

## Exam Questions mb-220

Microsoft Dynamics 365 for Marketing

<https://www.2passeasy.com/dumps/mb-220/>



### 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 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 4

- (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 5

- (Exam Topic 3)

You are responsible for information about the attendees and sponsors in your Dynamics 365 for Marketing

system. Indicate which record type would hold each type of information listed below. For each Record Type listed below, indicate the Type of Information stored there.

To answer, drag the Type of Info to the appropriate Record Type. Each item may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

| Types of Info      | Record Types                               |  |
|--------------------|--|--|
| Account record     | Sponsoring Company's email                 |  |
| Sponsorship record | Sponsorship Type                           |  |
| Hotel record       | Logo that will be on the pens at the event |  |
| Case record        | Venue address                              |  |
|                    | Number of rooms available to registrants   |  |
|                    | Reason for invitation to this event        |  |

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

NEW QUESTION 6

- (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    | Type of Design                            |
|----------|---|
| Flow     | Combine segments using logical operators. |
| Designer | Define conditions to filter out contacts. |
| Query    | 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 7

- (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 8

- (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 9

- (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)

Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.

After a week you notice that no one has received any scores from your model. Solution: You add an action tile.

Does this resolve your issue?

- A. Yes
- B. No

**Answer:** B

#### Explanation:

References:

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

#### 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 14

- (Exam Topic 4)  
Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition. Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. based on age
- B. clicking on an email advertisement
- C. an event for which the contact registered
- D. based on zip code

Answer: BC

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

NEW QUESTION 15

- (Exam Topic 4)  
You are a marketing administrator. Your company has a form that prospective clients use for holiday offers. You need to take down the marketing page that contains the form now that the season is over.  
Which three steps are needed, in order, to complete your task? (Choose three.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.



| Steps                                       | Order |
|---|-------|
| Click Unpublish, located in the header.     |       |
| Navigate to Marketing Form.                 |       |
| Open the Applicable record.                 |       |
| Navigate to Marketing Page.                 |       |
| Click Stop, located in the Command Bar.     |       |
| Click Unpublish located in the Command Bar. |       |
| Click Stop, located in the header.          |       |

- A. Mastered  
B. Not Mastered

Answer: A

Explanation:

| Steps                                       | Order                                   |
|---|---|
| Click Unpublish, located in the header.     | Navigate to Marketing Page.             |
| Navigate to Marketing Form.                 | Click Stop, located in the Command Bar. |
| Open the Applicable record.                 |   |
| Navigate to Marketing Page.                 | Click Unpublish, located in the header. |
| Click Stop, located in the Command Bar.     |   |
| Click Unpublish located in the Command Bar. |   |
| Click Stop, located in the header.          |   |

NEW QUESTION 20

- (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 21

- (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 25

- (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 29

- (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 34

- (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.                     | <input type="text"/> |
| Fixed Sum          | Divide 100 points over these 5 items by these criteria. | <input type="text"/> |
| Numerical Response | How many times did you do something?                    | <input type="text"/> |
| 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 39**

- (Exam Topic 4)

You are a marketing manager.

You need to improve the open rates for your email campaigns.

The content designer suggests you use dynamic messaging. You want the dynamic messaging to appear below the Subject in the recipient's preview pane of their email client.

Which action should you take?

- A. Use the Preview Text field to enter messaging with the contact's name, to entice the user to open the email.
- B. Create a custom code element that holds the following HTML information and place it near the top of the email <meta name="description" content="Enter catchy messaging here">
- C. Add the Preview Text to the subject field, preceded by a colon.
- D. Use the Preview Text element, and drag it to the top of your email in the email designer.

Answer: B

**NEW QUESTION 42**

- (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 47

- (Exam Topic 4)  
You are a marketing professional.  
You need to create a marketing form that will include a subscription list you have already created. The marketing form will be finalized by a colleague.  
Which three actions should you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange then in the correct order.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 50

- (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 results as click-thrus, opens and forwards are recorded for Traditional Emails. 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 55

- (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   | Order |
|---|-------|
| 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. |       |

- 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 57

- (Exam Topic 4)

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

You need to track response data regarding how your contacts react to your various marketing initiatives. Which three sources of analytical data are available to you regarding your marketing initiatives? (Choose three.) Each answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Insights by Contact will be available to you on individual contact records and on the account with which the contact is associated.
- B. The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.
- C. The insights aggregating results from all emails sent in a certain timeframe will be available on your Email Marketing Dashboard.

- D. Survey insights measured over all respondents will be available on the Survey Insights form.  
E. Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

**Answer:** ABC

#### NEW QUESTION 59

- (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 61

- (Exam Topic 4)

You are a marketing professional who is conducting training for a group of marketing trainees. You are training on marketing forms and explaining the type of forms in Dynamics 365 Marketing.

