Exam Questions mb-220

Microsoft Dynamics 365 for Marketing

https://www.2passeasy.com/dumps/mb-220/

NEW QUESTION 1
- (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 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 need to create a customer journey for the promotion of the upcoming webinar on Azure Services. You are looking through the gallery of existing customer journey templates to select appropriate one.
Which four pieces of information will help you decide on the right template? Each answer presents a part of the solution.

A. Description
B. Purpose
C. Name
D. Recurrence
E. Language
F. Owner
G. Target

Answer: ABCE

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/journey-templates

NEW QUESTION 4
- (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 5
- (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 6
- (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 7
- (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 8
- (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 9
- (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 10
- (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 10
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant at Contoso Ltd. You need to configure the LinkedIn Lead Gen feature.

What are the two pre-requisites that must be applied before you are able to proceed with the configuration? Each correct answer presents part of the solution.

A. Create a strategy to match LinkedIn incoming leads to existing leads.
B. Have LinkedIn Profile with Campaign Manager enabled.
C. Grant the rightful users with the LinkedIn Lead Gen Forms Administrator or LinkedIn Lead Gen Forms Salesperson security roles.
D. Send a request to LinkedIn to allow the synchronization.
E. Have a LinkedIn Profile with Lead Gen Administrator enabled.

Answer: BC

Explanation:

Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration

NEW QUESTION 12
- (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 preferenc
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 13
- (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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 15
- (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 20
- (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 22
- (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 23
- (Exam Topic 4)
You are a marketing professional for Contoso, Ltd.
You want to create a marketing page that will utilize standardized content that can be used across emails, pages and forms. You elect to use the content block for this.
Which two elements are available to you when creating a content block? (Choose two.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. image element
B. divider element
C. text element
D. form element

Answer: AC

Explanation:

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/content-blocks

NEW QUESTION 27
- (Exam Topic 4)
You are a marketer with Contoso. You are preparing an email message that will be attached to a journey for contacts that live in Washington State and have recently looked at your product page for lawn furniture.

While going live with the message, you receive a warning that the message is too large. Which action can you take to remove the warning?

A. Make the message size less than 128 kb.
B. Make the message size less than 256 kb.
C. Make sure that the message has no more than 1000 characters.
D. Make the message size less than 100 kb.

Answer: A

Explanation:
Best practice says the email should be less than 100 kb for deliverability reasons. However, the question is asking how you can remove the warning. The warning happens when the email size exceeds 128 kb.
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing

NEW QUESTION 30
- (Exam Topic 4)
You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Dynamics 365 Marketing error checker.
Which of these items are required and which are simply best practices? To answer, drag the appropriate answer source to the correct email element. Each answer may be used once, or more than once. You may need to drag the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.

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

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Graphical user interface, application Description automatically generated
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing https://docs.microsoft.com/en-us/dynamics365/marketing/create-marketing-email

NEW QUESTION 31
- (Exam Topic 4)
You are a marketing administrator.
You need to edit a web page that contains a form used for holiday offers. The page and form are visible to the outside world.
Which five steps, in order, are needed to complete your task? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps

Order

Navigate to Marketing Form.

Click Edit in the header.

Click Edit in the command bar.

Click Save.

Make changes to the page.

Navigate to Marketing Page.

Click Go Live.

Open the applicable record.

A. Mastered
B. Not Mastered

Answer: A

Explanation:

Steps | **Order**

Navigate to Marketing Form. | Navigate to Marketing Page.

Click Edit in the header. |

| Click Edit in the command bar.

Click Edit in the command bar. |

Click Save. | Make changes to the page.

Make changes to the page. | Click Save.

Navigate to Marketing Page. | Click Go Live.

Click Go Live. |

Open the applicable record. |

NEW QUESTION 34
- (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 38
- (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 40
- (Exam Topic 4)
You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.
Your manager gives you a list of sponsors and their items. You need to record the information in the system. What should you do?

A. Create the sponsors in Accounts, and add their items in Equipmen
B. Then, add the relationship into the event.
C. Create the sponsors in Events Sponsorship
D. In Sponsorship Type, select Equipment and add their items as the details.
E. Create the sponsors in Accounts, and add their items in Product
F. Then, add the relationship into the event.
G. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

Answer: B

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships

NEW QUESTION 43
- (Exam Topic 4)
You are a marketing administrator who is training a new marketer.
As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.
Which design element type is required for Landing Pages and Forward to a Friend Pages? To answer, drag the design element type to the appropriate page. Each form option 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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 44
- (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 46
- (Exam Topic 4)
When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected.
Which five actions are required, in sequence, to create a complete customer journey? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Establish the target segment.	
Set general options.	
Go live with the customer journey.	
Select a customer journey template.	
Configure tile settings.	
Create an activity marketing template.	
Add tiles from the Toolbox.	

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 50
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant.
You have created a Subscription Form that lives on a marketing page in a marketing website. The form is active, and you need to see how many submissions have been received.
In which three places can you find information on form submissions? Each correct response presents a complete solution.

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

Answer: ACE

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

NEW QUESTION 54
- (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 56
- (Exam Topic 4)
Your marketing department purchases a file with a list of leads.
Which actions should you perform, in sequence, in order to be able to add these leads to a marketing segment? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

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

A. Mastered
B. Not Mastered

Answer: A

Explanation:

Actions

Order

Assure the file is in the proper format and data exists for all required fields.

Relate each Lead to a Contact.

Import the file as Leads with duplicate detection enabled.

Import the file as Contacts with duplicate detection enabled.

