

Microsoft

Exam Questions mb-220

Microsoft Dynamics 365 for Marketing



NEW QUESTION 1

- (Exam Topic 1)

In order to follow recommended guidelines, you will need to synchronize only those entities that are necessary to meet ProseWare's business objectives.

In addition to the typical entities synced automatically (contact, accounts, events, interactions, etc), which two additional entities will ProseWare need to enable for synchronization? Each answer represents a partial solution.

- A. Invoices
- B. Work Orders
- C. Differentiator
- D. Cases

Answer: CD

NEW QUESTION 2

- (Exam Topic 2)

You have created a customer journey that does the following:

Sends an email regarding a country/region-specific promotional offer. Creates a phone call activity and sends a text message to the contact. Which set of actions should you take to activate your customer journey?

- A. Check the country/region, check the localization check bo
- B. Validate, and then Publish.
- C. Check the localization check bo
- D. Validate, check for errors, and then Publish.
- E. Verify the segment and email language, check for errors, and then Go Live.
- F. Verify the segment, check the country/regio
- G. Validate, and then Go Live.

Answer: C

Explanation:

Reference:

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

NEW QUESTION 3

- (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 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 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 accepted
- 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)

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 7

- (Exam Topic 3)

The time is currently 8pm on Thursday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising the Planned Event.

Following Litware's standards, which two options should you choose when preparing this message? Each answer represents a complete solution.

- A. Post Visibility is set to Public
- B. Schedule Time is set to tomorrow at 9am
- C. Post Visibility is set to Connections
- D. Channel is set to social media

Answer: BD

Explanation:

Reference:

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

NEW QUESTION 8

- (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 9

- (Exam Topic 4)

You have been asked to create a customer journey that meets this goal: Send an email to all cat owners, then follow up with a text message to those contacts who opened the email, waiting one day between actions.

Which five actions should you perform, in sequence, to meet the requirements? (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
Add an SMS text tile.	
Add a Trigger tile.	
Add a Custom tile.	
Add a Scheduler tile.	
Add a Segment tile.	
Add a Splitter tile.	
Add an Email tile.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Actions	Order
Add an SMS text tile.	Add a Segment tile.
Add a Trigger tile.	
	Add an Email tile.
Add a Custom tile.	
Add a Scheduler tile.	Add a Trigger tile.
Add a Segment tile.	Add a Scheduler tile.
Add a Splitter tile.	Add an SMS text tile.
Add an Email tile.	

NEW QUESTION 10

- (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 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 15

- (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 19

- (Exam Topic 4)
You are a marketing professional who needs to have a segment that is based on a single marketing list.
Which five actions must 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	Orders
Select a Subscription Marketing List.	
Set segment source to Subscription Marketing List.	
Add a segment group tile.	
Set up a Journey.	
Add a child segment tile.	
Select the properties of the child segment tile.	
Select the properties of the segment group tile.	

- 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 23

- (Exam Topic 4)
Your marketing department has determined that they want to create a Customer Journey that will target marketing contacts that have visited your website in the past 12 months.
Which type of marketing segment should you create?

- A. Profile Segment

- B. Interaction Segment
- C. Landing Page Segment
- D. Customer Insight Segment

Answer: B

Explanation:

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

NEW QUESTION 26

- (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 30

- (Exam Topic 4)
You are creating a multi-day conference event that is attended by attendees. The attendees will require hotel accommodations. You need to block off rooms for single occupancy, double occupancy and suites at the hotel. Which method should you use to accomplish your task?

- A. Create a hotel record and then a hotel room allocation record for each room type.
- B. Create a hotel record and then a single hotel room reservation record for all room types.
- C. Create a hotel record and then a single hotel room allocation record for all room types.
- D. Create a hotel record and then a hotel room reservation record for each room type.

Answer: A

Explanation:

References:
<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/invite-register-house-event-atte>

NEW QUESTION 31

- (Exam Topic 4)
You are a marketing administrator for Contoso Ltd. You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number. When the form is submitted, you need to ensure that:
If the contact or lead already exists, their record is updated. If the contact or lead does not exist, their record is created. What should you do?

- A. Set "Update contact/leads" to Contact and Lead.
- B. Set "Generate Leads Without Matching" to Yes.
- C. Set "Store Form Submission" to Yes.
- D. Verify that "Lead Matching Strategy" and "Contact Matching Strategy" are set correctly.

Answer: A

Explanation:

Reference:

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

NEW QUESTION 33

- (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 36

- (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 40

- (Exam Topic 4)

Your marketing department needs to create a Customer Journey for female wine enthusiasts over 40 years-old who live in Europe.

How should you define who receives this Customer Journey?

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

Answer: D

NEW QUESTION 41

- (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	
Required	A Subscription center link	
Best Practice	The Sender's physical street	
	A subject	
	A valid From address	
	Email size must be below 128KB	
	A personalized greeting in the subject using the {{contact.firstname}} token	
	Both an HTML and Text version of the email	

- 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 43

- (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.

