

## Exam Questions mb-220

Microsoft Dynamics 365 for Marketing

<https://www.2passeasy.com/dumps/mb-220/>



#### NEW QUESTION 1

- (Exam Topic 1)

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 Visibility is set to Connections.
- C. Schedule Time is set to immediate.
- D. Post Visibility is set to Public.

**Answer:** AD

#### NEW QUESTION 2

- (Exam Topic 1)

Based on ProseWare's licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

- A. Litmus inbox Previews = 100 per month
- B. Marketing Emails Sent = 1,755,983
- C. Australia Business Unit has 10 regular Users and 1 Administrator User
- D. Marketing Contacts = 24,500

**Answer:** BD

#### NEW QUESTION 3

- (Exam Topic 2)

You have created a customer journey that does the following:

Sends an email regarding a country/region-specific promotional offer. Creates a phone call activity and sends a text message to the contact. Which set of actions should you take to activate your customer journey?

- A. Check the country/region, check the localization check bo
- B. Validate, and then Publish.
- C. Check the localization check bo
- D. Validate, check for errors, and then Publish.
- E. Verify the segment and email language, check for errors, and then Go Live.
- F. Verify the segment, check the country/regio
- G. Validate, and then Go Live.

**Answer:** C

#### Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns>

#### NEW QUESTION 4

- (Exam Topic 2)

You need to create a Global Customer Survey to capture the responses from your customers.

You need to make sure that Contoso's focused customers have the option to choose their preferred language while responding. You also need to automate customer journey actions based on the Customer Survey Response data.

Which five actions should you perform in sequence to achieve your goal? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	Order
Add an If/then tile to further understand how contacts engage with the survey.	
Select the email tile. In the right pane, go to Email elements > + Add item and select Customer Voice survey in the drop down menu.	
Go to the customer journey designer. Then create or choose an existing customer journey with an email tile. Make sure the email tile is associated with an existing email.	
You can use Power Automate to include conditions to further understand how contacts engage with the survey.	
Create a Multi-Lingual Customer Survey with English, Danish, Swedish and Norwegian languages and translations.	
Create a customer survey and enable the localization option while adding the Survey to the Customer Journey.	
Create a Multi-Lingual Customer Survey with English and Japanese languages and translations.	
In the Email elements section, select a Dynamics 365 Customer Voice survey from the lookup field.	



- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

Graphical user interface, text, application, email Description automatically generated

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/customer-voice>

**NEW QUESTION 5**

- (Exam Topic 2)

You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.

You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact.

These leads will be processed by Contoso's Sales team.

The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.

What should you do to achieve this goal?

- A. \* 1. Install the "Send Customer Voice survey from Dynamics 365 app" in the Sales Hub app.\* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
- B. \* 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.\* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
- C. \* 1. Click on "Enable Customer Voice on Sales Hub".\* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
- D. \* 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.\* 2. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

**Answer:** D

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365>

**NEW QUESTION 6**

- (Exam Topic 2)

You need to create a customer journey for a global campaign related to the latest Contoso course offerings. All operating regions need to be covered.

Based on best practices, how many customer journeys and marketing emails do you need to create?

- A. 4 marketing emails and 4 customer journeys
- B. 5 marketing emails and 5 customer journeys
- C. 2 marketing emails and 2 customer journeys
- D. 1 marketing emails and 1 customer journey

**Answer:** B

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns>

#### NEW QUESTION 7

- (Exam Topic 3)

The time is currently 8pm on Thursday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising the Planned Event.

Following Litware's standards, which two options should you choose when preparing this message? Each answer represents a complete solution.

- A. Post Visibility is set to Public
- B. Schedule Time is set to tomorrow at 9am
- C. Post Visibility is set to Connections
- D. Channel is set to social media

**Answer:** BD

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/social-posting>

#### NEW QUESTION 8

- (Exam Topic 4)

Your marketing department has provided you with the information you need to create a dynamic market segment.

Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. Each tool 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 the content.

NOTE: Each correct selection is worth one point.

Tools	Type of Design
<div>Flow</div>	Combine segments using logical operators. <div></div>
<div>Designer</div>	Define conditions to filter out contacts. <div></div>
<div>Query</div>	Text defining a database search. <div></div>

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-segment>

#### NEW QUESTION 9

- (Exam Topic 4)

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.

