MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe. How should you define who to include in this Customer Journey?

A. Create a Dynamic segment.

B. Edit the contacts in your database.

C. Create a Segment Type.

D. Create a Static segment.

Correct Answer: A

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions

QUESTION 2

DRAG DROP

You are a Dynamics 365 Marketing functional consultant.

You need to configure Dynamics 365 Marketing for lead scoring.

Which configuration settings will allow you to accomplish the desired results? To answer, drag the appropriate configuration setting to the correct desired result. Each configuration setting 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:

Configuration settings	Desired result	
Set Automatic Marketing Qualification to Yes.	Delete all scores calculated by the stopped lead-scoring model.	
Set Automatic Marketing Qualification to No.	Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.	
Set Automatic Sales Ready to Yes.		
Set Automatic Sales Ready to No.	Automatically advance leads when a score generated by the lead-scoring model is received.	
Set Automatic Lead Score Cleanup to Yes.	Continue to show the scores for stopped models.	
Set Automatic Lead Score Cleanup to No.		

Correct Answer:

Configuration settings	Desired result	
	Delete all scores calculated by the stopped lead-scoring model.	Set Automatic Lead Score Cleanup to Yes.
Set Automatic Marketing Qualification to No.	Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.	Set Automatic Sales Ready to Yes.
	Automatically advance leads when a score generated by the lead-scoring model is received.	Set Automatic Marketing Qualification to Yes.
Set Automatic Sales Ready to No.	Continue to show the scores for stopped models.	Set Automatic Lead Score Cleanup to No.

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-lead-score-options

QUESTION 3

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

QUESTION 4

As a Marketing Administrator you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization.

What are two ways the system can create leads from the same marketing contact? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.

B. It can automatically create one per visit to a landing page that is configured to create leads automatically.

C. It can automatically create one per interaction that indicates a level of interest in a product or service.

D. It can automatically create only one; each marketing contact equates to one lead.

Correct Answer: AB

References: https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle

QUESTION 5

You are a marketer with Contoso. You are preparing an email message that will be attached to a journey for contacts that live in Washington State and have recently looked at your product page for lawn furniture.

While going live with the message, you receive a warning that the message is too large.

Which action can you take to remove the warning?

A. Make the message size less than 128 kb.

B. Make the message size less than 256 kb.

C. Make sure that the message has no more than 1000 characters.

D. Make the message size less than 100 kb.

Correct Answer: A

Best practice says the email should be less than 100 kb for deliverability reasons. However, the question is asking how you can remove the warning. The warning happens when the email size exceeds 128 kb.

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing

QUESTION 6

You are a marketing professional for Contoso, Ltd.

You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration

account to register for the event.

Why might the event require you to register anonymously, despite the setting above?

A. Your portal is a site hosted externally.

B. Your portal is a site hosted by Dynamics 365 Portals.

C. Your portal is Dynamics Native Portal.

D. You must republish the event.

Correct Answer: A

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

QUESTION 7

You need to create a customer journey for a global campaign related to the latest Contoso course offerings. All operating regions need to be covered. Based on best practices, how many customer journeys and marketing emails do you need to create?

A. 4 marketing emails and 4 customer journeys

B. 5 marketing emails and 5 customer journeys

C. 2 marketing emails and 2 customer journeys

D. 1 marketing emails and 1 customer journey

Correct Answer: B

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

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QUESTION 8

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 9

DRAG DROP

You need to create a Global Customer Survey to capture the responses from your customers.

You need to make sure that Contoso\\'s focused customers have the option to choose their preferred language while responding. You also need to automate customer journey actions based on the Customer Survey Response data.

Which five actions should you perform in sequence to achieve your goal? 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:

Answer area

Steps	Order
Add an If/then tile to further understand how contacts engage with the survey.	
Select the email tile. In the right pane, go to Email elements > + Add item and select Customer Voice survey in the drop down menu.	
Go to the customer journey designer. Then create or choose an existing customer journey with an email tile. Make sure the email tile is asscciated with an existing email.	
You can use Power Automate to include conditions to further understand how contacts engage with the survey.	Ⓒ Ⓓ
Create a Multi-Lingual Customer Survey with English, Danish, Swedish and Norwegian languages and translations.	
Create a customer survey and enable the localization option while adding the Survey to the Customer Journey.	
Create a Multi-Lingual Customer Survey with English and Japanese languages and translations.	
In the Email elements section, select a Dynamics 365 Customer Voice survey from the lookup field.	

Correct Answer:

Answer area

Steps

You can use Power Automate to include conditions to further understand how contacts engage with the survey.

Create a customer survey and enable the localization option while adding the Survey to the Customer Journey.

Create a Multi-Lingual Customer Survey with English and Japanese languages and translations.

Order

Create a Multi-Lingual Customer Survey with English, Danish, Swedish and Norwegian languages and translations.

Go to the customer journey designer. Then create or choose an existing customer journey with an email tile. Make sure the email tile is associated with an existing email.

Select the email tile. In the right pane, go to Email elements > + Add item and select Customer Voice survey in the drop down menu.

In the Email elements section, select a Dynamics 365 Customer Voice survey from the lookup field.

Add an If/then tile to further understand how contacts engage with the survey.

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/customer-voice

QUESTION 10

DRAG DROP

You are a marketing administrator who is training a new marketer.

As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.

Which design element type is required for Landing Pages and Forward to a Friend Pages? To answer, drag the design

element type to the appropriate page. Each form option 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:

Design Element

| Forward to a Friend Button |
| Submit Button |
| Do not bulk email Button |

Page

Only Forward a Friend Pages	
Only Landing Pages	
Both Forward a Friend and Landing Pages	

Correct Answer:

Design Element

| |
| |
| |

Page

Only Forward a Friend Pages	Forward to a Friend Button
Only Landing Pages	Do not bulk email Button
Both Forward a Friend and Landing Pages	Submit Button

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

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QUESTION 11

You are a marketing administrator.

You need a marketing form that will only accept contact information and allow opt-in to emails.

What kind of form should you create?

A. Journey Form

B. Forward to a friend Form

C. Landing Page Form

D. Subscription Page Form

Correct Answer: C

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

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QUESTION 12

You use Dynamics 365 for Marketing to obtain detailed analytical views to help you understand your impact and learn which marketing instruments work best for your audience.

You need to track response data regarding how your contacts react to your various marketing initiatives.

Which three sources of analytical data are available to you regarding your marketing initiatives? (Choose three.) Each answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Insights by Contact will be available to you on individual contact records and on the account with which the contact is associated.

B. The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.

C. The insights aggregating results from all emails sent in a certain timeframe will be available on your Email Marketing Dashboard.

D. Survey insights measured over all respondents will be available on the Survey Insights form.

E. Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

Correct Answer: ABC

QUESTION 13

You are the administrator for your company\'s Dynamics 365 for Marketing application. You are responsible for ensuring that the current constraints of your subscription are not exceeded.

You want to establish monitoring for the critical components that drive additional subscription costs.

Which three subscription limits can you monitor at Settings > Advanced Settings > Others > Quota Limits? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month

B. the total number of emails that your company has sent this month and the total number of emails remaining in the month

C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription

D. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription

E. the total number of surveys that your company has sent this month and the total number of surveys remaining in the month

Correct Answer: ABD

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/quota-management

QUESTION 14

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working

as of yesterday.

Solution: You enable social media in the default marketing settings to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media

QUESTION 15

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, land 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 refresh the satisfaction metrics 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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