

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 2

- (Exam Topic 1)

Which two statements must be true in order for a User to approve marketing content? Each answer presents part of the solution.

- A. The Status on the marketing content must be Approval Required.
- B. The User must be in the Marketing Oversight Team or be a Marketing Professional.
- C. The Status on the marketing content must be Draft.
- D. The User must be in the BU Admin Team or in the Marketing Oversight business unit.

Answer: AD

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature>

NEW QUESTION 3

- (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 4

- (Exam Topic 1)

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

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

Answer: BD

NEW QUESTION 5

- (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 6

- (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 7

- (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 8

- (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 9

- (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 10

- (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 10

- (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 14

- (Exam Topic 4)
You are a functional consultant that needs to create a new marketing form landing page. You want this form structure to be available for multiple future forms. Which five actions should you perform in sequence to complete your task? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Go Live with the form template.	
Select the marketing form template by marketing form type "Landing Page".	
Set the form type to "Landing Page".	
Create a new marketing form type.	
Save the form template.	
Create a new form template.	

- 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/marketing-forms>

NEW QUESTION 19

- (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 22

- (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 24

- (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 27

- (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 32

- (Exam Topic 4)

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

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

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 37

- (Exam Topic 4)

The sales team needs guidance on adding Contacts to existing segments.

Which three statements accurately describe those process? Each answer represents a complete solution.

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

Answer: BCD

Explanation:

Reference:

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

NEW QUESTION 39

- (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 40

- (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 43

- (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 46

- (Exam Topic 4)
Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.
After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.
Your marketing team is asking you questions about how marketing emails can be used for the campaigns they wish to launch.
You need to explain how these types of messages differ from the person-to-person messaging they already use in order to correctly help your marketing team to understand the difference between Traditional Emails and Marketing Emails.
Solution: You tell the team that Traditional Emails are hosted on the Dynamics 365 server. Does this meet the goal?

- A. Yes
- B. No

Answer: B

Explanation:

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

NEW QUESTION 48

- (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 51

- (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 54

- (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 58

- (Exam Topic 4)
You are a marketing manager. You need to improve the open rates for your email campaigns. The content designer suggests you use dynamic messaging. You want the dynamic messaging to appear below the Subject in the recipient’s preview pane of their email client. Which action should you take?

- A. Use the Preview Text field to enter messaging with the contact’s name, to entice the user to open the email.
- B. Create a custom code element that holds the following HTML information and place it near the top of the email <meta name=”description” content=”Enter catchy messaging here”>
- C. Add the Preview Text to the subject field, preceded by a colon.
- D. Use the Preview Text element, and drag it to the top of your email in the email designer.

Answer: B

NEW QUESTION 60

- (Exam Topic 4)
You are a marketing professional. You need to create a marketing form that will include a subscription list you have already created. The marketing form will be finalized by a colleague. 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 then in the correct order.

Steps	Order
Save and Go Live your marketing form.	
Create a new marketing form.	
Drag and drop your subscription list into your marketing form.	
Select a template with a market type “Landing Page”.	
Locate your subscription list in the Subscription Center portion of the tool box.	
Select a template with the market type “Forward a Friend”.	

A. Mastered

B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 65

- (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 70

- (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
Long Answer	Open-ended question
Rating	How many stars would you give us for the service we provided?
Multiple Response	Choose all that apply.
Ranking	Put these things in the order of importance.
Net Promoter Score	How likely are you to tell your friends about us?
Smile Ratings	
Short Answer	
Descriptive Text	

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 71

- (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 76

- (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 80

- (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 83

- (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 86

- (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 89

- (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 91

- (Exam Topic 4)

You are an administrator working on a marketing campaign. You need to understand the various types of digital content that are available for use with marketing. Which Content Types match with the Purposes that are listed? To answer, drag the appropriate Content Type to the correct purpose. Each Content Type may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content. NOTE: Each correct selection is worth one point.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 93

- (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 surveysremaining in the month

Answer: ABD

NEW QUESTION 98

- (Exam Topic 4)

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

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

You are a marketer at Contoso Inc.

