

Microsoft

Exam Questions mb-220

Microsoft Dynamics 365 for Marketing



NEW QUESTION 1

- (Exam Topic 1)

The time is currently 6:30pm on Monday night. You have been tasked with creating and sending a LinkedIn post on the company’s account advertising an event. Following ProseWare’s standards, which two options will you choose when preparing this message? Each answer represents a partial solution.

- A. Schedule Time is set to tomorrow at 9 am.
- B. Post Visibility is set to Connections.
- C. Schedule Time is set to immediate.
- D. Post Visibility is set to Public.

Answer: AD

NEW QUESTION 2

- (Exam Topic 1)

Based on ProseWare’s licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

- A. Litmus inbox Previews = 100 per month
- B. Marketing Emails Sent = 1,755,983
- C. Australia Business Unit has 10 regular Users and 1 Administrator User
- D. Marketing Contacts = 24,500

Answer: BD

NEW QUESTION 3

- (Exam Topic 1)

Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below. To answer, drag the Staff to the appropriate Activity. Each Staff 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.

Staff	Activities
Marketing Professionals	Analyze Marketing Page performance
All Marketing Users	Investigate blocked emails
Marketing Oversight Business Unit members	Use Customer Insights for reporting
BU Admin Team members	Go Live
Marketing Administration Business Unit members	Request Approval

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text, application Description automatically generated
Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.
Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped Contacts.
Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

NEW QUESTION 4

- (Exam Topic 2)

You need to create a customer journey for the promotion of the upcoming webinar on Azure Services. You are looking through the gallery of existing customer journey templates to select appropriate one.
Which four pieces of information will help you decide on the right template? Each answer presents a part of the solution.

- A. Description
- B. Purpose
- C. Name
- D. Recurrence
- E. Language

- F. Owner
- G. Target

Answer: ABCE

Explanation:

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

NEW QUESTION 5

- (Exam Topic 2)
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.

Steps

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 associated 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.

Order

⏪

⏩

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text, application, email Description automatically generated
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/customer-voice>

NEW QUESTION 6

- (Exam Topic 2)
You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.
You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact. These leads will be processed by Contoso’s Sales team.
The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.
What should you do to achieve this goal?

A. * 1. Install the “Send Customer Voice survey from Dynamics 365 app” in the Sales Hub app.* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the “Send Survey” button on the Lead record.

B. * 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the “Send Survey” button on the Lead record.
C. * 1. Click on “Enable Customer Voice on Sales Hub”.* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the “Send Survey” button on the Lead record.
D. * 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.* 2. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

Answer: D

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365>

NEW QUESTION 7

- (Exam Topic 2)
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

Answer: B

Explanation:

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

NEW QUESTION 8

- (Exam Topic 3)
You are responsible for setting up all marketing pages, events, emails and customer journeys associated with the planned event. How many events will you set up?

- A. Two events; one formatted as webinar and the other formatted as on-site only.
- B. One event formatted as on-site only.
- C. Two events; one formatted as simulcast and the other formatted as on-site only.
- D. One event with Format set to Hybrid.

Answer: D

Explanation:

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

NEW QUESTION 9

- (Exam Topic 4)
Your marketing department has provided you with the information you need to create a dynamic market segment. Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. Each tool 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.

Tools

Flow

Designer

Query

Type of Design

Combine segments using logical operators.

Define conditions to filter out contacts.

Text defining a database search.

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 10

- (Exam Topic 4)

You are Dynamics 365 Marketing functional consultant for AdventureWorks Cycles.

You are configuring the system and storing marketing files in the Dynamics 365 Marketing content library. Which three file formats are supported in the content library? Each correct answer presents a complete solution.

- A. .bmp
- B. .jpg
- C. .pdf
- D. .tiff
- E. .gif

Answer: ACE

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-asset-library>

NEW QUESTION 10

- (Exam Topic 4)

Your landing page must include your privacy banner to let your customers know that you take their privacy seriously.

Once enabled, where will the full text of your privacy policy be stored?

- A. on your organization's private website, with the login information needed to access it
- B. on any publicly-available website, with the URL listed in the Event Management Settings
- C. on your organization's website, with the URL listed on the Default Configuration Set
- D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Answer: D

Explanation:

References:

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

NEW QUESTION 11

- (Exam Topic 4)

As a marketing operations lead, you have recently been hired to manage a team using Dynamics 365 Marketing.

