

Microsoft

Exam Questions mb-220

Microsoft Dynamics 365 for Marketing



NEW QUESTION 1

- (Exam Topic 1)

Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.

To answer, drag the Assessment to the appropriate Lead. Each Assessment 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.

Assessments

Sales Ready

Not Sales Ready

Leads

A Lead with a score of 315

An existing Marketing Contact who registers for an event

A Lead who clicked a Twitter message and has spent \$412 with ProseWare previously

A Lead with a score of 175

Litmus inbox previews

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text, application, email Description automatically generated

NEW QUESTION 2

- (Exam Topic 1)

Which two statements must be true in order for a User to approve marketing content? Each answer presents part of the solution.

- A. The Status on the marketing content must be Approval Required.
- B. The User must be in the Marketing Oversight Team or be a Marketing Professional.
- C. The Status on the marketing content must be Draft.
- D. The User must be in the BU Admin Team or in the Marketing Oversight business unit.

Answer: AD

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature>

NEW QUESTION 3

- (Exam Topic 2)

You have created a customer journey that does the following:

Sends an email regarding a country/region-specific promotional offer. 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 bo
- B. Validate, and then Publish.
- C. Check the localization check bo
- D. Validate, check for errors, and then Publish.
- E. Verify the segment and email language, check for errors, and then Go Live.
- F. Verify the segment, check the country/regio
- G. Validate, and then Go Live.

Answer: C

Explanation:

Reference:

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

NEW QUESTION 4

- (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 5

- (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 6

- (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 7

- (Exam Topic 2)

You have created a customer journey to send an Event Registration Invite to the customers in Norway. You confirm that you selected the correct Marketing Email record with the Norwegian language, and that you are using the correct Segment while creating the customer journey.

As part of going Live with your customer journey, you select “Check for Errors” in the command bar. Which three checks does this command perform? Each correct answer presents a complete solution.

- A. Checks for common errors and shows an error message with advice for fixing them.
- B. Performs language checks to ensure localization.
- C. Checks for active links to the marketing services that host your email messages.
- D. Checks to ensure prerequisites are met.
- E. Makes sure all required marketing emails and pages are assigned and published.
- F. Makes sure all required target segment(s) meet your goals.

Answer: ADE

Explanation:

Reference:

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

NEW QUESTION 8

- (Exam Topic 3)

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
- E. After that, registrations will be added to the waitlist.

Answer: CD

Explanation:

Reference:

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

NEW QUESTION 9

- (Exam Topic 4)

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.

Answer: AC

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 10

- (Exam Topic 4)
You are a functional consultant that needs to create a new marketing form landing page. You want this form structure to be available for multiple future forms. Which five actions should you perform 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.

Actions	Order
Go Live with the form template.	
Select the marketing form template by marketing form type "Landing Page".	
Set the form type to "Landing Page".	
Create a new marketing form type.	
Save the form template.	
Create a new form template.	

- 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/marketing-forms>

NEW QUESTION 15

- (Exam Topic 4)
Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.
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

Answer: B

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

NEW QUESTION 16

- (Exam Topic 4)
You are the administrator at Contoso, Ltd. You need to create a marketing email to notify customers when a card has been abandoned on the company website. Which five actions in sequence are required to create an email that is ready to send? (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
Go to Marketing Execution > Marketing emails and create a new email.	
Run an error check on your message and correct errors until your email is error-free.	
Add email-from name to address and reply-to address.	
Preview your message by using the Preview tab and by sending tests messages.	
On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".	
Design your message by using the drag-and-drop designer or HTML editor.	
Select Go-Live.	

- A. Mastered
B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 18

- (Exam Topic 4)

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.

Answer: BCD

Explanation:

Reference:

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

NEW QUESTION 20

- (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 hosted on the Dynamics 365 server. Does this meet the goal?

- A. Yes
B. No

Answer: B

Explanation:

References:

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

NEW QUESTION 23

- (Exam Topic 4)

You are a marketing professional for Contoso, Ltd.

You are creating a marketing form and want to add a subscription list. As you go through the tool box, you see the subscription list. You notice that there are not as many lists as expected.

Which criteria should be used to allow a subscription list to be visible in the toolbox.

- A. Published Marketing Lists where the subscription field is set to True
- B. Active Marketing lists where the subscription field is set to False
- C. Published Marketing Lists where the subscription field is set to False
- D. Active Marketing Lists where the subscription field is set to True

Answer: D

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add>

NEW QUESTION 24

- (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 27

- (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 32

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant at Contoso Ltd. You need to configure the LinkedIn Lead Gen feature.

