

## MB-220<sup>Q&As</sup>

Microsoft Dynamics 365 Marketing

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## QUESTION 1

DRAG DROP

You have a subscription to Dynamics 365 for Marketing.

You need to recommend which analytics tools should be used for each channel measured by your subscription.

Which analytics tools should be used for seeing the data by contact or by lead? Each tool may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:

Tools	Content
Insights	interaction timeline for all channels
Email interactions	open and click through information
Event interactions	check-in-list
Marketing form interactions	name of the record on which user-entered updates are saved
Web interactions	anonymous visitor information

Correct Answer:

## Tools


## Content

interaction timeline for all channels	Insights
open and click through information	Email interactions
check-in-list	Event interactions
name of the record on which user-entered updates are saved	Marketing form interactions
anonymous visitor information	Web interactions

## QUESTION 2

Your marketing department will be creating multiple email messages to be used in several customer journeys.

To prepare for this, you need to create content settings to determine the dynamic values to be used.

What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

- A. 1
- B. 2
- C. 3
- D. 4

Correct Answer: A

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

## QUESTION 3

DRAG DROP

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.

Select and Place:

**Data Source**

Contact[context]

Content settings[context]

Account

Event

Marketing List

Marketing Page

Message[context]

Survey

**Content Type**

You want to add a link for opening the email as a webpage.

You want to add the First Name for the email recipient.

You want to add the customer name and phone number.

Correct Answer:

### Data Source

- Contact[context]
- Content settings[context]
- Account
- Event
- Marketing List
- Marketing Page
- Message[context]
- Survey

### Content Type

You want to add a link for opening the email as a webpage.

Message[context]

You want to add the First Name for the email recipient.

Contact[context]

You want to add the customer name and phone number.

Contact[context]

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

### QUESTION 4

DRAG DROP 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.

Select and Place:

## Steps

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.

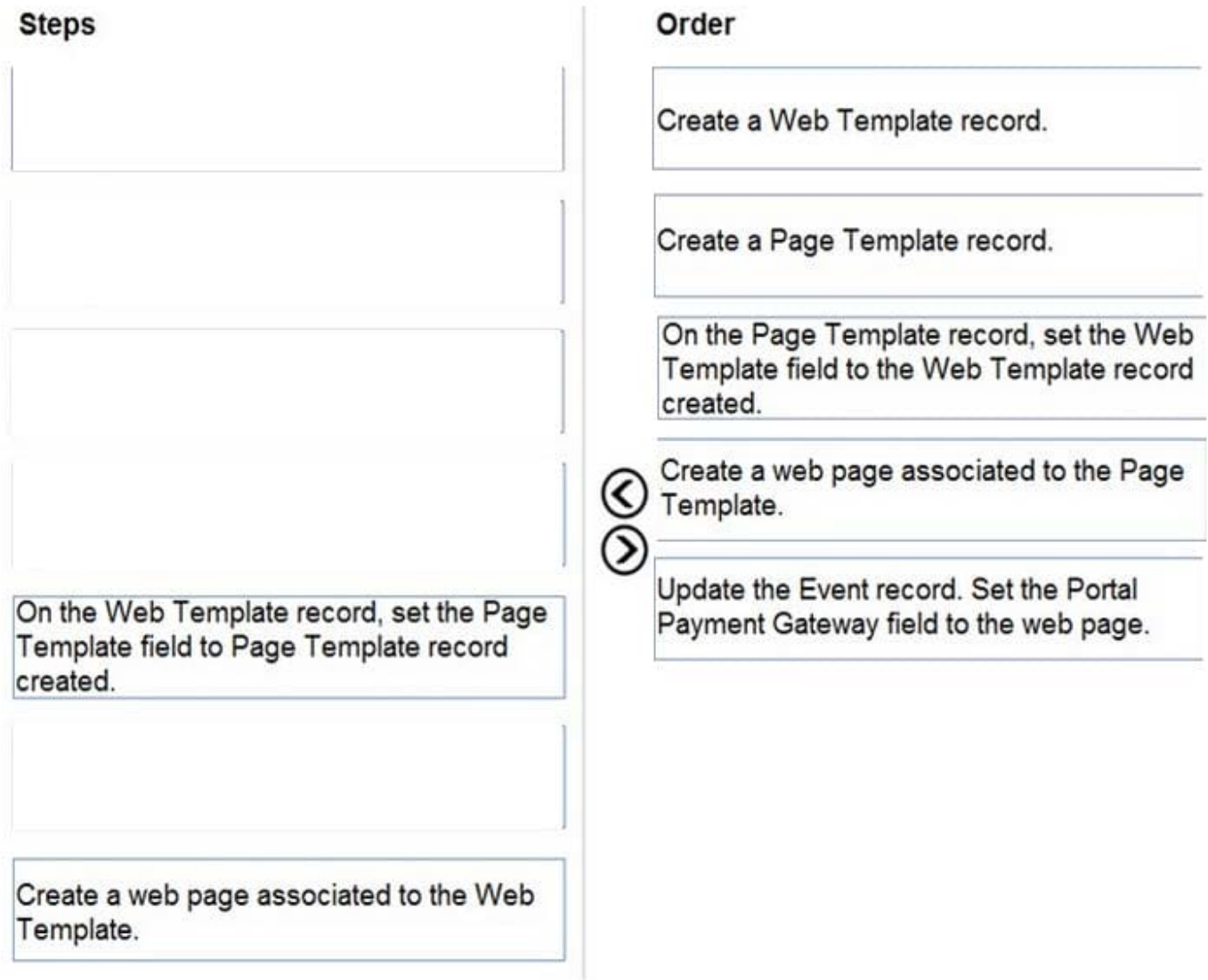
Update the Event record. Set the Portal Payment Gateway field to the web page.

Create a web page associated to the Web Template.

## Order



Correct Answer:



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

## QUESTION 5

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

Correct Answer: B

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

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