**Answer:** AC

#### NEW QUESTION 10

- (Exam Topic 4)  
You are Dynamics 365 Marketing functional consultant for AdventureWorks Cycles.  
You are configuring the system and storing marketing files in the Dynamics 365 Marketing content library. Which three file formats are supported in the content library? Each correct answer presents a complete solution.

- A. .bmp
- B. .jpg
- C. .pdf
- D. .tiff
- E. .gif

Answer: ACE

Explanation:  
Reference:  
<https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-asset-library>

NEW QUESTION 10

- (Exam Topic 4)  
Your landing page must include your privacy banner to let your customers know that you take their privacy seriously.  
Once enabled, where will the full text of your privacy policy be stored?

- A. on your organization’s private website, with the login information needed to access it
- B. on any publicly-available website, with the URL listed in the Event Management Settings
- C. on your organization’s website, with the URL listed on the Default Configuration Set
- D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Answer: D

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

NEW QUESTION 13

- (Exam Topic 4)  
You are a functional consultant that needs to create a new marketing form landing page. You want this form structure to be available for multiple future forms.  
Which five actions should you perform 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.

Actions	Order
Go Live with the form template.	
Select the marketing form template by marketing form type "Landing Page".	
Set the form type to "Landing Page".	⬅️⬆️
Create a new marketing form type.	➡️⬆️
Save the form template.	
Create a new form template.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:  
Graphical user interface, text, application, email Description automatically generated  
Reference:  
<https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms>

NEW QUESTION 18

- (Exam Topic 4)  
Note: This question is part of a series of questions that present the same scenario. Each 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. 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 Promoter Score (NPS) question in the Satisfaction Metrics Report. You want to see these results. Solution: You refresh the satisfaction metrics report. Does this solution meet the goal?

- A. Yes
- B. No

**Answer: B**

**Explanation:**

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

**NEW QUESTION 22**

- (Exam Topic 4)

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. Your marketing team is asking you questions about how marketing emails can be used for the campaigns they wish to launch. You need to explain how these types of messages differ from the person-to-person messaging they already use in order to correctly help your marketing team to understand the difference between Traditional Emails and Marketing Emails. Solution: You tell the team that Traditional Emails are hosted on the Dynamics 365 server. Does this meet the goal?

- A. Yes
- B. No

**Answer: B**

**Explanation:**

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

**NEW QUESTION 24**

- (Exam Topic 4)

You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent out the link through email for responses. You want to understand the outcome from the Satisfaction Metrics report and identify the metrics created by default in Dynamics. For the metrics, what are the three charts created by default in Dynamics? Each correct answer presents a complete solution.

- A. Respondents -tracked and anonymous
- B. Sentiment
- C. Net Promoter Score
- D. Total Responses
- E. CSAT

**Answer: BCE**

**Explanation:**

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

**NEW QUESTION 26**

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant at Contoso Ltd. You need to configure the LinkedIn Lead Gen feature. What are the two pre-requisites that must be applied before you are able to proceed with the configuration? Each correct answer presents part of the solution.

- A. Create a strategy to match LinkedIn incoming leads to existing leads.
- B. Have LinkedIn Profile with Campaign Manager enabled.
- C. Grant the rightful users with the LinkedIn Lead Gen Forms Administrator or LinkedIn Lead Gen Forms Salesperson security roles.
- D. Send a request to LinkedIn to allow the synchronization.
- E. Have a LinkedIn Profile with Lead Gen Administrator enabled.

**Answer: BC**

**Explanation:**

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

**NEW QUESTION 28**

- (Exam Topic 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

**Answer:** AC

**Explanation:**

References:

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

#### NEW QUESTION 31

- (Exam Topic 4)

You are a marketer with Contoso. You are preparing an email message that will be attached to a journey for contacts that live in Washington State and have recently looked at your product page for lawn furniture.

While going live with the message, you receive a warning that the message is too large. Which action can you take to remove the warning?

- A. Make the message size less than 128 kb.
- B. Make the message size less than 256 kb.
- C. Make sure that the message has no more than 1000 characters.
- D. Make the message size less than 100 kb.

**Answer:** A

**Explanation:**

Best practice says the email should be less than 100 kb for deliverability reasons. However, the question is asking how you can remove the warning. The warning happens when the email size exceeds 128 kb.

Reference:

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

#### NEW QUESTION 32

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

Marketing pages must conform to corporate branding standards. You need to ensure they all use the same style sheet.

How can you add the style sheet?

