

mb-220 Dumps

Microsoft Dynamics 365 for Marketing

<https://www.certleader.com/mb-220-dumps.html>



NEW QUESTION 1

- (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 2

- (Exam Topic 3)

You are responsible for setting up all marketing pages, events, emails and customer journeys associated with the planned event. How many events will you set up?

- A. Two events; one formatted as webinar and the other formatted as on-site only.
- B. One event formatted as on-site only.
- C. Two events; one formatted as simulcast and the other formatted as on-site only.
- D. One event with Format set to Hybrid.

Answer: D

Explanation:

Reference:

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

NEW QUESTION 3

- (Exam Topic 4)

You are Dynamics 365 Marketing functional consultant for AdventureWorks Cycles.

You are configuring the system and storing marketing files in the Dynamics 365 Marketing content library. Which three file formats are supported in the content library? Each correct answer presents a complete solution.

- A. .bmp
- B. .jpg
- C. .pdf
- D. .tiff
- E. .gif

Answer: ACE

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-asset-library>

NEW QUESTION 4

- (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 5

- (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.

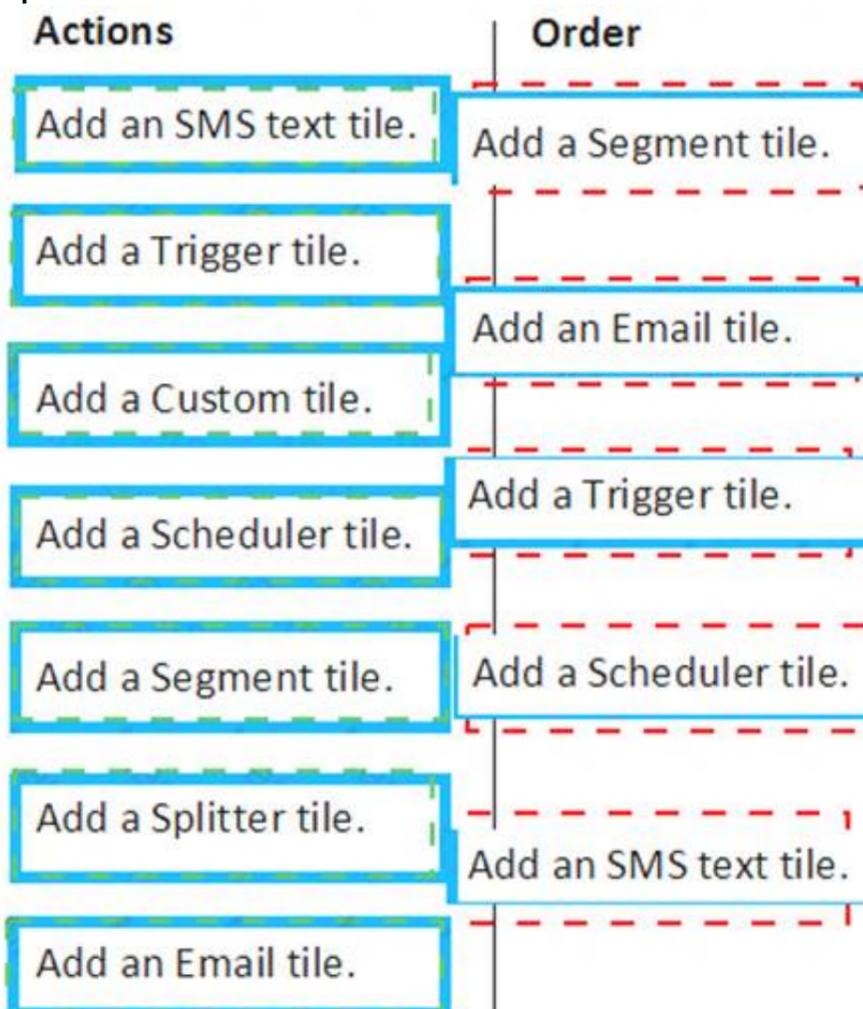
- Actions**
- Add an SMS text tile.
 - Add a Trigger tile.
 - Add a Custom tile.
 - Add a Scheduler tile.
 - Add a Segment tile.
 - Add a Splitter tile.
 - Add an Email tile.

