

MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP

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.

Select and Place:

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.	

Correct Answer:

Steps

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.

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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.

Order

Set the entity target of your lead scoring model to Account or Contact.

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 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.

Set up an action that tells the system what to do to the lead score when the defined conditions exist.

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.

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

QUESTION 2

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

Correct Answer: D

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

QUESTION 3

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.

Correct Answer: AC

QUESTION 4

DRAG DROP

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.

Select and Place:

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

Correct Answer:

Actions

Enter information for the venue, building, and rooms.

Enter the speaker information.

Select the Event Type.

Enter information about the Sessions.

Order

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

Add the credentials for your account with the Webinar Provider.

Create a new Webinar Configuration.

Enter the Webinar Name and Provider.

Save

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

QUESTION 5

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

Correct Answer: BD

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