- A. Add it to the Portal Settings.
- B. Click on HTML in the Page Designer in the marketing pages.
- C. Add it to the Portal Integration tab of the marketing page.
- D. Add it to a content block, then add the content block to the marketing page

**Answer:** D

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/content-blocks>

#### NEW QUESTION 33

- (Exam Topic 4)

You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent it out through email for responses.

You would like to export the responses for further analysis. Which export file format should be used to complete this task?

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

**Answer:** A

**Explanation:**

Reference:

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

#### NEW QUESTION 37

- (Exam Topic 4)

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? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

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.	

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/event-waitlist>

**NEW QUESTION 38**

- (Exam Topic 4)

You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.

Your manager gives you a list of sponsors and their items. You need to record the information in the system. What should you do?

- A. Create the sponsors in Accounts, and add their items in Equipmen
- B. Then, add the relationship into the event.
- C. Create the sponsors in Events Sponsorship
- D. In Sponsorship Type, select Equipment and add their items as the details.
- E. Create the sponsors in Accounts, and add their items in Product
- F. Then, add the relationship into the event.
- G. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

**Answer:** B

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships>

**NEW QUESTION 43**

- (Exam Topic 4)

You are the administrator for your company's Dynamics 365 for Marketing application. You are responsible for ensuring that the current constraints of your subscription are not exceeded.

You want to establish monitoring for the critical components that drive additional subscription costs. Which three subscription limits can you monitor at Settings > Advanced Settings > Others > Quota Limits?

(Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month
- B. the total number of emails that your company has sent this month and the total number of emails remaining in the month
- C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription
- D. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription
- E. the total number of surveys that your company has sent this month and the total number of surveysremaining in the month

**Answer:** ABD

**NEW QUESTION 48**

- (Exam Topic 4)

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.

**Answer:** A

**Explanation:**

Reference:

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

**NEW QUESTION 49**

- (Exam Topic 4)

As the Dynamics 365 Marketing functional consultant, it is your responsibility to make sure your company stays within the quota limits defined by your subscription. The current subscription includes a quota of 10,000 contacts and 100,000 Marketing email messages.

Your manager wants you to create a monthly report showing usage.

When you navigate to Quota Limits, which items will you be viewing to create the required report? To answer, drag the appropriate element to the correct data point. Each element 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.

Element	Data Points
Marketing Email Messages	Shows the total number you can still send this month, and the total number you have sent.
Marketing Contacts	Shows the total number that users at your organization can still request this month, and the total number you have used.
Litmus Inbox Previews	Shows the total number you can have in your database.
Total Contacts in Database	Shows the total number stored in your database.

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management>

**NEW QUESTION 53**

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

You need to configure Dynamics 365 Marketing for lead scoring.

Which configuration settings will allow you to accomplish the desired results? To answer, drag the appropriate configuration setting to the correct desired result.

Each configuration setting 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.

Configuration settings	Desired result
Set Automatic Marketing Qualification to Yes.	Delete all scores calculated by the stopped lead-scoring model.
Set Automatic Marketing Qualification to No.	Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.
Set Automatic Sales Ready to Yes.	Automatically advance leads when a score generated by the lead-scoring model is received.
Set Automatic Sales Ready to No.	Continue to show the scores for stopped models.
Set Automatic Lead Score Cleanup to Yes.	
Set Automatic Lead Score Cleanup to No.	

- A. Mastered
- B. Not Mastered

Answer: A

**Explanation:**  
Graphical user interface, text, application Description automatically generated  
Reference:  
<https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-lead-score-options>

NEW QUESTION 55

- (Exam Topic 4)  
Your boss has asked you to send out a simple email campaign using a Customer Journey.  
Which four activities must you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Activity	Order
Create a Market segment, assuring it is dynamic.	
Create a customer journey, identifying a target segment.	
Create an email design, including all required elements.	
Publish the design by selecting "Go live".	
Activate the customer journey by choosing "Go live".	
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

- A. Mastered
- B. Not Mastered

Answer: A

**Explanation:**

Activity	Order
Create a Market segment, assuring it is dynamic.	Create an email design, including all required elem
Create a customer journey, identifying a target segment.	
Create an email design, including all required elements.	Publish the design by selecting "Go live".
Publish the design by selecting "Go live".	Create a customer journey, identifying a target seg
Activate the customer journey by choosing "Go live".	Activate the customer journey by choosing "Go liv
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

NEW QUESTION 59

- (Exam Topic 4)  
The VP of Marketing has been assigned to create you a new lead scoring model for Contoso, Ltd. based on recently-adopted marketing targets.  
Which five steps in sequence are required to design and set up your lead scoring model in Dynamics 365? (Choose five.) To answer, move the appropriate actions to the answer area and arrange them in the correct order.