The team sends subscription-based newsletters on a regular basis, and they have set up a subscription center in Dynamics 365 Marketing. They now need to create links in each newsletter to the subscription center, so that customers can manage their communication settings.

How should you instruct the team to ensure links to the subscription center appear in their newsletters?

- A. In the email Designer, use Content Assist in the text editor to select the SubscriptionCenter element under the Dynamic Content menu.
- B. In the email Designer, in General Layout properties of the email template, select "Include Subscription Center Link."
- C. In the email Designer, Drag the Subscription Center item from the Toolbox to the email canvas to create the link.
- D. Create an HTML link in each email to direct customers to the subscription center.

Answer: A

Explanation:

Reference:

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

NEW QUESTION 12

- (Exam Topic 4)

You have been asked to create a customer journey that meets this goal: Send an email to all cat owners, then follow up with a text message to those contacts who opened the email, waiting one day between actions.

Which five actions should you perform, in sequence, to meet the requirements? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Add an SMS text tile.	
Add a Trigger tile.	
Add a Custom tile.	
Add a Scheduler tile.	
Add a Segment tile.	
Add a Splitter tile.	
Add an Email tile.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Actions	Order
Add an SMS text tile.	Add a Segment tile.
Add a Trigger tile.	
	Add an Email tile.
Add a Custom tile.	
Add a Scheduler tile.	Add a Trigger tile.
Add a Segment tile.	Add a Scheduler tile.
Add a Splitter tile.	Add an SMS text tile.
Add an Email tile.	

NEW QUESTION 15

- (Exam Topic 4)

Note: This question is part of a series of questions that present the same scenario. Each 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 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 refresh the satisfaction metrics report. Does this solution meet the goal?

- A. Yes
- B. No

Answer: B

Explanation:
Reference:
<https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

NEW QUESTION 20

- (Exam Topic 4)
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.

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

- A. Mastered
- B. Not Mastered

Answer: A

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

NEW QUESTION 23

- (Exam Topic 4)
Your marketing department has determined that they want to create a Customer Journey that will target marketing contacts that have visited your website in the past 12 months.
Which type of marketing segment should you create?

- A. Profile Segment
- B. Interaction Segment
- C. Landing Page Segment
- D. Customer Insight Segment

Answer: B

Explanation:
References:
<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/segmentation-lists-subscription>

NEW QUESTION 28

- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant. You are setting up conditions for a lead-scoring model.
Which categories should you use during the configuration? To answer, drag the appropriate category to the correct condition. Each category 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.

Categories	Conditions	
<div>Fixed rules</div>	Emails clicked	<div></div>
<div>Behavior rules</div>	Events registered	<div></div>
	Demographic information	<div></div>
	Website visited	<div></div>
	Firmographic information	<div></div>

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 32

- (Exam Topic 4)
You are a marketing administrator for Contoso Ltd.
You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number.
When the form is submitted, you need to ensure that:
If the contact or lead already exists, their record is updated. If the contact or lead does not exist, their record is created. What should you do?

- A. Set "Update contact/leads" to Contact and Lead.
- B. Set "Generate Leads Without Matching" to Yes.
- C. Set "Store Form Submission" to Yes.
- D. Verify that "Lead Matching Strategy" and "Contact Matching Strategy" are set correctly.

Answer: A

Explanation:

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

NEW QUESTION 34

- (Exam Topic 4)
You need to set up a behavioral lead scoring model to identify leads who are sales ready.
You set your sales ready lead score to 50. Now you want to use the grading system to show which leads are Good, Average or Poor.
Which two grading models should you use? Each correct answer presents a complete solution.

- A. Good = 31 - 50 / Average = 11 - 30 / Poor = 0 - 10
- B. Good = 36 - 50 / Average = 16 - 35 / Poor = 0 - 15
- C. Good = 35 - 49 / Average = 15 - 34 / Poor = 0 - 14
- D. Good = 35 - 50 / Average = 15 - 35 / Poor = 0 - 15

Answer: AB

NEW QUESTION 38

- (Exam Topic 4)
You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent out the link through email for responses.
You want to understand the outcome from the Satisfaction Metrics report and identify the metrics created by default in Dynamics.
For the metrics, what are the three charts created by default in Dynamics? Each correct answer presents a complete solution.

