

mb-220 Dumps

Microsoft Dynamics 365 for Marketing

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



NEW QUESTION 1

- (Exam Topic 1)

The time is currently 6:30pm on Monday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising an event. Following ProseWare's standards, which two options will you choose when preparing this message? Each answer represents a partial solution.

- A. Schedule Time is set to tomorrow at 9 am.
- B. Post Visibility is set to Connections.
- C. Schedule Time is set to immediate.
- D. Post Visibility is set to Public.

Answer: AD

NEW QUESTION 2

- (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/regio
- 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 3

- (Exam Topic 2)

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

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

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

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

What should you do to achieve this goal?

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

Answer: D

Explanation:

Reference:

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

NEW QUESTION 4

- (Exam Topic 3)

The Planned Event currently has 146 registrations. In order to meet all of Litware's standards for registration, which two statements are true?

Each answer represents a complete solution.

- A. When space becomes available, the first person on the waitlist will be offered an invitation to register.
- B. Once capacity has been reached, a speaker whose additional person hasn't been registered yet will be placed on the waitlist.
- C. Once capacity has been reached, the first person on the waitlist will be automatically registered for the event when space becomes available.
- D. Another 2 registrations can be accepte
- E. After that, registrations will be added to the waitlist.

Answer: CD

Explanation:

Reference:

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

NEW QUESTION 5

- (Exam Topic 3)

You are responsible for setting up all marketing pages, events, emails and customer journeys associated with the planned event.

How many events will you set up?

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

Answer: D

Explanation:

Reference:

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

NEW QUESTION 6

- (Exam Topic 3)

To meet privacy and reporting standards, which three items does Litware require for segments? Each answer represents a complete solution.

- A. Segments must include sorting by privacy requirements.
- B. Segments should be Dynamic.
- C. Segments should be Static.
- D. Contacts blocked due to quotas will be added to a new segment.
- E. Segments must include sorting by the Building Location entity.

Answer: BDE

Explanation:

- A custom entity called Building Location is used as a reference for every contact. All segments need to include sorting by this entity.
- Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped. If the Contact stopped because Litware, Inc. reached the send quota for the month, the blocked Contacts should be added to a new segment and retried on the first of the following month.
- Segments must be dynamic in order to comply with GDPR regulations. Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

NEW QUESTION 7

- (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 8

- (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 9

- (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 10

- (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 a Custom tile.	Add an Email 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 10

- (Exam Topic 4)

You are a Dynamics administrator that is setting up Dynamics for Marketing for your organization.

You need to configure Dynamics for Marketing to work with your webinar provider and create a webinar event.

Which four steps should you take, in sequence, 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
Create an event and set the Format to Webinar or Hybrid.	
Add Credentials to the Webinar Configuration Record.	
Add credentials to the webinar provider record.	
Set up an account with the webinar provider.	
Create a webinar provider record and webinar configuration record in Dynamics for Marketing.	
Create an event and set the Event Type to Webinar or Hybrid.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 13

- (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 18

- (Exam Topic 4)

You are creating a survey using a Dynamics 365 for Marketing Surveys. You need to include multiple question types. Which survey question types presents the best choice for each scenario/example presented? To answer, drag the appropriate survey question to the scenario/example. Each survey question type may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Type	Scenario
<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px; width: 30%;">Long Answer</div> <div style="border: 1px solid blue; padding: 2px; width: 30%;">Rating</div> <div style="border: 1px solid blue; padding: 2px; width: 30%;">Multiple Response</div> </div>	Open-ended question
<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px; width: 30%;">Ranking</div> <div style="border: 1px solid blue; padding: 2px; width: 30%;">Net Promoter Score</div> <div style="border: 1px solid blue; padding: 2px; width: 30%;">Smile Ratings</div> </div>	How many stars would you give us for the service we provided?
<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px; width: 30%;">Short Answer</div> <div style="border: 1px solid blue; padding: 2px; width: 30%;">Descriptive Text</div> </div>	Choose all that apply.
	Put these things in the order of importance.
	How likely are you to tell your friends about us?

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 21

- (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 22

- (Exam Topic 4)

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

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

NOTE: Each correct selection is worth one point.

Required or Best Practice

Required

Best Practice

Item

A Subscription center link

The Sender's physical street

A subject

A valid From address

Email size must be below 128KB

A personalized greeting in the subject using the {{contact.firstname}} token

Both an HTML and Text version of the email

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, application Description automatically generated

Reference:

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

NEW QUESTION 27

- (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 28

- (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 32

- (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 33

- (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 35

- (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.

Design Element	Page
Forward to a Friend Button	Only Forward a Friend Pages
Submit Button	Only Landing Pages
Do not bulk email Button	Both Forward a Friend and Landing Pages

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 39

- (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 42

- (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 45

- (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 46

- (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 47

- (Exam Topic 4)

You are a Dynamics 365 functional consultant.

Your company hosts multiple events. Some of the event information can be standardized into an event template.

Which three settings can be used in a standard event template? Each correct answer presents a complete solution.

- A. Event passes
- B. Event payment
- C. Event sessions and speakers
- D. Event team members
- E. Event venues

Answer: ACE

Explanation:

Reference:

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

NEW QUESTION 50

- (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 54

- (Exam Topic 4)

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

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

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

Answer: D

NEW QUESTION 57

- (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 59

- (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 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 64

- (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 65

- (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 68

- (Exam Topic 4)

You are a marketing professional who needs to create a new field for a marketing page.

You want some text to be in the field when the customer opens the page so that they have an idea of what to enter.

Which field should hold this "ghost text"?

- A. Label
- B. Prefill
- C. Default Value
- D. Placeholder

Answer: D

NEW QUESTION 73

- (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 77

- (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 81

- (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 84

- (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 85

- (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 86

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