Which form type applies to each data collection purpose? To answer, drag the appropriate form type to the correct data collection purpose. Each form type may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

| Form Type                | Data Collection Purpose   |
|--------------------------|---|
| Landing page form        | This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions. |
| Subscription form        | This form is used to collect contact information on marketing pages.  |
| Forward to a friend form | This form is used to provide a short collection of fields with email address to extend to others.                 |

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

Reference:

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

#### NEW QUESTION 66

- (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 70

- (Exam Topic 4)

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

While going live with the message, you receive a warning that the message is too large. Which action can you take to remove the warning?

- A. Make the message size less than 128 kb.
- B. Make the message size less than 256 kb.
- C. Make sure that the message has no more than 1000 characters.
- D. Make the message size less than 100 kb.

**Answer:** A

#### Explanation:

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

Reference:

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

#### NEW QUESTION 71

- (Exam Topic 4)

You are creating a customer journey that sends an email newsletter to a subscription list advertising a limited time offer.

The customer journey start and end dates are May 24 through May 29. The customer journey is configured to send the email, wait one (1) week, then send a follow-up email reminding customers to take advantage of the offer in the newsletter.

Which error should you expect to see in the customer journey designer?

- A. The Audience tile will give you an error saying the journey cannot proceed due to date misconfiguration.
- B. The Newsletter Email tile will give you an error saying the email is being sent out of date range.
- C. The Follow-up Email tile will give you an error saying it cannot be sent outside the specified journey date range.
- D. The Wait tile will give you an error saying the tile is set to expire after the journey end date.

**Answer:** D

#### NEW QUESTION 75

- (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 76

- (Exam Topic 4)

You want to create a method that will alert sales people when a lead is ready to be sold to.

This method should automatically move the lead to the Sales-Acceptance stage of the lead life-cycle. Which four steps must you take, in order to complete your task? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.



## Steps

Set the Sales Ready Score on the Summary Tab.

Create a Lead Scoring Model.

Click Publish.

Set the Sales Ready Score on the Action tile.

Add a condition and action tile.

Set the Sales Ready Score on the Grades Tab.

Click Go Live.

## Order

- A. Mastered
- B. Not Mastered

**Answer:** A

### Explanation:

References:

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

### NEW QUESTION 78

- (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 83

- (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 87

- (Exam Topic 4)

You are an administrator working on a marketing campaign.

You need to understand the various types of digital content that are available for use with marketing. Which Content Types match with the Purposes that are listed? To answer, drag the appropriate Content Type to the correct purpose. Each Content 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.

| Content Type             | Purpose   |
|--------------------------|---|
| Images and Keywords      | Pictures and words to be added to marketing content                 |
| Landing Page             | General-purpose form for collecting contact information             |
| Subscription Form        | Allows contacts to view and edit their opt-in / opt-out information |
| Forward to a Friend Form | Accepts email address(es) in order to send info to colleagues.      |
| Marketing Email Messages |   |
| Templates                |   |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

| Content Type             | Purpose   |
|--------------------------|---|
| Images and Keywords      | Pictures and words to be added to marketing content                 |
| Landing Page             | General-purpose form for collecting contact information             |
| Subscription Form        | Allows contacts to view and edit their opt-in / opt-out information |
| Forward to a Friend Form | Accepts email address(es) in order to send info to colleagues.      |
| Marketing Email Messages |   |
| Templates                |   |

NEW QUESTION 91

- (Exam Topic 4)  
You have created an email message and believe that you are ready to go live. Before doing so, you want to Check for Errors in the designer. Which items are optional or required in order to pass the error check test? To answer, drag each answer option on the left to the appropriate item on the right. Each answer option may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view the content.  
NOTE: Each correct selection is worth one point.

| Item     | Requirement                      |
|----------|----------------------------------|
| Required | Subscription Center Link         |
| Optional | Sender's physical address        |
|          | Subject Line (static or dynamic) |
|          | Dynamic message content          |

- A. Mastered  
B. Not Mastered

**Answer: A**

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/email-check-golive>

**NEW QUESTION 94**

- (Exam Topic 4)

You are a marketing administrator.

You need a marketing form that will only accept contact information and allow opt-in to emails. What kind of form should you create?

- A. Journey Form  
B. Forward to a friend Form  
C. Landing Page Form  
D. Subscription Page Form

**Answer: C**

**Explanation:**

References:

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

**NEW QUESTION 99**

- (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 103

- (Exam Topic 4)  
The VP of Marketing has been assigned to create you a new lead scoring model for Contoso, Ltd. based on recently-adopted marketing targets. Which five steps in sequence are required to design and set up your lead scoring model in Dynamics 365? (Choose five.) To answer, move the appropriate actions to the answer area and arrange them in the correct order.

| Steps   | Order |
|---|-------|
| Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.  |       |
| Set up an action that tells the system what to do to the lead score when the defined conditions exist.  |       |
| Set the entity target of your lead scoring model to Account, Contact or Lead.   |       |
| Set the entity target of your lead scoring model to Account or Contact.   |       |
| Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.           |       |
| Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.   |       |
| Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.  |       |
| Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check. |       |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 106

- (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 109**

- (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 112**

- (Exam Topic 4)

You are responsible for all outgoing marketing emails at Contoso, Ltd.

