

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

Microsoft Dynamics 365 Marketing

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**QUESTION 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

Correct Answer: BD

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**QUESTION 2**

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.

Correct Answer: AD

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

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**QUESTION 3**

DRAG DROP

You are the administrator at Contoso, Ltd. You need to create a marketing email to notify customers when a card has been abandoned on the company website.

Which five actions in sequence are required to create an email that is ready to send? (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**

- Go to Marketing Execution > Marketing emails and create a new email.
- Run an error check on your message and correct errors until your email is error-free.
- Add email-from name to address and reply-to address.
- Preview your message by using the Preview tab and by sending tests messages.
- On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".
- Design your message by using the drag-and-drop designer or HTML editor.
- Select Go-Live.

**Order**

Correct Answer:

**Actions**

- 
- 
- Add email-from name to address and reply-to address.
- 
- On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".
- 
- 

**Order**

- Go to Marketing Execution > Marketing emails and create a new email.
- Design your message by using the drag-and-drop designer or HTML editor.
- Run an error check on your message and correct errors until your email is error-free.
- Preview your message by using the Preview tab and by sending tests messages.
- Select Go-Live.

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

**QUESTION 4**

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 create a Facebook Social Posting Configuration to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

Correct Answer: B

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

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#### QUESTION 5

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

Correct Answer: ACE

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

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