Order

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:



NEW QUESTION 6

- (Exam Topic 4)

You are a marketing professional for AdventureWorks Cycles. You want to create a new subscription form with a new subscription list. You have created the new subscription list, but must be able to see the subscription list selection in the designer toolbox. When creating the new form, which form type must you select to meet the condition?

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

D. Subscription Center

Answer: D

Explanation:

Reference:

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

NEW QUESTION 7

- (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 8

- (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 9

- (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 10

- (Exam Topic 4)

You are a functional consultant. You need to edit a live web page that contains a form used for holiday offers. The page, and form, are visible to the outside world. Which five steps, in sequence, are needed 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
Click Save.	
Make changes to the page.	
Click Edit in the form header.	⏪
Click on Marketing Page in site map.	⏩
Click Edit in the command bar.	
Click on Marketing Form in site map.	
Open the holiday offer record.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 10

- (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 15

- (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 18

- (Exam Topic 4)

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

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

NOTE: Each correct selection is worth one point.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 20

- (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 25

- (Exam Topic 4)

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

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

NOTE: Each correct selection is worth one point.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, application Description automatically generated

Reference:

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

NEW QUESTION 28

- (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.

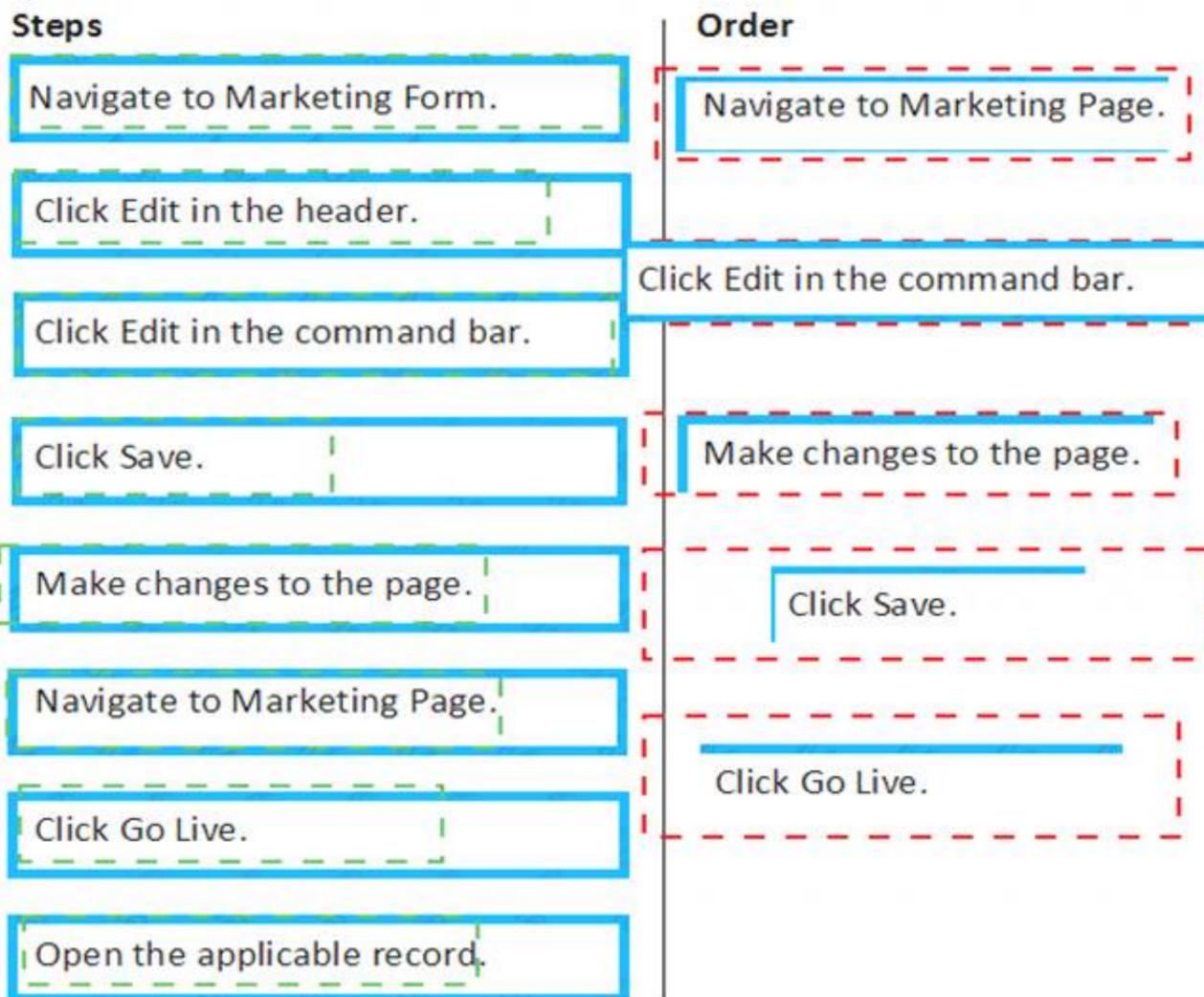
- Steps**
- Navigate to Marketing Form.
 - Click Edit in the header.
 - Click Edit in the command bar.
 - Click Save.
 - Make changes to the page.
 - Navigate to Marketing Page.
 - Click Go Live.
 - Open the applicable record.