You are tasked with the best practices aimed at increasing delivery and interaction rates.

Which question is answered by the email insight statistic listed? To answer, drag the email statistic to the question answered by that statistic. Each statistic may be used one, 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.

| Email Insight Statistic | Question  |  |
|-------------------------|---|--|
| Click-Throughs          | What is the total number of clicks on a specific email link?  |  |
| Clicks (unique)         | What is the total number of sent messages where the recipient clicked at least one link one time?                 |  |
| Opens (unique)          | What are the total number of emails that were opened by a contact at least on time?                               |  |
| Forwards                | What is the total number of times an email was forwarded by the recipient by using the forward link on the email? |  |
| No Statistic Exists     | What is the total number of times an email was forwarded using the email client forward button?                   |  |

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

| Email Insight Statistic | Question  |                     |
|-------------------------|---|---------------------|
| Click-Throughs          | What is the total number of clicks on a specific email link?  | Click-Throughs      |
| Clicks (unique)         | What is the total number of sent messages where the recipient clicked at least one link one time?                 | Clicks (unique)     |
| Opens (unique)          | What are the total number of emails that were opened by a contact at least on time?                               | Opens (unique)      |
| Forwards                | What is the total number of times an email was forwarded by the recipient by using the forward link on the email? | Forwards            |
| No Statistic Exists     | What is the total number of times an email was forwarded using the email client forward button?                   | No Statistic Exists |

**NEW QUESTION 113**

- (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 114**

- (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 118**

- (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 119**

- (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 120

- (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 122

- (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 124

- (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 125

- (Exam Topic 4)

You are a marketer for Contoso Ltd. You are responsible for creating social media posts to debut a new webinar you are promoting. You just discovered that your post sent this morning has a typo.

You need to correct this right away. What should you do to fix your post?

- A. Reactivate the post, edit, and then select Schedul
- B. Select the time of the original post to overwrite it.
- C. Reactivate the post, edit, and then select Post Now to immediately update the post.
- D. Edit the Pos
- E. The post will automatically update in the social media platform.
- F. Delete the post and recreate i
- G. Posts are read only once posted.

**Answer:** D

#### Explanation:

Reference:

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

#### NEW QUESTION 126

- (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 130

- (Exam Topic 4)

Your sales team often request reports on Lead Source Effectiveness. They want to know which marketing campaigns, events, and web contacts generate the most qualified leads, and ultimately the most revenue.

How can you use tools in Dynamics 365 Marketing to generate this report?

- A. Navigate to Leads, click on Insights, then select the Lead Source Effectiveness tab.
- B. Navigate to Leads, select the appropriate Lead View, click on Run Report, and select Lead Source Effectiveness.
- C. Navigate to Contacts, select the appropriate Contact View, click on Run Report, and select Lead Source Effectiveness.



D. Under Customer Journeys, go to the insights section for each journey that generates Leads, download the appropriate data, and aggregate it into a separate spreadsheet.

**Answer:** B

**Explanation:**

Reference:

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

#### NEW QUESTION 134

- (Exam Topic 4)

You are setting up a small workshop event. The event will have one session and one speaker.

After you create the event, session and speaker engagement record, you want to publish the event to the event portal.

How should you publish the event?

- A. Publish the even
- B. The session and speaker will publish automatically.
- C. Publish the sessio
- D. The event and speaker will publish automatically.
- E. Publish the event, session and speaker manually.
- F. Publish the event and session separatel
- G. Speaker will publish automatically.

**Answer:** D

**Explanation:**

References:

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

#### NEW QUESTION 137

- (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 142

- (Exam Topic 4)

You are a Dynamics 365 functional consultant for Contoso Ltd. Because of recent policy changes, the marketing team needs to update the privacy policy banner text and URL.

What should you configure to implement these updates?

- A. the Marketing Data configuration
- B. the Application Management settings
- C. the Default Marketing settings
- D. the Landing Page settings

**Answer:** D

**Explanation:**

Reference:

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

#### NEW QUESTION 146

- (Exam Topic 4)

Your company is expanding its service offering to people who live in Europe.

You must configure your marketing system for compliance with European privacy requirements.

Which three activities 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.

| Activity  | Order |
|---|-------|
| Configure Contact records to store levels of consent.       |       |
| View consent-level change history.                          |       |
| Identify data structures that contain personal information. |       |
| Enable GDPR features in Dynamics 365 for marketing.         |       |
| Bulk edit all contacts to set consent level.                |       |

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

References:

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

**NEW QUESTION 149**

- (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#content>

**NEW QUESTION 153**

- (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 155**

- (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 160

- (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.  | ⏪<br>⏩ |
| 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 163

- (Exam Topic 4)  
You are a Dynamics 365 Marketing functional consultant.  
You create a marketing subscription list and you need to make it available for website visitors. In which two ways can you do this?

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

Answer: AB

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

NEW QUESTION 166

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