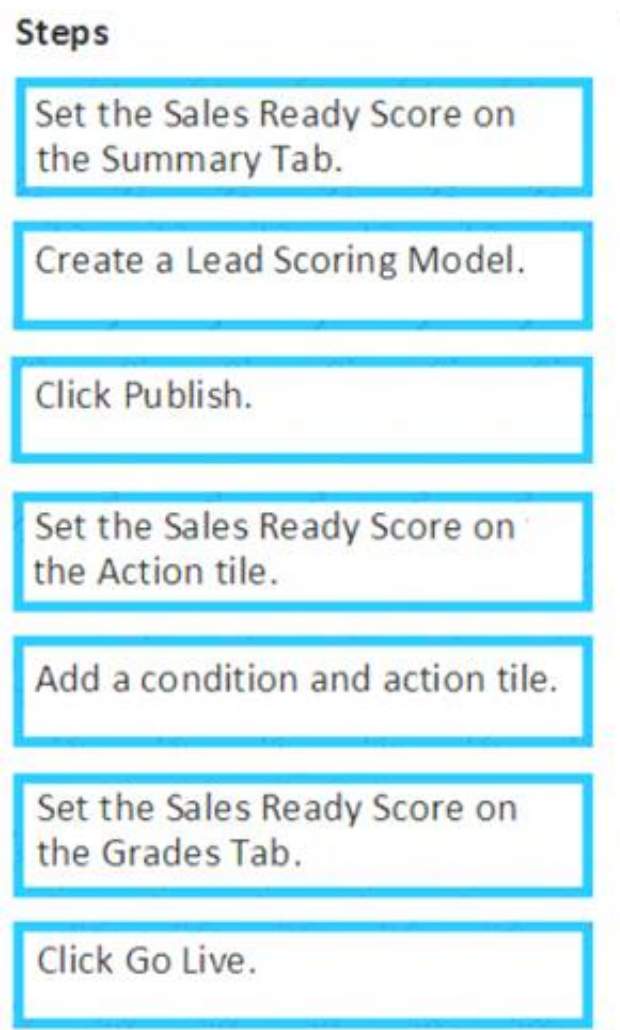
Answer: D

NEW QUESTION 45

- (Exam Topic 4)

You want to create a method that will alert sales people when a lead is ready to be sold to.

This method should automatically move the lead to the Sales-Acceptance stage of the lead life-cycle. Which four steps must you take, in order 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.



- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 46

- (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 50

- (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 52

- (Exam Topic 4)

As the Dynamics 365 Marketing functional consultant, it is your responsibility to make sure your company stays within the quota limits defined by your subscription. The current subscription includes a quota of 10,000 contacts and 100,000 Marketing email messages.

Your manager wants you to create a monthly report showing usage. When you navigate to Quota Limits, which items will you be viewing to create the required report? To answer, drag the appropriate element to the correct data point. Each element 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.

Element	Data Points	
Marketing Email Messages	Shows the total number you can still send this month, and the total number you have sent.	
Marketing Contacts	Shows the total number that users at your organization can still request this month, and the total number you have used.	
Litmus Inbox Previews	Shows the total number you can have in your database.	
Total Contacts in Database	Shows the total number stored in your database.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management

NEW QUESTION 55

- (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	Answer Area	
	Able to meet requirement	Not able to meet requirement
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.		

