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QUESTION 1

DRAG DROP

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.

Select and Place:

Steps

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.

Order

Correct Answer:

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

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

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QUESTION 2

Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe. How should you define who to include in this Customer Journey?

A. Create a Dynamic segment.

B. Edit the contacts in your database.

C. Create a Segment Type.

D. Create a Static segment.

Correct Answer: A

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions

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QUESTION 3

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.

Correct Answer: BCD

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

QUESTION 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

Correct Answer: AB

Incorrect answers:

C: the top score in this answer is 49. The top score should be 50.

D: a score of 15 is used in both the Average grade (15-35) and the Poor grade (0-15). The scores in each grade should not overlap.

QUESTION 5

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.

Correct Answer: D

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