MB-220 Q&As

Microsoft Dynamics 365 Marketing

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QUESTION 1

Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution,

while others might not have a correct solution.

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

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

After a week you notice that no one has received any scores from your model.

Solution: You add an action tile.

Does this resolve your issue?

A. Yes

B. No

Correct Answer: B

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

QUESTION 2

DRAG DROP

Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below.

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

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

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

Correct Answer:

Answer Area

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

Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.

Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped Contacts.

Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

QUESTION 3

Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution,

while others might not have a correct solution.

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

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

Correct Answer: B

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

QUESTION 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.

Correct Answer: D

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

QUESTION 5

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.

Hoe should you publish the event?

A. Publish the event. The session and speaker will publish automatically.

B. Publish the session. The event and speaker will publish automatically.

C. Publish the event, session and speaker manually.

D. Publish the event and session separately. Speaker will publish automatically.

Correct Answer: D

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

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