Steps	Order
Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.	
Set up an action that tells the system what to do to the lead score when the defined conditions exist.	
Set the entity target of your lead scoring model to Account, Contact or Lead.	
Set the entity target of your lead scoring model to Account or Contact.	
Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.	
Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.	
Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.	
Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/score-manage-leads>

NEW QUESTION 61

- (Exam Topic 4)

When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected.

Which five actions are required, in sequence, to create a complete customer journey? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Establish the target segment.	
Set general options.	
Go live with the customer journey.	
Select a customer journey template.	
Configure tile settings.	
Create an activity marketing template.	
Add tiles from the Toolbox.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:  
<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journe>

NEW QUESTION 66

- (Exam Topic 4)

Your marketing department has given you a list of requirements.  
Which requirements will you be able to meet by utilizing the tools in Dynamics 365 for Marketing? To answer, drag the appropriate requirement to the correct column. Each requirement 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 the content.  
NOTE: Each correct selection is worth one point.

List of Requirements	Answer Area	
	Able to meet requirement	Not able to meet requirement
Create individualized messages with personalized content.		
Error check content to ensure all required information is included.		
Creating marketing that changes based on the recipient's actions.		
Analyze the results of email messages (click-thrus, opens, etc.).		
Send emails messages out through your company's server.		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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



#### NEW QUESTION 67

- (Exam Topic 4)

Your company is interested in gaining additional insight into customer journeys. You have been tasked with analyzing contacts insights.

From the options presented, which three types of interactions are analyzed in Dynamics 365 for Marketing for contacts and lead? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Web interactions
- B. Event interactions
- C. Survey interactions
- D. Appointment interactions
- E. Telephone interactions

**Answer:** ABC

#### Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories>

#### NEW QUESTION 72

- (Exam Topic 4)

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

**Answer:** B

#### NEW QUESTION 77

- (Exam Topic 4)

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You reauthorize the Facebook social posting configuration to resolve the ticket.

Does this meet your goal?

- A. Yes
- B. No

**Answer:** A

#### Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media>

#### NEW QUESTION 78

- (Exam Topic 4)

Your marketing department purchases a file with a list of leads.

Which actions should you perform, in sequence, in order to be able to add these leads to a marketing segment? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Assure the file is in the proper format and data exists for all required fields.	
Relate each Lead to a Contact.	
Import the file as Leads with duplicate detection enabled.	
Import the file as Contacts with duplicate detection enabled.	
Use workflows to link contacts for unmatched leads.	

- A. Mastered  
B. Not Mastered

Answer: A

Explanation:

Actions	Order
Assure the file is in the proper format and data exists for all required fields.	Assure the file is in the proper format and data exists for all required fields.
Relate each Lead to a Contact.	Import the file as Leads with duplicate detection enabled.
Import the file as Leads with duplicate detection enabled.	Relate each Lead to a Contact.
Import the file as Contacts with duplicate detection enabled.	Use workflows to link contacts for unmatched leads.
Use workflows to link contacts for unmatched leads.	

NEW QUESTION 82

- (Exam Topic 4)

You have been tasked with creating a customer journey for leads located in the Northwestern United States. Which two conditions must be true in order for the lead to receive your customer journey? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. The lead must be associated with a contact record.  
B. Follow Email must be set to "Allow".  
C. The lead must be associated with an account record.  
D. Bulk Email must be set to "Allow".

Answer: AD

NEW QUESTION 83

- (Exam Topic 4)

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.

Steps	Order
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.	

- A. Mastered  
 B. Not Mastered

**Answer:** A

**Explanation:**

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>

**NEW QUESTION 84**

- (Exam Topic 4)

Note: This question is part of a series of questions that present the same scenario. Each 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.

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

**Answer:** A

**Explanation:**

Reference:

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

**NEW QUESTION 86**

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

The marketing department wants to see customer journeys, appointments, and events in a single calendar, rather than as a list.

What should be enabled and configured to achieve this goal?

- A. the Marketing Calendar Control on the designated entities  
 B. the Calendar Control on the designated forms  
 C. the Calendar Control on the designated entities  
 D. the Marketing Calendar Control on the designated forms

**Answer:** A

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-calendar>



### NEW QUESTION 87

- (Exam Topic 4)

You are an event coordinator for a company.

