# mb-220 Dumps

# Microsoft Dynamics 365 for Marketing

## https://www.certleader.com/mb-220-dumps.html

**NEW QUESTION 1**
- (Exam Topic 1)
Which two statements must be true in order for a User to approve marketing content? Each answer presents part of the solution.

A. The Status on the marketing content must be Approval Required.
B. The User must be in the Marketing Oversight Team or be a Marketing Professional.
C. The Status on the marketing content must be Draft.
D. The User must be in the BU Admin Team or in the Marketing Oversight business unit.

**Answer:** AD

**Explanation:**
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature

**NEW QUESTION 2**
- (Exam Topic 1)
In order to follow recommended guidelines, you will need to synchronize only those entities that are necessary to meet ProseWare's business objectives.
In addition to the typical entities synced automatically (contact, accounts, events, interactions, etc), which two additional entities will ProseWare need to enable for synchronization? Each answer represents a partial solution.

A. Invoices
B. Work Orders
C. Differentiator
D. Cases

**Answer:** CD

**NEW QUESTION 3**
- (Exam Topic 2)
You need to create a customer journey for the promotion of the upcoming webinar on Azure Services. You are looking through the gallery of existing customer journey templates to select appropriate one.
Which four pieces of information will help you decide on the right template? Each answer presents a part of the solution.

A. Description
B. Purpose
C. Name
D. Recurrence
E. Language
F. Owner
G. Target

**Answer:** ABCE

**Explanation:**
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/journey-templates

**NEW QUESTION 4**
- (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 5**
- (Exam Topic 3)
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.

**Answer:** D

**Explanation:**

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

**NEW QUESTION 6**
- (Exam Topic 3)
You are responsible for information about the attendees and sponsors in your Dynamics 365 for Marketing
system. Indicate which record type would hold each type of information listed below. For each Record Type listed below, indicate the Type of Information stored there.
To answer, drag the Type of Info to the appropriate Record Type. Each 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.

| Types of Info | Record Types | |
| --- | --- | --- |
| Account record | Sponsoring Company's email | |
| Sponsorship record | Sponsorship Type | |
| Hotel record | Logo that will be on the pens at the event | |
| Case record | Venue address | |
| | Number of rooms available to registrants | |
| | Reason for invitation to this event | |

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/manage-event-sponsorships https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal

**NEW QUESTION 7**
- (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 8**
- (Exam Topic 4)
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.

**Actions**

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.

**Order**

A. Mastered
B. Not Mastered

**Answer:** A

**Explanation:**

**Actions**

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.

**Order**

Add a Segment tile.

Add an Email tile.

Add a Trigger tile.

Add a Scheduler tile.

Add an SMS text tile.
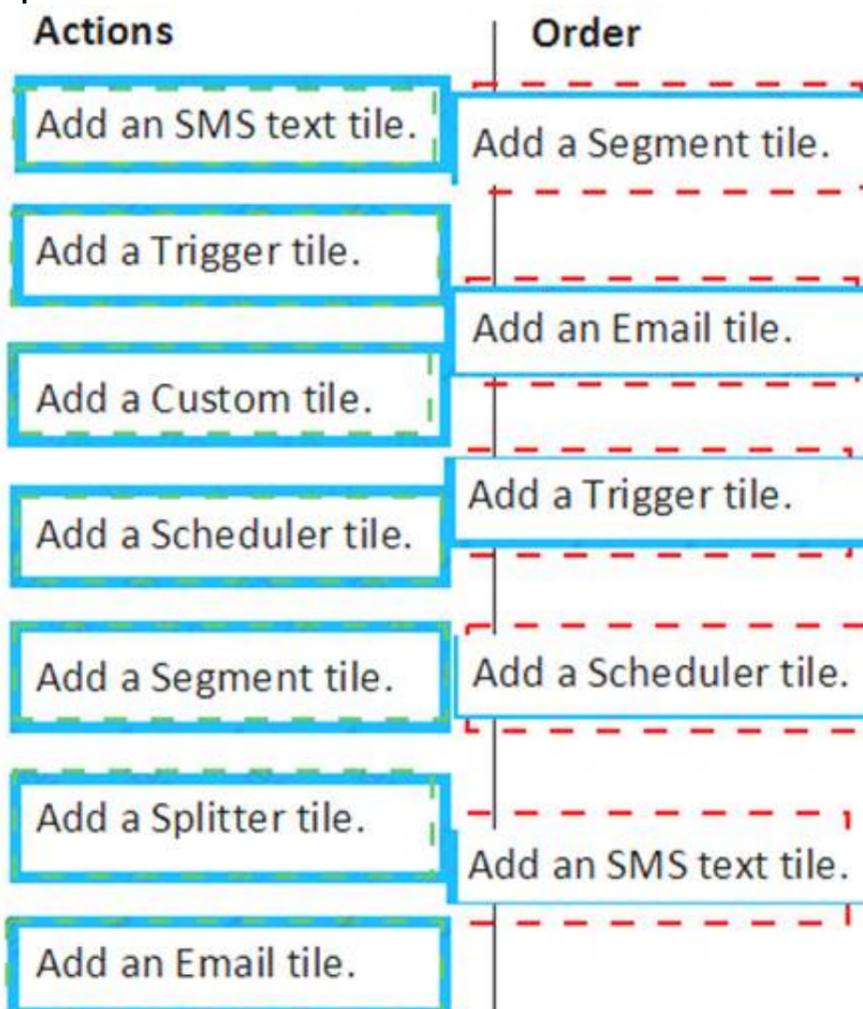
**NEW QUESTION 9**
- (Exam Topic 4)
Your marketing department has determined that they want to create a Customer Journey that will target marketing contacts that have visited your website in the past 12 months.
Which type of marketing segment should you create?