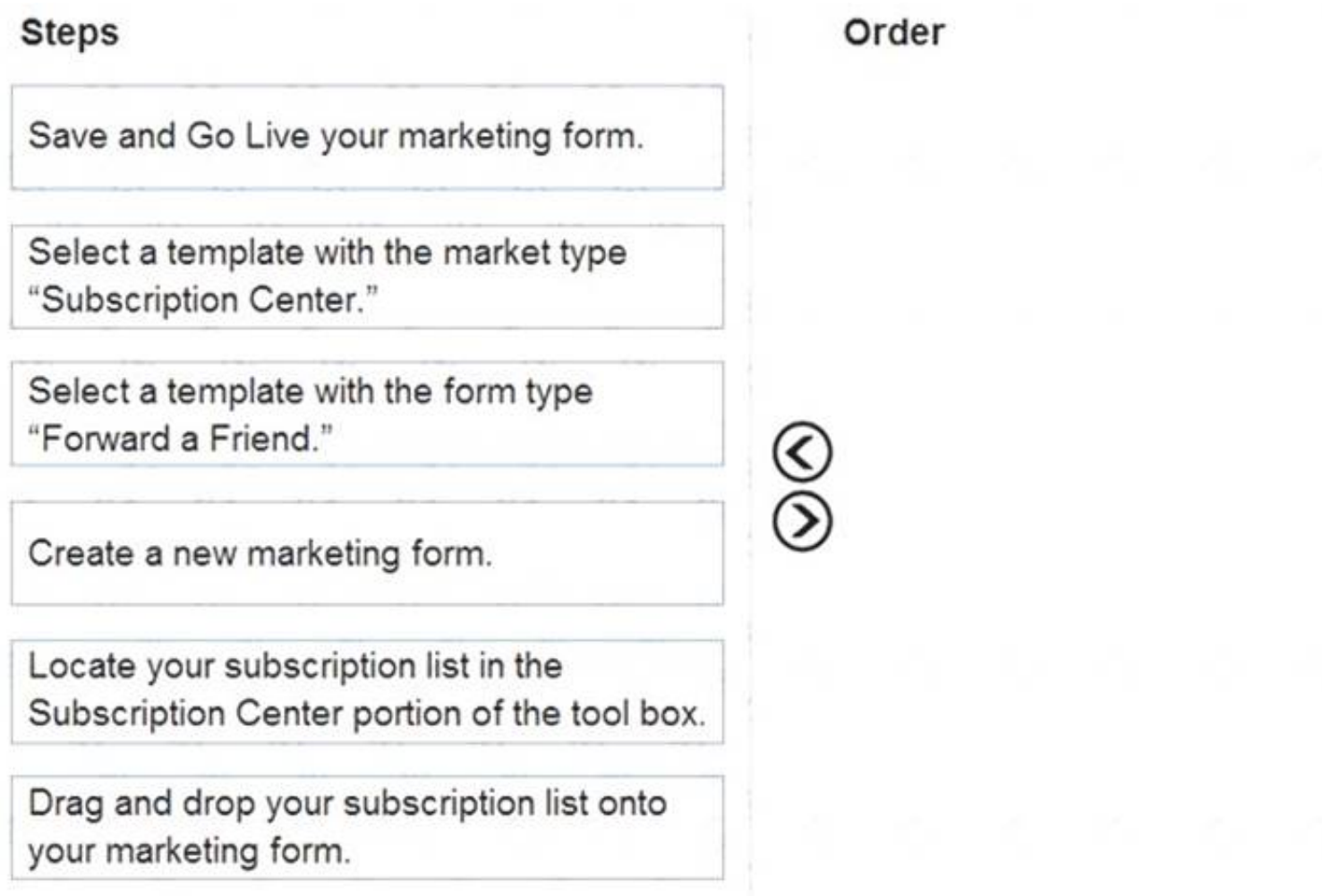
- A. Mastered
- B. Not Mastered

Answer: A

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

NEW QUESTION 59

- (Exam Topic 4)
You are a marketing professional. You need to create a subscription center marketing page that will include a subscription list you have already created. The marketing page will be reviewed by a colleague. Which three actions should you perform in sequence, to create a Subscription center form? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.



- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 64

- (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-natural-language> <https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language>

NEW QUESTION 66

- (Exam Topic 4)

You are responsible for all outgoing marketing emails at Contoso, Ltd.

You are tasked with the best practices aimed at increasing delivery and interaction rates.

Which question is answered by the email insight statistic listed? To answer, drag the email statistic to the question answered by that statistic. Each statistic may be used one, 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.

Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	<input type="text"/>
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	<input type="text"/>
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	<input type="text"/>
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	<input type="text"/>
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	<input type="text"/>

- A. Mastered
 B. Not Mastered

Answer: A

Explanation:

Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	Click-Throughs
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	Clicks (unique)
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	Opens (unique)
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	Forwards
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	No Statistic Exists

NEW QUESTION 71

- (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 72

- (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 74

- (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 77

- (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 lower the Sales Ready Score.

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 80

- (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 81

- (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 82

- (Exam Topic 4)

You have been asked to add the German language to the Customer Satisfaction Survey. The survey is currently only available in the default English language. You need to configure Dynamics 365 Customer Voice to display the German language option.

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

Steps	Order
Edit the translation to the German language.	
Open the Customer Satisfaction Survey.	
Select the Languages option from Customization list.	
Upload the language file.	
Add the German language in the Languages panel.	
Hover to the English language and edit.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 85

- (Exam Topic 4)

As a marketing automation consultant, you are creating a Customer Journey for a Marketing Event. You would like to send an email inviting VIP customers to register. For customers who do not register you want to send a follow-up email one (1) week later reminding them to register.

Which four tiles are required to assemble this Journey? Each correct answer presents part of the solution.

- A. Audience
- B. If Registered
- C. Phone Call
- D. Create Lead
- E. Wait for
- F. Send an Email

Answer: ABEF

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/create-simple-customer-journey>

NEW QUESTION 89

- (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 90

- (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 95

- (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 99

- (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 101

- (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 106

- (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 108

- (Exam Topic 4)

You are a functional consultant at Contoso, Ltd. Your company has a current Dynamics 365 Marketing instance and would like to migrate to a new instance. In order to save time, management has decided to replicate the current instance configuration and data using the Configuration Migration tool for Dynamics 365.

You have to validate that both instances (source and destination) are on the same version, and then perform the transfer.

Which four steps must you take, in sequence, to achieve your goal? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in the correct order.

Steps	Order
Use the Configuration Migration tool to generate a database schema based on your source instance.	
Export the custom solution from your source, and then import it on your destination instance.	
Remove all services for Marketing, event management, and Dynamics 365 Connector for LinkedIn Lead Gen forms from the source instance.	
Export data from the source instance using the Configuration Migration tool together with the schema.	
Download the Configuration Migration tool for Dynamics 365.	
Import the exported zip bundle onto the destination instance using the Configuration Migration tool.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 112

- (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 117

- (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 121

- (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 123

- (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 127

- (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 131

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