- A. Respondents -tracked and anonymous
- B. Sentiment
- C. Net Promoter Score
- D. Total Responses
- E. CSAT

Answer: BCE

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics-report>

NEW QUESTION 42

- (Exam Topic 4)
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.

Type	Scenario
Single Response	Choose one of the answers provided.
Fixed Sum	Divide 100 points over these 5 items by these criteria.
Numerical Response	How many times did you do something?
Rating	
Multiple Response	
CSAT	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Graphical user interface, application Description automatically generated
Reference:
<https://www.c2software.com/c2-blog/dynamics-crm-voice-of-the-customer-surveys.aspx>

NEW QUESTION 43

- (Exam Topic 4)
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.

Data Source	Content Type	
Contact[context]	You want to add a link for opening the email as a webpage.	
Content settings[context]	You want to add the First Name for the email recipient.	
Account		
Event	You want to add the customer name and phone number.	
Marketing List		
Marketing Page		
Message[context]		
Survey		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:
<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content>

NEW QUESTION 45

- (Exam Topic 4)

You are a functional consultant. You need to edit a live web page that contains a form used for holiday offers. The page, and form, are visible to the outside world. Which five steps, in sequence, are needed to complete your task? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	Order
Click Save.	
Make changes to the page.	
Click Edit in the form header.	
Click on Marketing Page in site map.	
Click Edit in the command bar.	
Click on Marketing Form in site map.	
Open the holiday offer record.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 47

- (Exam Topic 4)

You are creating a new marketing page showing a holiday offer.

You have completed your page, and now you want it to be viewable by everyone on the Internet. Which action should you perform to accomplish your goal?

- A. Press the Save button.
- B. Press the Activate button.
- C. Press the Publish button.
- D. Press the Go Live button.

Answer: D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/create-landing-page>

NEW QUESTION 48

- (Exam Topic 4)

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 Traditional Emails are able to be used in customer journeys. Does this meet the goal?

- A. Yes
- B. No

Answer: A

Explanation:

References:

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

NEW QUESTION 49

- (Exam Topic 4)

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.

Type

Long Answer

Rating

Multiple Response

Ranking

Net Promoter Score

Smile Ratings

Short Answer

Descriptive Text

Scenario

Open-ended question

How many stars would you give us for the service we provided?

Choose all that apply.

Put these things in the order of importance.

How likely are you to tell your friends about us?

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 54

- (Exam Topic 4)

You are creating a marketing list.

You need the marketing list to be available for the subscription center. You set the marketing list to be a subscription list.

What will the Marketing List Member Type Be?

- A. Account
- B. Lead

- C. Customer
- D. Contact

Answer: D

Explanation:

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

NEW QUESTION 58

- (Exam Topic 4)

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

Answer: BDE

NEW QUESTION 61

- (Exam Topic 4)

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? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	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.	
Navigate to the Registration and Attendance Tab.	
Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 63

- (Exam Topic 4)

Note: This question is part of a series of questions that present the same scenario. Each 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 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

Answer: B

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

NEW QUESTION 65

- (Exam Topic 4)

You are a marketing analyst at Contoso, Ltd. The sales manager wants to utilize a real-time survey embedded in a web page to feed data into customer records.

The survey manager would like to distribute the survey through email.

You need to ensure that when the user opens the survey it loads within the corporate website. In the survey, you go to Send and then Embed Survey.

What should you do next to embed your survey?

A. Select Pop Up Window and place the generated code in your website.

B. Select In-Line and place the generated code in your website.

C. Select Button and place the generated code in your website.

D. Place the generated code in your website.

Answer: B

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/embed-web-page>

NEW QUESTION 67

- (Exam Topic 4)

You are a marketing analyst at Contoso Ltd.

The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received.

They would like each survey to be a single row, with the responses as a column for their analysis. What should you do?

