

MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

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? (Choose two.) 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".

Correct Answer: AD

QUESTION 2

DRAG DROP

You are setting up a simple webinar with a webinar provider.

For this event, you can leverage two speakers. Additionally, you will assign one room and will publish the event to your event portal for your audience to register for the session.

Which five actions should you perform in sequence to configure the webinar? 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.

Select and Place:

Actions	Order
Enter information for the venue, building, and rooms.	
Enter the Webinar Name and Provider.	
Add the credentials for your account with the Webinar Provider.	
Enter the speaker information.	
Select the Event Type.	
Save	
Enter information about the Sessions.	
Create a new Webinar Configuration.	
Go to Settings > Advanced settings > Event management > Webinar configurations.	

Correct Answer:

Actions

Enter information for the venue, building, and rooms.

Enter the speaker information.

Select the Event Type.

Enter information about the Sessions.

Order

Go to Settings > Advanced settings > Event management > Webinar configurations.

Add the credentials for your account with the Webinar Provider.

Create a new Webinar Configuration.

Enter the Webinar Name and Provider.

Save

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/events-settings>

QUESTION 3

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

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

Correct Answer:

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

QUESTION 4

As a Marketing Administrator you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization.

What are two ways the system can create leads from the same marketing contact? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.
- B. It can automatically create one per visit to a landing page that is configured to create leads automatically.
- C. It can automatically create one per interaction that indicates a level of interest in a product or service.
- D. It can automatically create only one; each marketing contact equates to one lead.

Correct Answer: AB

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle>

QUESTION 5

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

Correct Answer: B

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

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