



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

Sales Ready

Not Sales Ready

Leads

A Lead with a score of 315

An existing Marketing Contact who registers for an event

A Lead who clicked a Twitter message and has spent \$412 with ProseWare previously

A Lead with a score of 175

Litmus inbox previews

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 2

- (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 3

- (Exam Topic 2)

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

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

Answer: C

Explanation:

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

NEW QUESTION 4

- (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 5

- (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	Record Types	
Account record	Sponsoring Company's email	
Sponsorship record	Sponsorship Type	
Hotel record	Logo that will be on the pens at the event	
Case record	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 6

- (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 7

- (Exam Topic 4)

Your marketing department has provided you with the information you need to create a dynamic market segment.

Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. 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

Flow

Designer

Query

Type of Design

Combine segments using logical operators.

Define conditions to filter out contacts.

Text defining a database search.

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 8

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

You need to set up a Marketing campaign for a client to demonstrate how they can engage customers in email campaigns.

To set up your demo, you will need to establish a list of contacts. You need to avoid using actual contacts. Which two methods can be used to load demo contacts for the campaign? Each correct answer presents part of the solution.

- A. Create Contacts in Demo Data of Marketing Settings.
- B. Create contacts manually in the Leads section of Dynamics 365 Marketing.
- C. Import contacts from an Excel file.
- D. Create contacts manually in the Contacts section of Dynamics 365 Marketing.

Answer: AC

NEW QUESTION 9

- (Exam Topic 4)

Your landing page must include your privacy banner to let your customers know that you take their privacy seriously.

Once enabled, where will the full text of your privacy policy be stored?

- A. on your organization's private website, with the login information needed to access it
- B. on any publicly-available website, with the URL listed in the Event Management Settings
- C. on your organization's website, with the URL listed on the Default Configuration Set
- D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Answer: D

Explanation:

References:

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

NEW QUESTION 10

- (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.	<div>⬅️⬆️</div>
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 10

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

- A. Yes
- B. No

Answer: B

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

NEW QUESTION 15

- (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

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.

Orders

- 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 20

- (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

Fixed rules

Behavior rules

Conditions

Emails clicked

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 25

- (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 29

- (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 34

- (Exam Topic 4)

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso is expanding to other countries/regions and you need to translate one of your English surveys into French.

Which step should you take to translate the survey so that all of your existing segments and journeys remain intact?

- A. Update the existing survey, and translate the labels to French.
- B. Clone the survey, and translate all labels to French.
- C. Set the form to multilingual, add French, and then translate the labels.
- D. Create a branched survey that asks the language preference.
- E. Then, display the appropriate translated section.

Answer: C

Explanation:

Reference:

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

NEW QUESTION 35

- (Exam Topic 4)

You are a content creator and you often need to add dynamic content to your emails.

You need to be able to know which data source to use to add various types of content available using assist-edit.

Which data source should you use to add the content types listed? To answer, drag the appropriate data source to the appropriate content type. Each data source may be used once, more than once and 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.

Data Source	Content Type	
Contact[context]	You want to add a link for opening the email as a webpage.	
Content settings[context]	You want to add the First Name for the email recipient.	
Account		
Event	You want to add the customer name and phone number.	
Marketing List		
Marketing Page		
Message[context]		
Survey		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 39

- (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 41

- (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 results as click-thrus, opens and forwards are recorded for Traditional Emails. 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 43

- (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 48

- (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 able to be used in customer journeys. Does this meet the goal?

A. Yes

B. No

Answer: A

Explanation:

References:

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

NEW QUESTION 50

- (Exam Topic 4)

You are setting up a simple webinar with a webinar provider.

For this event, you can leverage two speakers. Additionally, you will assign one room and will publish the event to your event portal for your audience to register for the session.

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

NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Answer Area

Actions

Enter information for the venue, building, and rooms.

Enter the Webinar Name and Provider.

Add the credentials for your account with the Webinar Provider.

Enter the speaker information.

Select the Event Type.

Save

Enter information about the Sessions.

Create a new Webinar Configuration.

Go to Settings > Advanced settings > Event management > Webinar configurations.

Order



- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Application Description automatically generated with medium confidence
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/events-settings>

NEW QUESTION 55

- (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 59

- (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 61

- (Exam Topic 4)
You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Dynamics 365 Marketing error checker.

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

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

- 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 62

- (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 66

- (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 71

- (Exam Topic 4)

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

This method should automatically move the lead to the Sales-Acceptance stage of the lead life-cycle. Which four steps must you take, in order to complete your task? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	Order
Set the Sales Ready Score on the Summary Tab.	
Create a Lead Scoring Model.	
Click Publish.	
Set the Sales Ready Score on the Action tile.	
Add a condition and action tile.	
Set the Sales Ready Score on the Grades Tab.	
Click Go Live.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 74

- (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 79

- (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 83

- (Exam Topic 4)

Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe.