You are creating a multi-day conference event that will include multiple sessions and tracks.

For each use case shown below, which track type should be used? To answer, drag each use case to the appropriate track type. Each use case 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 the content.

NOTE: Each correct selection is worth one point.

Use Case	Answer Area	
	Internal Track	External Track
Group sessions for organization		
Group sessions by content		
Enable ticketing and registration		
Group sessions published on your event website		

- A. Mastered
- B. Not Mastered

**Answer:** A

#### Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event>

### NEW QUESTION 92

- (Exam Topic 4)

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 create an approval process on the template records. You restrict usable templates to only those that have been approved.

Does this meet the goal?

- A. Yes
- B. No

**Answer:** A

### NEW QUESTION 96

- (Exam Topic 4)

You are a marketer for Contoso Ltd. You are responsible for creating social media posts to debut a new webinar you are promoting. You just discovered that your post sent this morning has a typo.

You need to correct this right away. What should you do to fix your post?

- A. Reactivate the post, edit, and then select Schedule
- B. Select the time of the original post to overwrite it.
- C. Reactivate the post, edit, and then select Post Now to immediately update the post.
- D. Edit the Post
- E. The post will automatically update in the social media platform.
- F. Delete the post and recreate it
- G. Posts are read only once posted.

**Answer:** D

#### Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/social-posting>

### NEW QUESTION 98

- (Exam Topic 4)

You are a functional consultant working at a company that is running campaigns on LinkedIn. You have been tasked with syncing leads from LinkedIn to Dynamics 365 Marketing.



You would like all leads acquired from your LinkedIn campaigns to create a new Lead and Contact record in Dynamics 365 Marketing. You do not want duplicates created when they are existing Leads and Contacts in the system. Which five steps should you perform in sequence? To answer, move the appropriate steps from the list of steps to the answer area and arrange them in the correct order.

Steps

Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.

Define a strategy for matching LinkedIn leads with existing leads.

Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.

Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.

Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.

Enable LinkedIn Sales Navigator.

Activate your LinkedIn Lead Matching Strategy.

Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.

Enable LinkedIn Lead Gen Integration in Advanced Settings.

Order

⬅

➡

⬆

⬆

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, text Description automatically generated with medium confidence

Reference:

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

NEW QUESTION 101

- (Exam Topic 4)

You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use. Which pieces of information will help you decide which template to use?

- A. Target, Recurrence, Purpose, Name
- B. Purpose, Target, Recurrence, Description
- C. Language, Purpose, Target, Recurrence
- D. Language, Owner, Target, Recurrence

Answer: B

NEW QUESTION 102

- (Exam Topic 4)

You have a subscription to Dynamics 365 for Marketing.

You need to recommend which analytics tools should be used for each channel measured by your subscription. Which analytics tools should be used for seeing the data by contact or by lead? Each tool 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 the content.

NOTE: Each correct selection is worth one point.

Tools	Content
Insights	interaction timeline for all channels
Email interactions	open and click through information
Event interactions	check-in-list
Marketing form interactions	name of the record on which user-entered updates are saved
Web interactions	anonymous visitor information

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories>

NEW QUESTION 105

- (Exam Topic 4)

Your company currently has a customer journey that is running.

You have been tasked with making changes to the template without interrupting the customer journey. Will you be able to accomplish this task?

- A. N
- B. The customer journey template is locked for editing while it is Live, Editable.
- C. Yes, if you set the customer journey as Stopped and modify the template.
- D. Yes, if you set the customer journey as Live, Editable and modify the template.
- E. N
- F. The customer journey cannot be edited without being at least temporarily stopped.

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live#customer-journey-go-live-operations-and-stat>

NEW QUESTION 109

- (Exam Topic 4)

You are a marketing professional who is creating a marketing page.

Which three design elements are available to you? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

- A. Divider Element
- B. Text Element
- C. Content Block Element
- D. Event Element
- E. Survey Element

Answer: ABC

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages>

NEW QUESTION 112

- (Exam Topic 4)

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

**Answer:** D

**Explanation:**

References:

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

#### NEW QUESTION 117

- (Exam Topic 4)

You are a marketing professional who is marketing to an engineering segment.

You need to create a new field for a marketing form. The new field needs to be a number that can support a level of precision up to 7 decimal places.

Which field type should you use?

- A. Single Line on the Text
- B. Floating Point Number
- C. Whole Number
- D. Decimal Number

**Answer:** D

**Explanation:**

References:

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>

#### NEW QUESTION 118

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