

MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

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>

QUESTION 2

DRAG DROP

You are setting up a conference event that will have a capacity of 500 people.

You want to enable a waitlist for the event so that if more than 500 people register and someone cancels their registration, the event will automatically register the next available person on the list.

Which three steps should you take, in sequence, to complete your task? (Choose three.) 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:

Steps

Create an event.

Navigate to the Venue Constraints section.

Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.

Navigate to the Registration and Attendance Tab.

Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.

Order

Correct Answer:

Steps

Navigate to the Registration and Attendance Tab.

Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.

Order

Create an event.

Navigate to the Venue Constraints section.

Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/event-waitlist>

QUESTION 3

You have created a customer journey that does the following:

1.

Sends an email regarding a country/region-specific promotional offer.

2.

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 box. Validate, and then Publish.

B. Check the localization check box. Validate, check for errors, and then Publish.

- C. Verify the segment and email language, check for errors, and then Go Live.
- D. Verify the segment, check the country/region. Validate, and then Go Live.

Correct Answer: C

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns>

QUESTION 4

DRAG DROP

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.

Select and Place:

| Type | Scenario | |
|--------------------|---|----------------------|
| Long Answer | Open-ended question | <input type="text"/> |
| Rating | How many stars would you give us for the service we provided? | <input type="text"/> |
| Multiple Response | Choose all that apply. | <input type="text"/> |
| Ranking | Put these things in the order of importance. | <input type="text"/> |
| Net Promoter Score | How likely are you to tell your friends about us? | <input type="text"/> |
| Smile Ratings | | |
| Short Answer | | |
| Descriptive Text | | |

Correct Answer:

| Type | Scenario | |
|------------------|---|--------------------|
| | Open-ended question | Long Answer |
| | How many stars would you give us for the service we provided? | Rating |
| | Choose all that apply. | Multiple Response |
| | Put these things in the order of importance. | Ranking |
| | How likely are you to tell your friends about us? | Net Promoter Score |
| Smile Ratings | | |
| Short Answer | | |
| Descriptive Text | | |

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

QUESTION 5

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

Correct Answer: BC

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads>

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