A. Open the project in Dynamics 365 Customer Voic

B. Select the survey in the reports section, and select export al

C. The responses are downloaded in an Excel File.

D. Use Advanced Find to query the CD

E. Set the “Look For” to Dynamics 365 Customer Voice survey response

F. Export to Excel.

G. Use Advanced Find to query the CD

H. Set the “Look For” to Dynamics 365 Customer Voice survey questions response

I. Export to Excel.

J. Open the project in Dynamics 365 Customer Voic

K. Select the survey in the reports section, and select export al

L. The responses are downloaded in a CSV File.

Answer: D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report>

NEW QUESTION 72

- (Exam Topic 4)

As the Dynamics 365 Marketing functional consultant, it is your responsibility to make sure your company stays within the quota limits defined by your subscription.

The current subscription includes a quota of 10,000 contacts and 100,000 Marketing email messages.

Your manager wants you to create a monthly report showing usage.

When you navigate to Quota Limits, which items will you be viewing to create the required report? To answer, drag the appropriate element to the correct data point. Each element 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.

Element	Data Points	
Marketing Email Messages	Shows the total number you can still send this month, and the total number you have sent.	
Marketing Contacts	Shows the total number that users at your organization can still request this month, and the total number you have used.	
Litmus Inbox Previews	Shows the total number you can have in your database.	
Total Contacts in Database	Shows the total number stored in your database.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 76

- (Exam Topic 4)

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

Answer: D

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/customer-voice/available-question-types>

NEW QUESTION 80

- (Exam Topic 4)

When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected. Which five actions are required, in sequence, to create a complete customer journey? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Establish the target segment.	
Set general options.	
Go live with the customer journey.	
Select a customer journey template.	
Configure tile settings.	
Create an activity marketing template.	
Add tiles from the Toolbox.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 84

- (Exam Topic 4)
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.

Status Reasons	Answer Area	
Draft	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.	
Expired		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 85

- (Exam Topic 4)

Your company is interested in gaining additional insight into customer journeys. You have been tasked with analyzing contacts insights.

From the options presented, which three types of interactions are analyzed in Dynamics 365 for Marketing for contacts and lead? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Web interactions
- B. Event interactions
- C. Survey interactions
- D. Appointment interactions
- E. Telephone interactions

Answer: ABC

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories>

NEW QUESTION 90

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

You have created a Subscription Form that lives on a marketing page in a marketing website. The form is active, and you need to see how many submissions have been received.

In which three places can you find information on form submissions? Each correct response presents a complete solution.

- A. Website Insights
- B. Customer Journey Insights
- C. Marketing Form Insights
- D. Customer Voice submissions
- E. Marketing Page Insights

Answer: ACE

Explanation:

Reference:

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

NEW QUESTION 91

- (Exam Topic 4)

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.

The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.

The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You examine all existing templates. Upon identifying those that do not meet standards, you make appropriate adjustments to the non-conforming templates. Does this meet the goal?

- A. Yes
- B. No

Answer: B

NEW QUESTION 92

- (Exam Topic 4)

You are a Dynamics 365 functional consultant.

Your company hosts multiple events. Some of the event information can be standardized into an event template.

Which three settings can be used in a standard event template? Each correct answer presents a complete solution.

- A. Event passes
- B. Event payment
- C. Event sessions and speakers
- D. Event team members
- E. Event venues

Answer: ACE

Explanation:

Reference:

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

NEW QUESTION 93

- (Exam Topic 4)

You are a marketing professional.

You need to create a subscription center marketing page that will include a subscription list you have already created. The marketing page will be reviewed by a colleague.

Which three actions should you perform in sequence, to create a Subscription center form? To answer, move the appropriate actions from the list of actions to the

answer area and arrange them in the correct order.

Steps	Order
Save and Go Live your marketing form.	
Select a template with the market type "Subscription Center."	
Select a template with the form type "Forward a Friend."	
Create a new marketing form.	
Locate your subscription list in the Subscription Center portion of the tool box.	
Drag and drop your subscription list onto your marketing form.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 96

- (Exam Topic 4)

You are a marketing automation consultant. Your client wants to understand the benefits of using the natural language feature in Dynamics 365 Marketing. Which two statements explain why your client may want to use the Natural Language feature? Each correct answer presents part of the solution.

