

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

Microsoft Dynamics 365 Marketing

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### QUESTION 1

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 preference. Then, display the appropriate translated section.

Correct Answer: C

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

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### QUESTION 2

You are a functional consultant at Contoso. The EMEA sales manager wants you to configure Contoso's landing page settings to capture activities by existing leads and contacts located in Belgium.

You already configured the Default Marketing Page Configuration for Landing pages.

What should you do next to achieve your goal?

- A. Update the Belgian landing page Matching Strategy.
- B. Update the Default Matching Strategy located in Landing Page settings.
- C. Update the Matching Strategy for the landing page in the Customer Journey.
- D. Update the Default Matching Strategy located in Marketing settings.

Correct Answer: A

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

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### QUESTION 3

You have created a customer journey to send an Event Registration Invite to the customers in Norway. You confirm that you selected the correct Marketing Email record with the Norwegian language, and that you are using the correct

Segment while creating the customer journey.

As part of going Live with your customer journey, you select "Check for Errors" in the command bar.

Which three checks does this command perform? Each correct answer presents a complete solution.

- A. Checks for common errors and shows an error message with advice for fixing them.

- B. Performs language checks to ensure localization.
- C. Checks for active links to the marketing services that host your email messages.
- D. Checks to ensure prerequisites are met.
- E. Makes sure all required marketing emails and pages are assigned and published.
- F. Makes sure all required target segment(s) meet your goals.

Correct Answer: ADE

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

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#### QUESTION 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

Correct Answer: D

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#### QUESTION 5

You are a marketing administrator for Contoso Ltd.

You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number.

When the form is submitted, you need to ensure that:

1.

If the contact or lead already exists, their record is updated.

2.

If the contact or lead does not exist, their record is created. What should you do?

- A. Set "Update contact/leads" to Contact and Lead.
- B. Set "Generate Leads Without Matching" to Yes.

C. Set "Store Form Submission" to Yes.

D. Verify that "Lead Matching Strategy" and "Contact Matching Strategy" are set correctly.

Correct Answer: A

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

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