Order

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:



NEW QUESTION 31

- (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 36

- (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 40

- (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 44

- (Exam Topic 4)

Your boss has asked you to send out a simple email campaign using a Customer Journey.

Which four activities 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.

Activity	Order
Create a Market segment, assuring it is dynamic.	
Create a customer journey, identifying a target segment.	
Create an email design, including all required elements.	
Publish the design by selecting "Go live".	
Activate the customer journey by choosing "Go live".	
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Activity	Order
Create a Market segment, assuring it is dynamic.	Create an email design, including all required elem
Create a customer journey, identifying a target segment.	Publish the design by selecting "Go live".
Create an email design, including all required elements.	Create a customer journey, identifying a target seg
Publish the design by selecting "Go live".	Activate the customer journey by choosing "Go live".
Activate the customer journey by choosing "Go live".	Activate the customer journey by choosing "Go liv
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

NEW QUESTION 48

- (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 50

- (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
- Live
- Stopped
- Live, Editable
- Expired

- The customer journey is currently running.
- The customer journey was once live and is not now.
- The customer journey is live and can be changed.
- The customer journey has never been live.

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 53

- (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

- 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.

Able to meet requirement

Not able to meet requirement

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 54

- (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 58

- (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 63

- (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.
- 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.

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

NEW QUESTION 67

- (Exam Topic 4)

You have been tasked with creating a customer journey for leads located in the Northwestern United States. Which two conditions must be true in order for the lead to receive your customer journey? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. The lead must be associated with a contact record.
- B. Follow Email must be set to "Allow".
- C. The lead must be associated with an account record.
- D. Bulk Email must be set to "Allow".

Answer: AD

NEW QUESTION 69

- (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 71

- (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 75

- (Exam Topic 4)

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You are a marketer at Contoso Inc.

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

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

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

A. Yes

B. No

Answer: A

Explanation:

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

NEW QUESTION 80

- (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 85

- (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 87

- (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 91

- (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 95

- (Exam Topic 4)

You are a functional consultant working at a company that is running campaigns on LinkedIn. You have been tasked with syncing leads from LinkedIn to Dynamics 365 Marketing.

You would like all leads acquired from your LinkedIn campaigns to create a new Lead and Contact record in Dynamics 365 Marketing. You do not want duplicates created when they are existing Leads and Contacts in the system.

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

Steps	Order
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.	
Define a strategy for matching LinkedIn leads with existing leads.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.	
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.	⬅️ ⬆️
Enable LinkedIn Sales Navigator.	
Activate your LinkedIn Lead Matching Strategy.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.	
Enable LinkedIn Lead Gen Integration in Advanced Settings.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text Description automatically generated with medium confidence

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 96

- (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 100

- (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 101

- (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 106

- (Exam Topic 4)

You are creating a lead scoring model.

You need to set up scoring, based on both explicit data and implicit data.

Which scenario represents the appropriate data type? To answer, drag each scenario to the appropriate data type. Each data 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.

Methods	Answer Area	
	Explicit Data	Implicit Data
Submitted Company name trough a form on a landing page		
Clicked on an email		
Attended a webinar		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:
<https://community.dynamics.com/crm/b/zsoltzombiksblog/archive/2016/03/06/lead-scoring-rules-and-examples>

NEW QUESTION 109

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