

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

Microsoft Dynamics 365 Marketing

### Pass Microsoft MB-220 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.leads4pass.com/mb-220.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by Microsoft  
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



## QUESTION 1

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 click the Go Live button.

Does this resolve your issue?

- A. Yes
- B. No

Correct Answer: A

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

---

## QUESTION 2

The sales team needs guidance on adding Contacts to existing segments.

Which three statements accurately describe those process? Each answer represents a complete solution.

- A. Those who do not have access to the segment entity cannot add a contact record to a segment.
- B. A Contact can be added to a static segment while viewing the contact record.
- C. A Contact can be added to several segments at once.
- D. Those who do not have access to the segment entity can add a contact record to a segment.
- E. A Contact can be added to a dynamic segment while viewing the contact record.

Correct Answer: BCD

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/manage-segments-from-contacts>

---

## QUESTION 3

You are a Dynamics 365 Marketing functional consultant.

You create a marketing subscription list and you need to make it available for website visitors.

In which two ways can you do this?

- A. In the Email Marketing form, drag the created subscription list to the form.
- B. In the Subscription Center form, drag the created subscription list to the form.
- C. In the Landing Page template, drag the created subscription list to the form.
- D. In the Event Template, drag the created Subscription List to the form.

Correct Answer: AB

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

## QUESTION 4

DRAG DROP

Your marketing department purchases a file with a list of leads.

Which actions should you perform, in sequence, in order to be able to add these leads to a marketing segment? 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

Assure the file is in the proper format and data exists for all required fields.

Relate each Lead to a Contact.

Import the file as Leads with duplicate detection enabled.

Import the file as Contacts with duplicate detection enabled.

Use workflows to link contacts for unmatched leads.

### Order

Correct Answer:

**Actions**

Import the file as Contacts with duplicate detection enabled.

**Order**

Assure the file is in the proper format and data exists for all required fields.
Import the file as Leads with duplicate detection enabled.
Relate each Lead to a Contact.
Use workflows to link contacts for unmatched leads.

**QUESTION 5**

**DRAG DROP**

You are responsible for information about the attendees and sponsors in your Dynamics 365 for Marketing system. Indicate which record type would hold each type of information listed below.

For each Record Type listed below, indicate the Type of Information stored there.

To answer, drag the Type of Info to the appropriate Record Type. Each item 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 content.

NOTE: Each correct selection is worth one point.

Select and Place:

### Types of Info

- Account record
- Sponsorship record
- Hotel record
- Case record

### Record Types

- Sponsoring Company's email
- Sponsorship Type
- Logo that will be on the pens at the event
- Venue address
- Number of rooms available to registrants
- Reason for invitation to this event

Correct Answer:

### Types of Info

- Account record
- Sponsorship record
- Hotel record
- Case record

### Record Types

- Sponsoring Company's email
- Sponsorship Type
- Logo that will be on the pens at the event
- Venue address
- Number of rooms available to registrants
- Reason for invitation to this event

- Account record
- Sponsorship record
- Sponsorship record
- Hotel record
- Hotel record
- Case record

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships>  
<https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal>

## QUESTION 6

### DRAG DROP

You are a marketing professional who is conducting training for a group of marketing trainees.

You are training on marketing forms and explaining the type of forms in Dynamics 365 Marketing.

Which form type applies to each data collection purpose? To answer, drag the appropriate form type to the correct data collection purpose. Each form 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 content.

NOTE: Each correct selection is worth one point.

Select and Place:

### Form Type

Landing page form

Subscription form

Forward to a friend form

### Data Collection Purpose

This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions.

This form is used to collect contact information on marketing pages.

This form is used to provide a short collection of fields with email address to extend to others.

Correct Answer:



## Form Type


## Data Collection Purpose

This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions.

Subscription form

This form is used to collect contact information on marketing pages.

Landing page form

This form is used to provide a short collection of fields with email address to extend to others.

Forward to a friend form

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

---

## QUESTION 7

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 8

DRAG DROP You have been asked to create a report that shows your company's customer journeys by status reason. Which Status Reasons correspond to the descriptions? To answer, drag the appropriate Status Reason to the correct description. Each Status Reason 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:

#### Status Reasons

- Draft
- Live
- Stopped
- Live, Editable
- Expired

#### Answer Area

The customer journey is currently running.

The customer journey was once live and is not now.

The customer journey is live and can be changed.

The customer journey has never been live.

- 
- 
- 
- 

Correct Answer:



## Status Reasons

Expired

## Answer Area

The customer journey is currently running.

Live

The customer journey was once live and is not now.

Stopped

The customer journey is live and can be changed.

Live, Editable

The customer journey has never been live.

Draft

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/go-live>

### QUESTION 9

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 10

You are a marketing professional who is creating a marketing page.

Which three design elements are available to you? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Divider Element
- B. Text Element
- C. Content Block Element
- D. Event Element
- E. Survey Element

Correct Answer: ABC

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages>

---

## QUESTION 11

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.

Your marketing team is asking you questions about how marketing emails can be used for the campaigns they wish to launch.

You need to explain how these types of messages differ from the person-to-person messaging they already use in order to correctly help your marketing team to understand the difference between Traditional Emails and Marketing Emails.

Solution: You tell the team that results as click-thrus, opens and forwards are recorded for Traditional Emails.

Does this meet the goal?

- A. Yes
- B. No

Correct Answer: B

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

---

## QUESTION 12

DRAG DROP

You are creating a survey using Dynamics 365 Customer Voice. You need to include multiple question types.

Which survey question type presents the best choice for each scenario/example presented? To answer, drag the

appropriate survey question type 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 content.

NOTE: Each correct selection is worth one point.

Select and Place:

## Type

Single Response

Fixed Sum

Numerical Response

Rating

Multiple Response

CSAT

## Scenario

Choose one of the answers provided.

Divide 100 points over these 5 items by these criteria.

How many times did you do something?

Correct Answer:

## Type

## Scenario

Choose one of the answers provided.

Divide 100 points over these 5 items by these criteria.

How many times did you do something?

Reference: <https://www.c2software.com/c2-blog/dynamics-crm-voice-of-the-customer-surveys.aspx>

### QUESTION 13

The Planned Event currently has 146 registrations. In order to meet all of Litware's standards for registration, which two statements are true? Each answer represents a complete solution.

- A. When space becomes available, the first person on the waitlist will be offered an invitation to register.
- B. Once capacity has been reached, a speaker whose additional person hasn't been registered yet will be placed on the waitlist.
- C. Once capacity has been reached, the first person on the waitlist will be automatically registered for the event when space becomes available.
- D. Another 2 registrations can be accepted. After that, registrations will be added to the waitlist.

Correct Answer: CD

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

### QUESTION 14

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 15

#### DRAG DROP

You are a marketing administrator. Your company has a form that prospective clients use for holiday offers.

You need to take down the marketing page that contains the form now that the season is over.

Which three steps are needed, in order, 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

Click Unpublish, located in the header.

Navigate to Marketing Form.

Open the Applicable record.

Navigate to Marketing Page.

Click Stop, located in the Command Bar.

Click Unpublish located in the Command Bar.

Click Stop, located in the header.

### Order

Correct Answer:

### Steps

Navigate to Marketing Form.

Open the Applicable record.

Click Unpublish located in the Command Bar.

Click Stop, located in the header.

### Order

Navigate to Marketing Page.

Click Stop, located in the Command Bar.

Click Unpublish, located in the header.