MB-220^{Q&As}

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Microsoft Dynamics 365 Marketing

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QUESTION 1

You are creating a marketing list.

You need the marketing list to be available for the subscription center. You set the marketing list to be a subscription list.

What will the Marketing List Member Type Be?

A. Account

B. Lead

C. Customer

D. Contact

Correct Answer: D

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

QUESTION 2

You are setting up a small workshop event. The event will have one session and one speaker.

After you create the event, session and speaker engagement record, you want to publish the event to the event portal.

Hoe should you publish the event?

A. Publish the event. The session and speaker will publish automatically.

B. Publish the session. The event and speaker will publish automatically.

C. Publish the event, session and speaker manually.

D. Publish the event and session separately. Speaker will publish automatically.

Correct Answer: D

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

QUESTION 3

DRAG DROP

Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.

To answer, drag the Assessment to the appropriate Lead. Each Assessment 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.

![Pass2Lead](https://Pass2Lead.com)
NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Assessments	Leads	
Sales Ready	A Lead with a score of 315	
Not Sales Ready	An existing Marketing Contact who registers for an event	
	A Lead who clicked a Twitter message and has spent $412 with ProseWare previously	
	A Lead with a score of 175	
	Litmus inbox previews	

Correct Answer:

Answer Area

Assessments	Leads	
Sales Ready	A Lead with a score of 315	Sales Ready
Not Sales Ready	An existing Marketing Contact who registers for an event	Not Sales Ready
	A Lead who clicked a Twitter message and has spent $412 with ProseWare previously	Not Sales Ready
	A Lead with a score of 175	Not Sales Ready
	Litmus inbox previews	Not Sales Ready

QUESTION 4

You are a marketing analyst at Contoso, Ltd. The sales manager wants to utilize a real-time survey embedded in a web page to feed data into customer records. The survey manager would like to distribute the survey through email.

You need to ensure that when the user opens the survey it loads within the corporate website. In the survey, you go to Send and then Embed Survey.

What should you do next to embed your survey?

A. Select Pop Up Window and place the generated code in your website.

B. Select In-Line and place the generated code in your website.

C. Select Button and place the generated code in your website.

D. Place the generated code in your website.

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/embed-web-page

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QUESTION 5

You have been tasked with creating a Customer Journey Template that will be used as a starting point by others. Your template must be in French, run every 6 months, and be used to send emails to all of the Contacts and group the journeys by the contacts account.

Which template contains all of the necessary elements to meet these requirements?

A. Purpose: Sales, Target: Contacts, Language: French, Is recurring: Yes

B. Purpose: Multipurpose, Target: Accounts, Language: French, Is recurring: Yes

C. Purpose: Multipurpose, Target: Contacts, Language: French, Is recurring: Yes

D. Purpose: Sales, Target: Accounts, Language: French, Is recurring: No

Correct Answer: B

The Target must be set to Accounts for the required grouping (and recurring must be Yes).

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

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