



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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**QUESTION 1**

You are responsible for setting up all marketing pages, events, emails and customer journeys associated with the planned event. How many events will you set up?

- A. Two events; one formatted as webinar and the other formatted as on-site only.
- B. One event formatted as on-site only.
- C. Two events; one formatted as simulcast and the other formatted as on-site only.
- D. One event with Format set to Hybrid.

Correct Answer: D

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

QUESTION 2

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.

The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.

The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You examine all existing templates. Upon identifying those that do not meet standards, you make appropriate adjustments to the non-conforming templates.

Does this meet the goal?

- A. Yes
- B. No

Correct Answer: B

QUESTION 3

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>

QUESTION 4

DRAG DROP

You have been asked to create a customer journey that meets this goal: Send an email to all cat owners, then follow up with a text message to those contacts who opened the email, waiting one day between actions.

Which five actions should you perform, in sequence, to meet the requirements? (Choose five.) 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:

Actions	Order
Add an SMS text tile.	
Add a Trigger tile.	
Add a Custom tile.	
Add a Scheduler tile.	
Add a Segment tile.	
Add a Splitter tile.	
Add an Email tile.	



Correct Answer:

Actions	Order
<input type="checkbox"/>	<input type="checkbox"/> Add a Segment tile.
<input type="checkbox"/>	<input type="checkbox"/> Add an Email tile.
<input checked="" type="checkbox"/> Add a Custom tile.	<input type="checkbox"/> Add a Trigger tile.
<input type="checkbox"/>	<input type="checkbox"/> Add a Scheduler tile.
<input type="checkbox"/>	<input checked="" type="checkbox"/> Add an SMS text tile.
<input checked="" type="checkbox"/> Add a Splitter tile.	
<input type="checkbox"/>	

QUESTION 5

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.

The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.

The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You send an email to any user who created a deficient template identifying the deficiencies and request that they correct their templates.



Does this meet the goal?

A. Yes

B. No

Correct Answer: B

QUESTION 6

You are a marketing professional who needs to create a new field for a marketing page.

You want some text to be in the field when the customer opens the page so that they have an idea of what to enter.

Which field should hold this "ghost text"?

A. Label

B. Prefill

C. Default Value

D. Placeholder

Correct Answer: D

QUESTION 7

DRAG DROP

You are a Dynamics 365 Marketing functional consultant. You are setting up integration with LinkedIn Lead Gen.

You need to configure the integration in order to allow for Leads synchronization from LinkedIn to Dynamics 365 Marketing.

In sequence, which four steps should you take? To answer, move all steps from the list of steps to the answer area and arrange them in the correct order.

Select and Place:



Steps

- Configure a strategy to match incoming LinkedIn leads to existing leads.
- Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.
- Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.
- Configure LinkedIn field mappings.

Order

Correct Answer:

Steps

-
-
-
-

Order

- Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.
- Configure a strategy to match incoming LinkedIn leads to existing leads.
- Configure LinkedIn field mappings.
- Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration>
<https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration>

QUESTION 8

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>

QUESTION 9

DRAG DROP

You are setting up a conference event that will have a capacity of 500 people.

You want to enable a waitlist for the event so that if more than 500 people register and someone cancels their registration, the event will automatically register the next available person on the list.

Which three steps should you take, in sequence, to complete your task? (Choose three.) 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	Order
Create an event.	
Navigate to the Venue Constraints section.	
Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.	
Navigate to the Registration and Attendance Tab.	
Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.	

Correct Answer:



Which export file format should be used to complete this task?

- A. csv
- B. pdf
- C. xml
- D. docx

Correct Answer: A

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

QUESTION 12

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 13

Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition. Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. based on age
- B. clicking on an email advertisement
- C. an event for which the contact registered
- D. based on zip code

Correct Answer: BC

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

QUESTION 14



Your marketing department has determined that they want to create a Customer Journey that will target marketing contacts that have visited your website in the past 12 months. Which type of marketing segment should you create?

- A. Profile Segment
- B. Interaction Segment
- C. Landing Page Segment
- D. Customer Insight Segment

Correct Answer: B

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/segmentation-lists-subscriptions>

QUESTION 15

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

- Marketing Professionals
- All Marketing Users
- Marketing Oversight Business Unit members
- BU Admin Team members
- Marketing Administration Business Unit members

Activities

- Analyze Marketing Page performance
- Investigate blocked emails
- Use Customer Insights for reporting
- Go Live
- Request Approval

Correct Answer:



Answer Area

Staff

- Marketing Professionals
- All Marketing Users
- Marketing Oversight Business Unit members
- BU Admin Team members
- Marketing Administration Business Unit members

Activities

- Analyze Marketing Page performance
- Investigate blocked emails
- Use Customer Insights for reporting
- Go Live
- Request Approval

- Marketing Administration Business Unit members
- Marketing Administration Business Unit members
- Marketing Professionals
- Marketing Professionals
- 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.

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