

# Microsoft

## Exam Questions mb-220

Microsoft Dynamics 365 for Marketing



**NEW QUESTION 1**

- (Exam Topic 1)

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

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

NOTE: Each correct selection is worth one point.

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

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

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

**NEW QUESTION 2**

- (Exam Topic 2)

You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.

You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact.

These leads will be processed by Contoso's Sales team.

The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.

What should you do to achieve this goal?

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

**Answer:** D

**Explanation:**

Reference:

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

**NEW QUESTION 3**

- (Exam Topic 2)

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

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

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

**Answer:** B

**Explanation:**

Reference:

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

**NEW QUESTION 4**

- (Exam Topic 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 5**

- (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 6**

- (Exam Topic 3)

You are responsible for information about the attendees and sponsors in your Dynamics 365 for Marketing

system. Indicate which record type would hold each type of information listed below. For each Record Type listed below, indicate the Type of Information stored there.

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

NOTE: Each correct selection is worth one point.

**Types of Info**

Account record

Sponsorship record

Hotel record

Case record

**Record Types**

Sponsoring Company's email

Sponsorship Type

Logo that will be on the pens at the event

Venue address

Number of rooms available to registrants

Reason for invitation to this event

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

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

Reference:

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

**NEW QUESTION 7**

- (Exam Topic 4)

You are 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 8**

- (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 9**

- (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 10**

- (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 10**

- (Exam Topic 4)

You are a marketing professional for Contoso, Ltd.

You are creating a marketing form and want to add a subscription list. As you go through the tool box, you see the subscription list. You notice that there are not as many lists as expected.

Which criteria should be used to allow a subscription list to be visible in the toolbox.

- A. Published Marketing Lists where the subscription field is set to True
- B. Active Marketing lists where the subscription field is set to False
- C. Published Marketing Lists where the subscription field is set to False
- D. Active Marketing Lists where the subscription field is set to True

**Answer:** D

**Explanation:**

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add>

#### **NEW QUESTION 15**

- (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 18**

- (Exam Topic 4)

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

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

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

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

**Answer:** AB

#### **NEW QUESTION 19**

- (Exam Topic 4)

You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent out the link through email for responses.

You want to understand the outcome from the Satisfaction Metrics report and identify the metrics created by default in Dynamics.

For the metrics, what are the three charts created by default in Dynamics? Each correct answer presents a complete solution.

- A. Respondents -tracked and anonymous
- B. Sentiment
- C. Net Promoter Score
- D. Total Responses
- E. CSAT

**Answer:** BCE

**Explanation:**

Reference:

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

#### **NEW QUESTION 24**

- (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**

- 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.

**Order**



- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

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

**NEW QUESTION 25**

- (Exam Topic 4)

You are creating a new marketing page showing a holiday offer.

You have completed your page, and now you want it to be viewable by everyone on the Internet. Which action should you perform to accomplish your goal?

- A. Press the Save button.
- B. Press the Activate button.
- C. Press the Publish button.
- D. Press the Go Live button.

**Answer:** D

**Explanation:**

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

**NEW QUESTION 28**

- (Exam Topic 4)

You are creating a survey using a Dynamics 365 for Marketing Surveys. You need to include multiple question types.

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

NOTE: Each correct selection is worth one point.

Type	Scenario
<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px;">Long Answer</div> <div style="border: 1px solid blue; padding: 2px;">Rating</div> <div style="border: 1px solid blue; padding: 2px;">Multiple Response</div> </div>	Open-ended question
<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px;">Ranking</div> <div style="border: 1px solid blue; padding: 2px;">Net Promoter Score</div> <div style="border: 1px solid blue; padding: 2px;">Smile Ratings</div> </div>	How many stars would you give us for the service we provided?
<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px;">Short Answer</div> <div style="border: 1px solid blue; padding: 2px;">Descriptive Text</div> </div>	Choose all that apply.
	Put these things in the order of importance.
	How likely are you to tell your friends about us?

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

References:

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

**NEW QUESTION 32**

- (Exam Topic 4)

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

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

NOTE: Each correct selection is worth one point.

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

**Answer:** ABC

**NEW QUESTION 36**

- (Exam Topic 4)

You are creating a customer journey.

