MB-220^{Q&As}

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Microsoft Dynamics 365 Marketing

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QUESTION 1

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

Correct Answer: D

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

QUESTION 2

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

Correct Answer: A

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

QUESTION 3

You are a marketing analyst at Contoso Ltd.

The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received.

They would like each survey to be a single row, with the responses as a column for their analysis.

What should you do?

A. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in an Excel File.

B. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey responses. Export to Excel.

C. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey questions responses. Export to Excel.

D. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in a CSV File.

Correct Answer: D

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

QUESTION 4

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 Vi

C. Schedule Time is set to immediate.

D. Post Visibility is set to Public.

Correct Answer: AD

QUESTION 5

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.

Correct Answer: AC

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