A. Profile Segment
B. Interaction Segment
C. Landing Page Segment

D. Customer Insight Segment

**Answer:** B

**Explanation:**
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/segmentation-lists-subscription

**NEW QUESTION 10**
- (Exam Topic 4)
You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso is expanding to other countries/regions and you need to translate one of your English surveys into French.
Which step should you take to translate the survey so that all of your existing segments and journeys remain intact?

A. Update the existing survey, and translate the labels to French.
B. Clone the survey, and translate all labels to French.
C. Set the form to multilingual, add French, and then translate the labels.
D. Create a branched survey that asks the language preferenc
E. Then, display the appropriate translated section.

**Answer:** C

**Explanation:**
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/create-multilingual-survey

**NEW QUESTION 10**
- (Exam Topic 4)
You are a marketing manager.
You need to improve the open rates for your email campaigns.
The content designer suggests you use dynamic messaging. You want the dynamic messaging to appear below the Subject in the recipient's preview pane of their email client.
Which action should you take?

A. Use the Preview Text field to enter messaging with the contact's name, to entice the user to open the email.
B. Create a custom code element that holds the following HTML information and place it near the top of the email <meta name="description" content="Enter catchy messaging here">
C. Add the Preview Text to the subject field, preceded by a colon.
D. Use the Preview Text element, and drag it to the top of your email in the email designer.

**Answer:** B

**NEW QUESTION 13**
- (Exam Topic 4)
You are a marketing professional.
You need to create a marketing form that will include a subscription list you have already created. The marketing form will be finalized by a colleague.
Which three actions should you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange then in the correct order.



A. Mastered
B. Not Mastered

**Answer:** A

**Explanation:**
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add


**NEW QUESTION 16**
- (Exam Topic 4)
You are a functional consultant. You need to edit a live web page that contains a form used for holiday offers. The page, and form, are visible to the outside world.
Which five steps, in sequence, are needed 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**

Click Save.

Make changes to the page.

Click Edit in the form header.

Click on Marketing Page in site map.

Click Edit in the command bar.

Click on Marketing Form in site map.

Open the holiday offer record.


A. Mastered
B. Not Mastered

**Answer:** A

**Explanation:**
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages


**NEW QUESTION 18**
- (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 23**
- (Exam Topic 4)
You are a marketing professional for Contoso, Ltd.
You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration account to register for the event.
Why might the event require you to register anonymously, despite the setting above?

A. Your portal is a site hosted externally.
B. Your portal is a site hosted by Dynamics 365 Portals
C. Your portal is Dynamics Native Portal.
D. You must republish the event.

**Answer:** A

**Explanation:**
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event-portal

**NEW QUESTION 24**
- (Exam Topic 4)
You are a marketing administrator.
You need to edit a web page that contains a form used for holiday offers. The page and form are visible to the outside world.
Which five steps, in order, are needed to complete your task? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

**Steps**

Navigate to Marketing Form.

Click Edit in the header.

Click Edit in the command bar.

Click Save.

Make changes to the page.

Navigate to Marketing Page.

Click Go Live.

Open the applicable record.

**Order**

A. Mastered
B. Not Mastered

**Answer:** A

**Explanation:**

**Steps**

Navigate to Marketing Form.

Click Edit in the header.

Click Edit in the command bar.

Click Save.

Make changes to the page.

Navigate to Marketing Page.

Click Go Live.

Open the applicable record.

**Order**

Navigate to Marketing Page.

Click Edit in the command bar.

Make changes to the page.

Click Save.

Click Go Live.

