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MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution,

while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.

The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You examine all existing templates. Upon identifying those that do not meet standards, you make appropriate adjustments to the non-conforming templates.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

QUESTION 2

You are creating a new marketing page showing a holiday offer.

You have completed your page, and now you want it to be viewable by everyone on the Internet.

Which action should you perform to accomplish your goal?

A. Press the Save button.

B. Press the Activate button.

C. Press the Publish button.

D. Press the Go Live button.

Correct Answer: D

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/create-landing-page

QUESTION 3

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After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are a marketer at Contoso Inc.

In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.

You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.

Solution: You add the NPS question as a metric in the survey.

Does this solution meet the goal?

A. Yes

B. No

Correct Answer: A

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics

QUESTION 4

DRAG DROP

You are a marketing professional who needs to have a segment that is based on a single marketing list.

Which five actions must 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.

Select and Place:

Actions	Orders
Select a Subscription Marketing List.	
Set segment source to Subscription Marketing List.	
Add a segment group tile.	
Set up a Journey.	
Add a child segment tile.	
Select the properties of the child segment tile.	
Select the properties of the segment group tile.	

Correct Answer:

Actions	Orders
	Set up a Journey.
	Add a segment group tile.
	Select the properties of the child segment tile.
	Set segment source to Subscription Marketing List.
Add a child segment tile.	Select a Subscription Marketing List.
Select the properties of the segment group tile.	

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journey

QUESTION 5

Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution,

while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

Your marketing team is asking you questions about how marketing emails can be used for the campaigns they wish to launch.

You need to explain how these types of messages differ from the person-to-person messaging they already use in order to correctly help your marketing team to understand the difference between Traditional Emails and Marketing Emails.

Solution: You tell the team that Traditional Emails are able to be used in customer journeys.

Does this meet the goal?

A. Yes

B. No

Correct Answer: A

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

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