MB-220 $^{Q\&As}$

Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP

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.

Select and Place:

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.	

Correct Answer:

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.	

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

QUESTION 2

In preparing for going live with your customer journey you select "Check for Errors" in the command bar.

Which three functions does this command provide? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. checks for common errors and shows an error message with advice for fixing them

B. makes sure all required marketing emails and pages are assigned and published

C. checks to ensure prerequisites are met

D. checks for active links to the marketing services that host your email messages

E. makes sure all required target segment(s) meet your goals

Correct Answer: ABC

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/customer-journeys-create-automated-campaigns

QUESTION 3

You are creating a customer journey.

You want to control the actions based on choices the contact makes and control the speed at which those actions happen.

Which three types of tiles are available to control the flow to meet your needs? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Splitter

B. Decision point

C. Internal action item

D. Trigger

E. Scheduler

Correct Answer: BDE

QUESTION 4

DRAG DROP

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.

Select and Place:

Actions

| 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. |

Order

Correct Answer:

Actions

| Add email-from name to address and reply-to address. |

| On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional". |

Order

| Go to Marketing Execution > Marketing emails and create a new email. |

| Design your message by using the drag-and-drop designer or HTML editor. |

| Run an error check on your message and correct errors until your email is error-free. |

| Preview your message by using the Preview tab and by sending tests messages. |

| Select Go-Live. |

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

QUESTION 5

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 add an action tile.

Does this resolve your issue?

A. Yes

B. No

Correct Answer: B

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

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