



# MB-220<sup>Q&As</sup>

Microsoft Dynamics 365 Marketing

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### QUESTION 1

You need to create a customer journey for the promotion of the upcoming webinar on Azure Services.

You are looking through the gallery of existing customer journey templates to select appropriate one.

Which four pieces of information will help you decide on the right template? Each answer presents a part of the solution.

- A. Description
- B. Purpose
- C. Name
- D. Recurrence
- E. Language
- F. Owner
- G. Target

Correct Answer: ABCE

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

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### QUESTION 2

You are a marketing professional.

You have created a marketing form and want content items to automatically fill in for the customer.

What is a valid form for prefill?

- A. Pre-fill Form
- B. Survey Form
- C. Journey Form
- D. Subscription Center Form

Correct Answer: D

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

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### QUESTION 3

DRAG DROP You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Dynamics 365 Marketing error checker. Which of these items are required



and which are simply best practices? To answer, drag the appropriate answer source to the correct email element. 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. Select and Place:

**Required or Best Practice****Item**

A Subscription center link

The Sender's physical street

A subject

A valid From address

Email size must be below 128KB

A personalized greeting in the subject using the {{contact.firstname}} token

Both an HTML and Text version of the email

Correct Answer:

**Required or Best Practice**

Required

Best Practice

**Item**

A Subscription center link

Required

The Sender's physical street

Required

A subject

Required

A valid From address

Required

Email size must be below 128KB

Best Practice

A personalized greeting in the subject using the {{contact.firstname}} token

Best Practice

Both an HTML and Text version of the email

Best Practice

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

**QUESTION 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

Correct Answer: AC

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

**QUESTION 5****DRAG DROP**

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.

Select and Place:

**Actions**

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.

**Order**

Correct Answer:



### Actions


### Order

Create a Subscription List for each of your newsletters.

Create a Marketing Form with the type as Subscription Center.

Check the Form for errors and Go Live.

Create a Marketing Page to hold the Subscription Center Marketing Form.

Add each of your Subscription Lists to the Marketing Form as Checkboxes.

Check the Page for errors and Go Live.

Add the Marketing Page as the Subscription Center in the content settings record.

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

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