**NEW QUESTION 25**
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant. Your company wants to:
⟩  control access to Marketing features that could incur extra costs, and
⟩  make sure no extra costs are being incurred by exceeding existing Marketing subscription limits. Which three steps should you take? Each correct answer presents part of the solution.

A. Monitor the quantity of contacts and emails on the server.
B. Monitor the quantity of Marketing contacts and emails.
C. Monitor the quantity of landing pages.
D. Monitor Litmus accounts and the number of previews.
E. Create teams to be used in designer feature protection rules.

**Answer:** BDE

**Explanation:**

Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management https://docs.microsoft.com/en-us/dynamics365/marketing/designer-feature-protection

**NEW QUESTION 30**
- (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 34**
- (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 38**
- (Exam Topic 4)
You are a marketing administrator who is training a new marketer.
As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.
Which design element type is required for Landing Pages and Forward to a Friend Pages? To answer, drag the design element type to the appropriate page. Each form option 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.

| Design Element | Page | |
|---|---|---|
| Forward to a Friend Button | Only Forward a Friend Pages | |
| Submit Button | Only Landing Pages | |
| Do not bulk email Button | Both Forward a Friend and Landing Pages | |

A. Mastered
B. Not Mastered

**Answer:** A

**Explanation:**
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

**NEW QUESTION 42**
- (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**
- 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.

**Answer Area**

| Able to meet requirement | Not able to meet requirement |
|---|---|
| | |
| | |
| | |
| | |
| | |

A. Mastered
B. Not Mastered

**Answer:** A

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

**NEW QUESTION 46**
- (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 48**
- (Exam Topic 4)
You are a marketing automation consultant. Your client wants to understand the benefits of using the natural language feature in Dynamics 365 Marketing.
Which two statements explain why your client may want to use the Natural Language feature? Each correct answer presents part of the solution.

A. Using the Natural Language feature allows marketers to build marketing journeys using simple words to specify touch points in the customer journey.
B. Using the Natural Language feature allows marketers to build segments using simple words to specify what audience they want to target.
C. When looking at a Marketing Journey created by another user, the Natural Language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.
D. When looking at a segment created by another user, the Natural Language feature makes it easier to understand the logic of the segment and decide whether it meets the target profile for a campaign.

**Answer:** AB

**Explanation:**
Reference:
https://docs.microsoft.com/en-us/dynamics365-release-plan/2021wave2/marketing/dynamics365-marketing/use- https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language

**NEW QUESTION 53**
- (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 Schedul
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 Pos
E. The post will automatically update in the social media platform.
F. Delete the post and recreate i
G. Posts are read only once posted.

**Answer:** D

**Explanation:**
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/social-posting

**NEW QUESTION 57**
- (Exam Topic 4)
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

**Answer:** D

**NEW QUESTION 60**
- (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 | Order |
| --- | --- |
| 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. | |

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 65**
- (Exam Topic 4)
You have been tasked with creating the structure necessary to include dynamic content in email messages. Which three types of items can be placed in a message as dynamic values? (Choose three.) Each correct
answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Your company's phone number
B. Values from a specific Case record
C. Subscription-center link
D. Your company's postal address
E. Social media links

**Answer:** CDE

**Explanation:**

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#conten

**NEW QUESTION 70**
- (Exam Topic 4)
You are a functional consultant at Contoso Ltd.
Contoso would like to use Dynamics 365 Marketing to conduct a Webinar Event next week. An event portal is created for event management purposes. After creating the event record, the company requires a payment gateway to accept registration payment. You need to configure the payment gateway and set the event to use it.
Which five actions should 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.
NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

**Steps**

| Create a web page associated to the Page Template. |

| On the Page Template record, set the Web Template field to the Web Template record created. |

| Create a Web Template record. |

| Create a Page Template record. |

| On the Web Template record, set the Page Template field to Page Template record created. |

| Update the Event record. Set the Portal Payment Gateway field to the web page. |

| Create a web page associated to the Web Template. |

**Order**

ⓒ
ⓒ

A. Mastered
B. Not Mastered

**Answer:** A

**Explanation:**
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/event-payment-gateway

**NEW QUESTION 74**
- (Exam Topic 4)
You are creating a lead scoring model.
You need to set up scoring, based on both explicit data and implicit data.
Which scenario represents the appropriate data type? To answer, drag each scenario to the appropriate data type. Each data type 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.

**Methods**

| Submitted Company name trough a form on a landing page |

| Clicked on an email |

| Attended a webinar |

**Answer Area**

**Explicit Data**            **Implicit Data**

A. Mastered
B. Not Mastered

**Answer:** A

**Explanation:**
References:
https://community.dynamics.com/crm/b/zsoltzombiksblog/archive/2016/03/06/lead-scoring-rules-and-examples

**NEW QUESTION 78**
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