- A. Using the Natural Language feature allows marketers to build marketing journeys using simple words to specify touch points in the customer journey.
- B. Using the Natural Language feature allows marketers to build segments using simple words to specify what audience they want to target.
- C. When looking at a Marketing Journey created by another user, the Natural Language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.
- D. When looking at a segment created by another user, the Natural Language feature makes it easier to understand the logic of the segment and decide whether it meets the target profile for a campaign.

Answer: AB

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365-release-plan/2021wave2/marketing/dynamics365-marketing/use-> <https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language>

NEW QUESTION 99

- (Exam Topic 4)

You are an event coordinator for Contoso, Ltd.

You are creating a multi-day conference event that will include three tracks with four sessions in each track. These sessions and tracks will need to be visible on your event website.

Which four steps must you complete, in sequence, to complete your task? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	Order
Associate applicable sessions and tracks.	
Set event publish status to “Live”.	
Click “Go Live” on the command bar.	⏪
Create an event/events.	⏩
Create sessions and internal track records.	
Create sessions and external track records.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event> <https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal#publish-event>

NEW QUESTION 101

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

The marketing department wants to see customer journeys, appointments, and events in a single calendar, rather than as a list.

What should be enabled and configured to achieve this goal?

- A. the Marketing Calendar Control on the designated entities
- B. the Calendar Control on the designated forms
- C. the Calendar Control on the designated entities
- D. the Marketing Calendar Control on the designated forms

Answer: A

Explanation:

Reference:

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

NEW QUESTION 104

- (Exam Topic 4)

You are a functional consultant working with Dynamics 365 Customer Voice.

You are tasked with planning a survey that will be distributed for anonymous response.

Which action is required during survey variable configuration to capture the Email of the anonymous respondent?

- A. Enable the Anonymous responses in the distribution settings.
- B. Turn on track email in the distribution settings.
- C. Add the Email variable in the Personalization customization.
- D. Turn on the toggle for Save value in the Email variable.

Answer: D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/personalize-survey>

NEW QUESTION 107

- (Exam Topic 4)

You are an event coordinator for a company.

You are creating a multi-day conference event that will include multiple sessions and tracks.

For each use case shown below, which track type should be used? To answer, drag each use case to the appropriate track type. Each use case 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.

Use Case	Answer Area	
	Internal Track	External Track
Group sessions for organization		
Group sessions by content		
Enable ticketing and registration		
Group sessions published on your event website		

- A. Mastered
- B. Not Mastered

Answer: A

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

NEW QUESTION 112

- (Exam Topic 4)
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 lower the Sales Ready Score.
Does this resolve your issue?

- A. Yes
- B. No

Answer: B

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

NEW QUESTION 113

- (Exam Topic 4)
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

Answer: ABC

Explanation:
References:
<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/customer-journeys-create-auto>

NEW QUESTION 116

- (Exam Topic 4)
You have been asked to add the German language to the Customer Satisfaction Survey. The survey is currently only available in the default English language. You need to configure Dynamics 365 Customer Voice to display the German language option.
Which four steps should you take, in sequence, to complete your task? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in correct order.

Steps	Order
Edit the translation to the German language.	
Open the Customer Satisfaction Survey.	
Select the Languages option from Customization list.	
Upload the language file.	⏮
Add the German language in the Languages panel.	⏭
Hover to the English language and edit.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/create-multilingual-survey>

NEW QUESTION 118

- (Exam Topic 4)

As a marketing automation consultant, you are creating a Customer Journey for a Marketing Event.

You would like to send an email inviting VIP customers to register. For customers who do not register you want to send a follow-up email one (1) week later reminding them to register.

Which four tiles are required to assemble this Journey? Each correct answer presents part of the solution.

- A. Audience
- B. If Registered
- C. Phone Call
- D. Create Lead
- E. Wait for
- F. Send an Email

Answer: ABEF

Explanation:

Reference:

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

NEW QUESTION 120

- (Exam Topic 4)

You are a marketing professional who needs to create a new field for a marketing page.

You want some text to be in the field when the customer opens the page so that they have an idea of what to enter.

Which field should hold this "ghost text"?

- A. Label
- B. Prefill
- C. Default Value
- D. Placeholder

Answer: D

NEW QUESTION 123

- (Exam Topic 4)

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.

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.	<div>⏪ ⏩</div>
Enable LinkedIn Sales Navigator.	<div>⏴ ⏵</div>
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.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text Description automatically generated with medium confidence

Reference:

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

NEW QUESTION 125

- (Exam Topic 4)

You have a subscription to Dynamics 365 for Marketing.