You want to control the actions based on choices the contact makes and control the speed at which those actions happen.

Which three types of tiles are available to control the flow to meet your needs? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Splitter
- B. Decision point
- C. Internal action item
- D. Trigger
- E. Scheduler

**Answer:** BDE

**NEW QUESTION 41**

- (Exam Topic 4)

You are a marketing professional for Contoso, Ltd.

You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration account to register for the event.

Why might the event require you to register anonymously, despite the setting above?

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

**Answer:** A

**Explanation:**

References:

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

**NEW QUESTION 45**

- (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**

Required

Best Practice

**Item**

A Subscription center link

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 49**

- (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 52**

- (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.

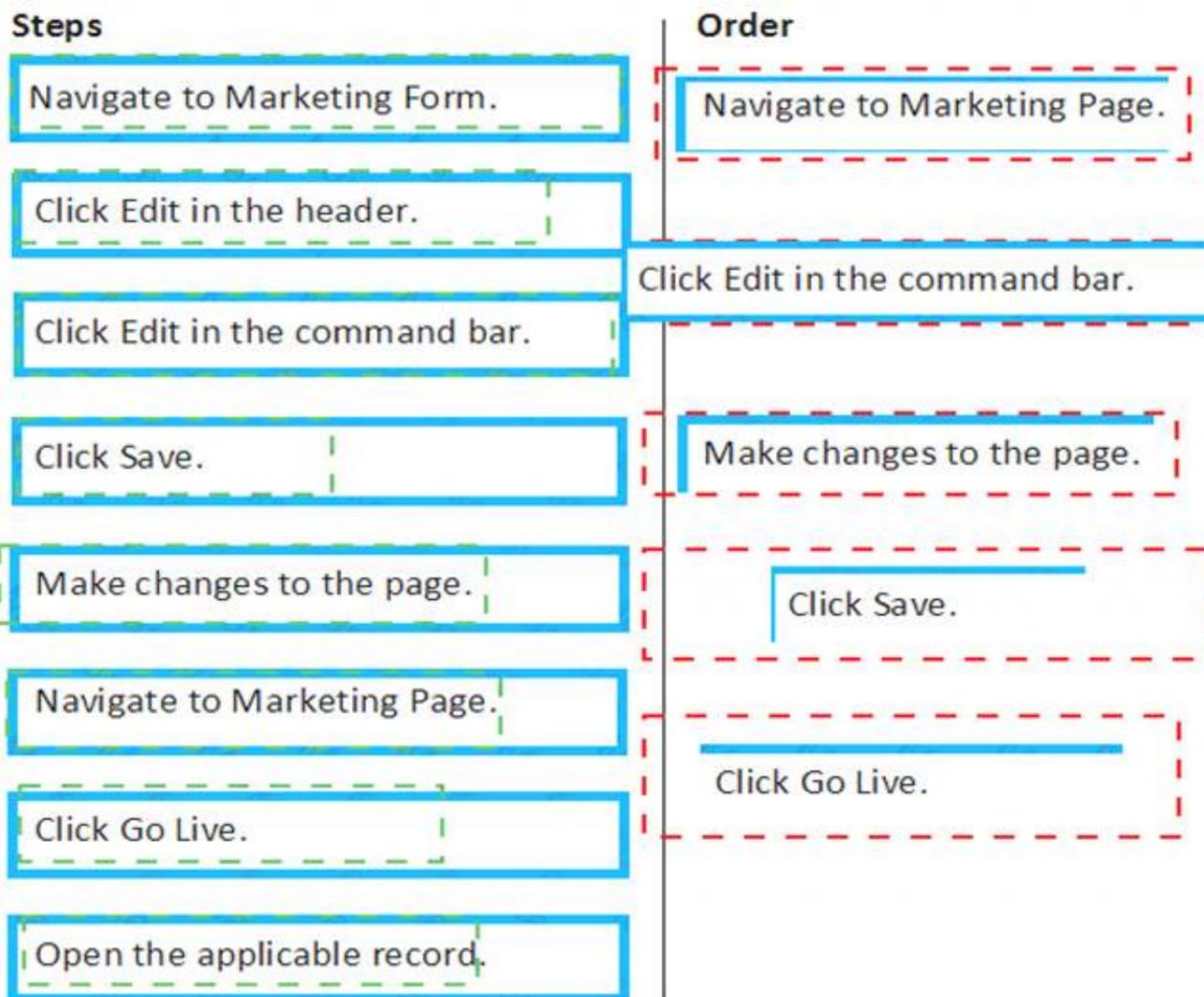
- Steps**
- Navigate to Marketing Form.
  - Click Edit in the header.
  - Click Edit in the command bar.
  - Click Save.
  - Make changes to the page.
  - Navigate to Marketing Page.
  - Click Go Live.
  - Open the applicable record.