Use workflows to link contacts for unmatched leads.

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 61
- (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

Order

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.

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 63
- (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 67
- (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 70
- (Exam Topic 4)
Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.
After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.
You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.
After a week you notice that no one has received any scores from your model. Solution: You lower the Sales Ready Score.
Does this resolve your issue?

A. Yes
B. No

Answer: B

Explanation:

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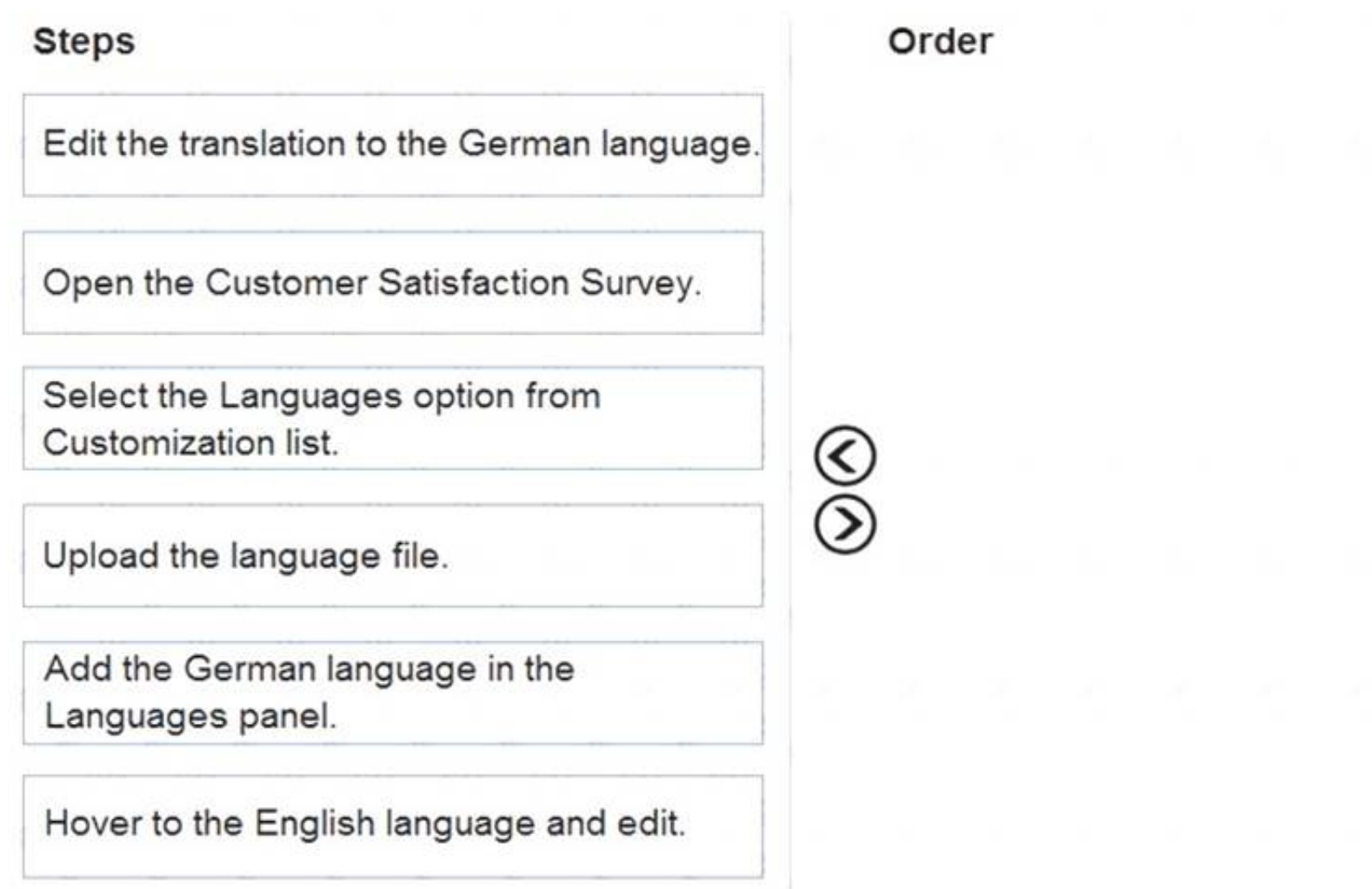https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

NEW QUESTION 72
- (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 76
- (Exam Topic 4)
You are a marketer for Contoso Ltd. You are responsible for creating social media posts to debut a new webinar you are promoting. You just discovered that your post sent this morning has a typo.
You need to correct this right away. What should you do to fix your post?

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

Answer: D

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/social-posting

NEW QUESTION 77
- (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 78
- (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 82
- (Exam Topic 4)
You have been tasked with creating the structure necessary to include dynamic content in email messages. Which three types of items can be placed in a message as dynamic values? (Choose three.) Each correct
answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Your company's phone number
B. Values from a specific Case record
C. Subscription-center link
D. Your company's postal address
E. Social media links

Answer: CDE

Explanation:

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

NEW QUESTION 83
- (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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 84
- (Exam Topic 4)
As a Marketing Administrator you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization.
What are two ways the system can create leads from the same marketing contact? (Choose two.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.
B. It can automatically create one per visit to a landing page that is configured to create leads automatically.
C. It can automatically create one per interaction that indicates a level of interest in a product or service.
D. It can automatically create only one; each marketing contact equates to one lead.

Answer: AB

Explanation:

References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle

NEW QUESTION 86
- (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 87
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