

MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP

You are a functional consultant working at a company that is running campaigns on LinkedIn.

You have been tasked with syncing leads from LinkedIn to Dynamics 365 Marketing.

You would like all leads acquired from your LinkedIn campaigns to create a new Lead and Contact record in Dynamics 365 Marketing. You do not want duplicates created when they are existing Leads and Contacts in the system.

Which five steps should you perform in sequence? To answer, move the appropriate steps from the list of steps to the answer area and arrange them in the correct order.

Select and Place:

Steps	Order
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.	
Define a strategy for matching LinkedIn leads with existing leads.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.	
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.	
Enable LinkedIn Sales Navigator.	
Activate your LinkedIn Lead Matching Strategy.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.	
Enable LinkedIn Lead Gen Integration in Advanced Settings.	

Correct Answer:

Steps

Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.
Enable LinkedIn Sales Navigator.
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.

Order

Enable LinkedIn Lead Gen Integration in Advanced Settings.
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.
Define a strategy for matching LinkedIn leads with existing leads.
Activate your LinkedIn Lead Matching Strategy.
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration>
<https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration>

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

DRAG DROP

You are a marketing professional who needs to have a segment that is based on a single marketing list.

Which five actions must 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

- Select a Subscription Marketing List.
- Set segment source to Subscription Marketing List.
- Add a segment group tile.
- Set up a Journey.
- Add a child segment tile.
- Select the properties of the child segment tile.
- Select the properties of the segment group tile.

Orders

-
-
-
-
-
-
-

Correct Answer:

Actions

-
-
-
-
- Add a child segment tile.
-
- Select the properties of the segment group tile.

Orders

- Set up a Journey.
- Add a segment group tile.
- Select the properties of the child segment tile.
- Set segment source to Subscription Marketing List.
- Select a Subscription Marketing List.

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journey>

QUESTION 4

You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use. Which pieces of information will help you decide which template to use?

- A. Target, Recurrence, Purpose, Name
- B. Purpose, Target, Recurrence, Description
- C. Language, Purpose, Target, Recurrence
- D. Language, Owner, Target, Recurrence

Correct Answer: B

QUESTION 5

Your sales team often request reports on Lead Source Effectiveness. They want to know which marketing campaigns, events, and web contacts generate the most qualified leads, and ultimately the most revenue. How can you use tools in Dynamics 365 Marketing to generate this report?

- A. Navigate to Leads, click on Insights, then select the Lead Source Effectiveness tab.
- B. Navigate to Leads, select the appropriate Lead View, click on Run Report, and select Lead Source Effectiveness.
- C. Navigate to Contacts, select the appropriate Contact View, click on Run Report, and select Lead Source Effectiveness.
- D. Under Customer Journeys, go to the insights section for each journey that generates Leads, download the appropriate data, and aggregate it into a separate spreadsheet.

Correct Answer: B

Reference: <https://neilparkhurst.com/2019/02/27/mb-210-microsoft-dynamics-365-for-sales-sales-reports/>

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