



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

Microsoft Dynamics 365 Marketing

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### QUESTION 1

DRAG DROP

You are a Dynamics 365 Marketing functional consultant.

You are setting up conditions for a lead-scoring model.

Which categories should you use during the configuration? To answer, drag the appropriate category to the correct condition. Each category 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:

#### Categories

Fixed rules

Behavior rules

#### Conditions

Emails clicked

Events registered

Demographic information

Website visited

Firmographic information

Correct Answer:



### Categories

Fixed rules

Behavior rules

### Conditions

Emails clicked

Events registered

Demographic information

Website visited

Firmographic information

Behavior rules

Behavior rules

Fixed rules

Behavior rules

Fixed rules

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

### QUESTION 2

#### DRAG DROP

You are a marketing professional.

You need to create a subscription center marketing page that will include a subscription list you have already created. The marketing page will be reviewed by a colleague.

Which three actions should you perform in sequence, to create a Subscription center form? 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

Save and Go Live your marketing form.

Select a template with the market type "Subscription Center."

Select a template with the form type "Forward a Friend."

Create a new marketing form.

Locate your subscription list in the Subscription Center portion of the tool box.

Drag and drop your subscription list onto your marketing form.

### Order



Correct Answer:

### Steps

Save and Go Live your marketing form.

Select a template with the form type "Forward a Friend."

Locate your subscription list in the Subscription Center portion of the tool box.

### Order

Create a new marketing form.

Select a template with the market type "Subscription Center."

Drag and drop your subscription list onto your marketing form.



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



### QUESTION 3

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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### QUESTION 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

Correct Answer: BDE

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### 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.

How 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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