What are the two pre-requisites that must be applied before you are able to proceed with the configuration? Each correct answer presents part of the solution.

- A. Create a strategy to match LinkedIn incoming leads to existing leads.
- B. Have LinkedIn Profile with Campaign Manager enabled.
- C. Grant the rightful users with the LinkedIn Lead Gen Forms Administrator or LinkedIn Lead Gen Forms Salesperson security roles.
- D. Send a request to LinkedIn to allow the synchronization.
- E. Have a LinkedIn Profile with Lead Gen Administrator enabled.

Answer: BC

Explanation:

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 33

- (Exam Topic 4)

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso is expanding to other countries/regions and you need to translate one of your English surveys into French.

Which step should you take to translate the survey so that all of your existing segments and journeys remain intact?

- A. Update the existing survey, and translate the labels to French.
- B. Clone the survey, and translate all labels to French.
- C. Set the form to multilingual, add French, and then translate the labels.
- D. Create a branched survey that asks the language preference
- E. Then, display the appropriate translated section.

Answer: C

Explanation:

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

NEW QUESTION 35

- (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 40

- (Exam Topic 4)

You are setting up a simple webinar with a webinar provider. For this event, you can leverage two speakers. Additionally, you will assign one room and will publish the event to your event portal for your audience to register for the session. Which five actions should you perform in sequence to configure the webinar? 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.

Answer Area

Actions

Enter information for the venue, building, and rooms.

Enter the Webinar Name and Provider.

Add the credentials for your account with the Webinar Provider.

Enter the speaker information.

Select the Event Type.

Save

Enter information about the Sessions.

Create a new Webinar Configuration.

Go to Settings > Advanced settings > Event management > Webinar configurations.

Order



- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Application Description automatically generated with medium confidence
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/events-settings>

NEW QUESTION 45

- (Exam Topic 4)

Read each of the backup concepts below and determine which are correct or incorrect.
To answer, drag the Answer to the appropriate Backup Concept. Each Answer may be used once or more than once. You may need to drag the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.

Elements

Correct

Incorrect

Statements

Automatic System Backups contain interaction records and image files.

Automatic system backups are stored for up to 28 days.

On-Demand Backups can be created any time.

Restoring a backup to another instance will delete image files.

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/manage-marketing-environments#create-and-restore-b> <https://docs.microsoft.com/en-us/power-platform/admin/backup-restore-environments>

NEW QUESTION 50

- (Exam Topic 4)

You are a marketing professional for Contoso, Ltd.

You want to create a marketing page that will utilize standardized content that can be used across emails, pages and forms. You elect to use the content block for this.

Which two elements are available to you when creating a content block? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. image element
- B. divider element
- C. text element
- D. form element

Answer: AC

Explanation:

References:

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

NEW QUESTION 51

- (Exam Topic 4)

Your marketing department needs to create a Customer Journey for female wine enthusiasts over 40 years-old who live in Europe.

How should you define who receives this Customer Journey?

- A. Create a Static segment.
- B. Create a Segment Type.
- C. Edit the contacts in database.
- D. Create a Dynamic segment.

Answer: D

NEW QUESTION 53

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant. Your company wants to:

- > control access to Marketing features that could incur extra costs, and
- > make sure no extra costs are being incurred by exceeding existing Marketing subscription limits. Which three steps should you take? Each correct answer presents part of the solution.

- A. Monitor the quantity of contacts and emails on the server.
- B. Monitor the quantity of Marketing contacts and emails.
- C. Monitor the quantity of landing pages.
- D. Monitor Litmus accounts and the number of previews.
- E. Create teams to be used in designer feature protection rules.

Answer: BDE

Explanation:

Reference:

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

NEW QUESTION 54

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

Marketing pages must conform to corporate branding standards. You need to ensure they all use the same style sheet.

How can you add the style sheet?

- A. Add it to the Portal Settings.
- B. Click on HTML in the Page Designer in the marketing pages.
- C. Add it to the Portal Integration tab of the marketing page.
- D. Add it to a content block, then add the content block to the marketing page

Answer: D

Explanation:

Reference:

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

NEW QUESTION 57

- (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 59

- (Exam Topic 4)

You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.

Your manager gives you a list of sponsors and their items. You need to record the information in the system. What should you do?