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

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

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

- A. Yes
- B. No

Answer: B

Explanation:

Reference:

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

NEW QUESTION 103

- (Exam Topic 4)

You are a marketing analyst at Contoso, Ltd. The sales manager wants to utilize a real-time survey embedded in a web page to feed data into customer records. The survey manager would like to distribute the survey through email.

You need to ensure that when the user opens the survey it loads within the corporate website. In the survey, you go to Send and then Embed Survey.

What should you do next to embed your survey?

- A. Select Pop Up Window and place the generated code in your website.
- B. Select In-Line and place the generated code in your website.
- C. Select Button and place the generated code in your website.
- D. Place the generated code in your website.

Answer: B

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/customer-voice/embed-web-page>

NEW QUESTION 105

- (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 106

- (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 109

- (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 114

- (Exam Topic 4)
The VP of Marketing has been assigned to create you a new lead scoring model for Contoso, Ltd. based on recently-adopted marketing targets.
Which five steps in sequence are required to design and set up your lead scoring model in Dynamics 365? (Choose five.) To answer, move the appropriate actions to the answer area and arrange them in the correct order.

Steps	Order
Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.	
Set up an action that tells the system what to do to the lead score when the defined conditions exist.	
Set the entity target of your lead scoring model to Account, Contact or Lead.	
Set the entity target of your lead scoring model to Account or Contact.	
Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.	
Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.	
Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.	
Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.	

- A. Mastered
- B. Not Mastered

Answer: A

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

NEW QUESTION 119

- (Exam Topic 4)
You have been asked to create a report that shows your company's customer journeys by status reason.
Which Status Reasons correspond to the descriptions? To answer, drag the appropriate Status Reason to the correct description. Each Status Reason may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.
NOTE: Each correct selection is worth one point.

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

- A. Mastered

B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 120

- (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 124

- (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 127

- (Exam Topic 4)

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You reauthorize the Facebook social posting configuration to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

Answer: A

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

NEW QUESTION 128

- (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

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.

Order

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Actions

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.

Order

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 133

- (Exam Topic 4)
You are creating a customer survey and you want to get good responses.
You need to analyze the responses to provide actions to best suit your organization.
Which three responses are considered best practice? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. Define an objective for your survey so that you can ensure that all questions serve that objective.
- B. Make your surveys long so that you customers can get a chance to provide as much information as possible.
- C. Be sure to mention the estimated time to complete, along with a brief overview in your invitation.

- D. Previewing or testing your survey is unnecessary because your survey tool will automatically catch errors.
- E. Try to organize the survey in a way that groups all related questions together in sections.

Answer: ACE

Explanation:

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

NEW QUESTION 134

- (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 137

- (Exam Topic 4)
You are an event coordinator for Contoso, Ltd.
You are creating a multi-day conference event that will include three tracks with four sessions in each track. These sessions and tracks will need to be visible on your event website.
Which four steps must you complete, in sequence, to complete your task? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps

Associate applicable sessions and tracks.

Set event publish status to “Live”.

Click “Go Live” on the command bar.

Create an event/events.

Create sessions and internal track records.

Create sessions and external track records.

Order

⏪

⏩

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 141

- (Exam Topic 4)

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.
After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.
You are a marketer at Contoso Inc.
In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.
You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.
Solution: You add the NPS question as a metric in the survey. 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 146

- (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.	<div><div>⬅</div><div>➡</div></div> <div><div>⬆</div><div>⬇</div></div>
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 150

- (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 154

- (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 156

- (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 159

- (Exam Topic 4)

Your company is expanding its service offering to people who live in Europe.
You must configure your marketing system for compliance with European privacy requirements.
Which three activities 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.

Activity	Order
Configure Contact records to store levels of consent.	
View consent-level change history.	
Identify data structures that contain personal information.	
Enable GDPR features in Dynamics 365 for marketing.	
Bulk edit all contacts to set consent level.	

A. Mastered

B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 161

- (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 164

- (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 165

- (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 169

- (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 170

- (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 173

- (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 174

- (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 176

- (Exam Topic 4)
You are a marketing professional. You have created a marketing form and want content items to automatically fill in for the customer. What is a valid form for prefill?

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

Answer: D

Explanation:

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

NEW QUESTION 177

- (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.	<div>⏪</div> <div>⏩</div>
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 181

- (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 184

- (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 186

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