**Order**

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**



**NEW QUESTION 57**

- (Exam Topic 4)

You are creating a customer journey that sends an email newsletter to a subscription list advertising a limited time offer. The customer journey start and end dates are May 24 through May 29. The customer journey is configured to send the email, wait one (1) week, then send a follow-up email reminding customers to take advantage of the offer in the newsletter. Which error should you expect to see in the customer journey designer?

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

**Answer:** D

**NEW QUESTION 60**

- (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 63**

- (Exam Topic 4)

You are the administrator for your company's Dynamics 365 for Marketing application. You are responsible for ensuring that the current constraints of your subscription are not exceeded.

You want to establish monitoring for the critical components that drive additional subscription costs. Which three subscription limits can you monitor at Settings > Advanced Settings > Others > Quota Limits?

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

NOTE: Each correct selection is worth one point.

- A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month
- B. the total number of emails that your company has sent this month and the total number of emails remaining in the month
- C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription
- D. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription
- E. the total number of surveys that your company has sent this month and the total number of surveys remaining in the month

**Answer:** ABD

**NEW QUESTION 66**

- (Exam Topic 4)

You are a marketing analyst at Contoso Ltd.

The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received.

They would like each survey to be a single row, with the responses as a column for their analysis. What should you do?

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

**Answer:** D

**Explanation:**

Reference:

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

**NEW QUESTION 68**

- (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 69**

- (Exam Topic 4)

You are a marketing administrator.

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

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

**Answer:** C

**Explanation:**

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

**NEW QUESTION 70**

- (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 73**

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

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

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

- A. Website Insights

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

**Answer:** ACE

**Explanation:**

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

**NEW QUESTION 76**

- (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.

Steps	Order
Save and Go Live your marketing form.	
Select a template with the market type "Subscription Center."	
Select a template with the form type "Forward a Friend."	⏪
Create a new marketing form.	⏩
Locate your subscription list in the Subscription Center portion of the tool box.	
Drag and drop your subscription list onto your marketing form.	

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

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

**NEW QUESTION 80**

- (Exam Topic 4)

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

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

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

**Answer:** D

**NEW QUESTION 81**

- (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 86**

- (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 87**

- (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 88**

- (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 91**

- (Exam Topic 4)

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

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

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

NOTE: Each correct selection is worth one point.

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

**Answer:** BC

**Explanation:**

References:

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

**NEW QUESTION 92**

- (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 97**

- (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 102**

- (Exam Topic 4)

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

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

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

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

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

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

Does this meet the goal?

- A. Yes
- B. No

**Answer: A**

**NEW QUESTION 103**

- (Exam Topic 4)

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

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

- A. Reactivate the post, edit, and then select Schedule
- B. Select the time of the original post to overwrite it.
- C. Reactivate the post, edit, and then select Post Now to immediately update the post.
- D. Edit the Post
- E. The post will automatically update in the social media platform.
- F. Delete the post and recreate it
- G. Posts are read only once posted.

**Answer: D**

**Explanation:**

Reference:

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

**NEW QUESTION 107**

- (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 108**

- (Exam Topic 4)

You have a subscription to Dynamics 365 for Marketing.

You need to recommend which analytics tools should be used for each channel measured by your subscription. Which analytics tools should be used for seeing the data by contact or by lead? Each tool may be used once,

more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

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

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

References:

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

**NEW QUESTION 110**

- (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 113**

- (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 116**

- (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 119**

- (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 121**

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