You need to recommend which analytics tools should be used for each channel measured by your subscription. Which analytics tools should be used for seeing the data by contact or by lead? Each tool 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.

Tools	Content
Insights	interaction timeline for all channels
Email interactions	open and click through information
Event interactions	check-in-list
Marketing form interactions	name of the record on which user-entered updates are saved
Web interactions	anonymous visitor information

- A. Mastered

B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories>

NEW QUESTION 130

- (Exam Topic 4)

Your company currently has a customer journey that is running.

You have been tasked with making changes to the template without interrupting the customer journey. Will you be able to accomplish this task?

- A. N
- B. The customer journey template is locked for editing while it is Live, Editable.
- C. Yes, if you set the customer journey as Stopped and modify the template.
- D. Yes, if you set the customer journey as Live, Editable and modify the template.
- E. N
- F. The customer journey cannot be edited without being at least temporarily stopped.

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live#customer-journey-go-live-operations-and-stat>

NEW QUESTION 135

- (Exam Topic 4)

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

Answer: ABC

Explanation:

Reference:

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

NEW QUESTION 139

- (Exam Topic 4)

You are a functional consultant at Contoso, Ltd. Your company has a current Dynamics 365 Marketing instance and would like to migrate to a new instance. In order to save time, management has decided to replicate the current instance configuration and data using the Configuration Migration tool for Dynamics 365.

You have to validate that both instances (source and destination) are on the same version, and then perform the transfer.

Which four steps must you take, in sequence, to achieve your goal? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in the correct order.

Steps

Use the Configuration Migration tool to generate a database schema based on your source instance.

Export the custom solution from your source, and then import it on your destination instance.

Remove all services for Marketing, event management, and Dynamics 365 Connector for LinkedIn Lead Gen forms from the source instance.

Export data from the source instance using the Configuration Migration tool together with the schema.

Download the Configuration Migration tool for Dynamics 365.

Import the exported zip bundle onto the destination instance using the Configuration Migration tool.

Order

⏪

⏩

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- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/transfer-data>

NEW QUESTION 140

- (Exam Topic 4)

Your marketing department will be creating multiple email messages to be used in several customer journeys. To prepare for this, you need to create content settings to determine the dynamic values to be used.

What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

- A. 1
- B. 2
- C. 3
- D. 4

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#conten>

NEW QUESTION 141

- (Exam Topic 4)

You are a functional consultant analyzing the insights of the Marketing Page available in Dynamics 365 Marketing to collect data for a management presentation.

Which element should you analyze to obtain information on the number of times the page was opened?

- A. Interactions
- B. Overview
- C. Submissions

Answer: A

Explanation:

Reference:

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

NEW QUESTION 145

- (Exam Topic 4)

You are a functional consultant at Contoso Ltd.

Contoso would like to use Dynamics 365 Marketing to conduct a Webinar Event next week. An event portal is created for event management purposes. After creating the event record, the company requires a payment gateway to accept registration payment. You need to configure the payment gateway and set the event to use it.

Which five 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.

NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Steps	Order
Create a web page associated to the Page Template.	
On the Page Template record, set the Web Template field to the Web Template record created.	
Create a Web Template record.	
Create a Page Template record.	⏮ ⏭
On the Web Template record, set the Page Template field to Page Template record created.	
Update the Event record. Set the Portal Payment Gateway field to the web page.	
Create a web page associated to the Web Template.	

- A. Mastered
- B. Not Mastered

Answer: A

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

NEW QUESTION 150

- (Exam Topic 4)
You are a functional consultant at Contoso. The EMEA sales manager wants you to configure Contoso's landing page settings to capture activities by existing leads and contacts located in Belgium.
You already configured the Default Marketing Page Configuration for Landing pages. What should you do next to achieve your goal?

- A. Update the Belgian landing page Matching Strategy.
- B. Update the Default Matching Strategy located in Landing Page settings.
- C. Update the Matching Strategy for the landing page in the Customer Journey.
- D. Update the Default Matching Strategy located in Marketing settings.

Answer: A

Explanation:
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages>

NEW QUESTION 151

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