How should you define who to include in this Customer Journey?

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

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions>

NEW QUESTION 87

- (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 91

- (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 click the Go Live button.

Does this resolve your issue?

- A. Yes
- B. No

Answer: A

Explanation:

References:

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

NEW QUESTION 94

- (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 98

- (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.	
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.	
Set Automatic Sales Ready to Yes.	Automatically advance leads when a score generated by the lead-scoring model is received.	
Set Automatic Sales Ready to No.	Continue to show the scores for stopped models.	
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 101

- (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 103

- (Exam Topic 4)
You are a marketer for Contoso Ltd. You plan to create a survey asking how much people like Contoso's products.
You need to ask a series of single answer questions and have a rating scale for the answers, so the respondent can select a value from the scale to answer each question,
Which type of question should you add to your survey?

- A. Net Promoter Score
- B. Rating
- C. Choice
- D. Likert

Answer: D

Explanation:
Reference:
<https://docs.microsoft.com/en-us/dynamics365/customer-voice/available-question-types>

NEW QUESTION 108

- (Exam Topic 4)
Your boss has asked you to send out a simple email campaign using a Customer Journey.
Which four activities must you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 109

- (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 112

- (Exam Topic 4)

Your marketing department purchases a file with a list of leads.

Which actions should you perform, in sequence, in order to be able to add these leads to a marketing segment? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 113

- (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 116

- (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 120

- (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 121

- (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 126

- (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 131

- (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 133

- (Exam Topic 4)

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

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

Actions	Order
Set the name and type.	
Create a subscription list by clicking New Subscription List.	
Set the name.	⬅️⬆️
Save the record.	
Create a marketing list by clicking New Marketing List.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Application Description automatically generated with low confidence

Reference:

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

NEW QUESTION 138

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

The marketing department wants to see customer journeys, appointments, and events in a single calendar, rather than as a list.

What should be enabled and configured to achieve this goal?

- A. the Marketing Calendar Control on the designated entities
- B. the Calendar Control on the designated forms
- C. the Calendar Control on the designated entities
- D. the Marketing Calendar Control on the designated forms

Answer: A

Explanation:

Reference:

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

NEW QUESTION 139

- (Exam Topic 4)

You are a functional consultant working with Dynamics 365 Customer Voice.

You are tasked with planning a survey that will be distributed for anonymous response.

Which action is required during survey variable configuration to capture the Email of the anonymous respondent?

- A. Enable the Anonymous responses in the distribution settings.
- B. Turn on track email in the distribution settings.
- C. Add the Email variable in the Personalization customization.
- D. Turn on the toggle for Save value in the Email variable.

Answer: D

Explanation:

Reference:

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

NEW QUESTION 140

- (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 142

- (Exam Topic 4)

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

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

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 145

- (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 149

- (Exam Topic 4)

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

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

- A. Navigate to Leads, click on Insights, then select the Lead Source Effectiveness tab.
- B. Navigate to Leads, select the appropriate Lead View, click on Run Report, and select Lead Source Effectiveness.
- C. Navigate to Contacts, select the appropriate Contact View, click on Run Report, and select Lead Source Effectiveness.
- D. Under Customer Journeys, go to the insights section for each journey that generates Leads, download the appropriate data, and aggregate it into a separate spreadsheet.

Answer: B

Explanation:

Reference:

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

NEW QUESTION 154

- (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 157

- (Exam Topic 4)

You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use.

Which pieces of information will help you decide which template to use?

- A. Target, Recurrence, Purpose, Name
- B. Purpose, Target, Recurrence, Description
- C. Language, Purpose, Target, Recurrence
- D. Language, Owner, Target, Recurrence

Answer: B

NEW QUESTION 160

- (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 164

- (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

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.

Order

⏪

⏩

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 171

- (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 175

- (Exam Topic 4)
You are a functional consultant at Contoso Ltd.
Contoso would like to use Dynamics 365 Marketing to conduct a Webinar Event next week. An event portal is created for event management purposes. After creating the event record, the company requires a payment gateway to accept registration payment. You need to configure the payment gateway and set the event to use it.
Which five actions should you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.
NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 177

- (Exam Topic 4)
You are a functional consultant at Contoso. The EMEA sales manager wants you to configure Contoso's landing page settings to capture activities by existing leads and contacts located in Belgium.
You already configured the Default Marketing Page Configuration for Landing pages. What should you do next to achieve your goal?

- A. Update the Belgian landing page Matching Strategy.
- B. Update the Default Matching Strategy located in Landing Page settings.
- C. Update the Matching Strategy for the landing page in the Customer Journey.
- D. Update the Default Matching Strategy located in Marketing settings.

Answer: A

Explanation:

Reference:

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

NEW QUESTION 178

- (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 183

- (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 186

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