- A. Create the sponsors in Accounts, and add their items in Equipmen
- B. Then, add the relationship into the event.
- C. Create the sponsors in Events Sponsorship
- D. In Sponsorship Type, select Equipment and add their items as the details.
- E. Create the sponsors in Accounts, and add their items in Product
- F. Then, add the relationship into the event.
- G. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

Answer: B

Explanation:

Reference:

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

NEW QUESTION 61

- (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 65

- (Exam Topic 4)

You are a marketing assistant at a Credit Union. You need to set up a subscription center for customers to manage their communication settings.

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

Actions	Order
Check the Form for errors and Go Live.	
Create a Marketing Form with the type as Subscription Center.	
Check the Page for errors and Go Live.	
Create a Subscription List for each of your newsletters.	⬅️ ⬆️
Create a Marketing Page to hold the Subscription Center Marketing Form.	➡️ ⬆️
Add the Marketing Page as the Subscription Center in the content settings record.	
Add each of your Subscription Lists to the Marketing Form as Checkboxes.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Text, table Description automatically generated with medium confidence
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center>

NEW QUESTION 66

- (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 70

- (Exam Topic 4)
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.

Actions	Order
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.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 73

- (Exam Topic 4)
You have a customer journey that sends an email, creates a phone call activity and sends a text message.
Which set of actions must you take to activate your customer journey?

- A. Validate, then Go Live.
- B. Check for Errors, then Publish
- C. Validate, then Publish.
- D. Check for Errors, then Go Live.

Answer: D

NEW QUESTION 74

- (Exam Topic 4)
You are an event coordinator for Contoso, Ltd, and are creating a multi-day tradeshow event.
You need to set up an event team that will consist of Contoso, Ltd employees, vendors, partners and customers.
Which two kinds of records should you associate to the event team member? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. Customer
- B. User
- C. Contact
- D. Account

Answer: BC

Explanation:

References:

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

NEW QUESTION 79

- (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. Does this solution meet the goal?

- A. Yes
- B. No

Answer: A

Explanation:

Reference:

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

NEW QUESTION 84

- (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 88

- (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 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 send an email to any user who created a deficient template identifying the deficiencies and request that they correct their templates.

Does this meet the goal?

- A. Yes

B. No

Answer: B

NEW QUESTION 96

- (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 100

- (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 create an approval process on the template records. You restrict usable templates to only those that have been approved.

Does this meet the goal?

- A. Yes
- B. No

Answer: A

NEW QUESTION 103

- (Exam Topic 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

Answer: B

NEW QUESTION 107

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

You need to create a customer journey to capture responses. You complete all the configuration tasks in Dynamics 365 Marketing. However, upon monitoring the journey statistics you notice that nothing was triggered.

What should you do to fix this issue?

- A. Publish the journey to go-live.
- B. Enable an audit trail to capture the events.
- C. Check the security role.
- D. Enable logs to find the root cause.

Answer: A

Explanation:

Reference:

<https://github.com/MicrosoftDocs/dynamics-365-customer-engagement/blob/main/ce/marketing/customer-journ>

NEW QUESTION 110

- (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 115

- (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 118

- (Exam Topic 4)
You have been tasked with creating the structure necessary to include dynamic content in email messages. Which three types of items can be placed in a message as dynamic values? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. Your company’s phone number
- B. Values from a specific Case record
- C. Subscription-center link
- D. Your company’s postal address
- E. Social media links

Answer: CDE

Explanation:

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

NEW QUESTION 120

- (Exam Topic 4)
You need to create a lead scoring model based upon fixed rules as well as behavior rules.
Which scenario corresponds to each rule type? To answer, drag each scenario to the appropriate rule type. Each scenario 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.

Scenarios	Answer Area	
	Fixed Rule	Behavior Rule
Lead Opening an Email		
Lead Registers for an Event		
Lead's City		
Lead's Estimated Budget		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:
<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/score-manage-leads>

NEW QUESTION 122

- (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#content>

NEW QUESTION 126

- (Exam Topic 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.

Answer: AB

Explanation:

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

NEW QUESTION 128

- (Exam Topic 4)
You are a marketing professional who is marketing to an engineering segment. You need to create a new field for a marketing form. The new field needs to be a number that can support a level of precision up to 7 decimal places. Which field type should you use?

- A. Single Line on the Text
- B. Floating Point Number
- C. Whole Number
- D. Decimal Number

Answer: D

Explanation:

References:

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>

NEW QUESTION 132

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