a campaign.

Answer: AB

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365-release-plan/2021wave2/marketing/dynamics365-marketing/use-> <https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language>

NEW QUESTION 40

- (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 44

- (Exam Topic 4)

You are an event coordinator for Contoso, Ltd.

You are creating a multi-day conference event that will include three tracks with four sessions in each track. These sessions and tracks will need to be visible on your event website.

Which four steps must you complete, 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

- Associate applicable sessions and tracks.
- Set event publish status to "Live".
- Click "Go Live" on the command bar.
- Create an event/events.
- Create sessions and internal track records.
- Create sessions and external track records.



- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 46

- (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 48

- (Exam Topic 4)

You are a marketer for Contoso Ltd. You are releasing a new product and want to create a way for users to receive product updates and announcements.

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

Actions	Order
Set the name and type.	
Create a subscription list by clicking New Subscription List.	
Set the name.	⏪ ⏩
Save the record.	
Create a marketing list by clicking New Marketing List.	⏴ ⏵

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Application Description automatically generated with low confidence

Reference:

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

NEW QUESTION 51

- (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 55

- (Exam Topic 4)

In preparing for going live with your customer journey you select "Check for Errors" in the command bar. Which three functions does this command provide?

(Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

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

Answer: ABC

Explanation:

References:

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

NEW QUESTION 57

- (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 send an email to any user who created a deficient template identifying the deficiencies and request that they correct their templates.

Does this meet the goal?

A. Yes

B. No

Answer: B

NEW QUESTION 62

- (Exam Topic 4)

You are a marketing professional who needs to create a new field for a marketing page.

You want some text to be in the field when the customer opens the page so that they have an idea of what to enter.

Which field should hold this "ghost text"?

A. Label

B. Prefill

C. Default Value

D. Placeholder

Answer: D

NEW QUESTION 67

- (Exam Topic 4)

Your sales team often request reports on Lead Source Effectiveness. They want to know which marketing campaigns, events, and web contacts generate the most qualified leads, and ultimately the most revenue.

How can you use tools in Dynamics 365 Marketing to generate this report?

A. Navigate to Leads, click on Insights, then select the Lead Source Effectiveness tab.

B. Navigate to Leads, select the appropriate Lead View, click on Run Report, and select Lead Source Effectiveness.

C. Navigate to Contacts, select the appropriate Contact View, click on Run Report, and select Lead Source Effectiveness.

D. Under Customer Journeys, go to the insights section for each journey that generates Leads, download the appropriate data, and aggregate it into a separate spreadsheet.

Answer: B

Explanation:

Reference:

<https://neilparkhurst.com/2019/02/27/mb-210-microsoft-dynamics-365-for-sales-sales-reports/>

NEW QUESTION 68

- (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 69

- (Exam Topic 4)

You are a Dynamics 365 functional consultant for Contoso Ltd. Because of recent policy changes, the marketing team needs to update the privacy policy banner text and URL.

What should you configure to implement these updates?

A. the Marketing Data configuration

B. the Application Management settings

C. the Default Marketing settings

D. the Landing Page settings

Answer: D

Explanation:

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

NEW QUESTION 73

- (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#conten>

NEW QUESTION 76

- (Exam Topic 4)

You are a functional consultant at Contoso Ltd.

Contoso would like to use Dynamics 365 Marketing to conduct a Webinar Event next week. An event portal is created for event management purposes. After creating the event record, the company requires a payment gateway to accept registration payment. You need to configure the payment gateway and set the event to use it.

Which five actions should you perform in sequence? 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.

Steps	Order
Create a web page associated to the Page Template.	
On the Page Template record, set the Web Template field to the Web Template record created.	
Create a Web Template record.	
Create a Page Template record.	⏪ ⏩
On the Web Template record, set the Page Template field to Page Template record created.	
Update the Event record. Set the Portal Payment Gateway field to the web page.	
Create a web page associated to the Web Template.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/event-payment-gateway>

NEW QUESTION 77

- (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 79

- (Exam Topic 4)

You are a marketing professional who is marketing to an engineering segment.

You need to create a new field for a marketing form. The new field needs to be a number that can support a level of precision up to 7 decimal places.

Which field type should you use?

- A. Single Line on the Text
- B. Floating Point Number
- C. Whole Number
- D. Decimal Number

Answer: D

Explanation:

References:

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>

NEW QUESTION 82

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