

MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

You are creating a customer journey that sends an email newsletter to a subscription list advertising a limited time offer.

The customer journey start and end dates are May 24 through May 29. The customer journey is configured to send the email, wait one (1) week, then send a follow-up email reminding customers to take advantage of the offer in the newsletter.

Which error should you expect to see in the customer journey designer?

- A. The Audience tile will give you an error saying the journey cannot proceed due to date misconfiguration.
- B. The Newsletter Email tile will give you an error saying the email is being sent out of date range.
- C. The Follow-up Email tile will give you an error saying it cannot be sent outside the specified journey date range.
- D. The Wait tile will give you an error saying the tile is set to expire after the journey end date.

Correct Answer: D

QUESTION 2

Your company currently has a customer journey that is running.

You have been tasked with making changes to the template without interrupting the customer journey.

Will you be able to accomplish this task?

- A. No. The customer journey template is locked for editing while it is Live, Editable.
- B. Yes, if you set the customer journey as Stopped and modify the template.
- C. Yes, if you set the customer journey as Live, Editable and modify the template.
- D. No. The customer journey cannot be edited without being at least temporarily stopped.

Correct Answer: A

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live#customer-journey-go-live-operations-and-status>

QUESTION 3

You are a Dynamics 365 Marketing functional consultant. Your company wants to:

1.

control access to Marketing features that could incur extra costs, and

2.

make sure no extra costs are being incurred by exceeding existing Marketing subscription limits. Which three steps should you take? Each correct answer presents part of the solution.

- A. Monitor the quantity of contacts and emails on the server.
- B. Monitor the quantity of Marketing contacts and emails.
- C. Monitor the quantity of landing pages.
- D. Monitor Litmus accounts and the number of previews.
- E. Create teams to be used in designer feature protection rules.

Correct Answer: BDE

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management> <https://docs.microsoft.com/en-us/dynamics365/marketing/designer-feature-protection>

QUESTION 4

As a marketing operations lead, you have recently been hired to manage a team using Dynamics 365 Marketing.

The team sends subscription-based newsletters on a regular basis, and they have set up a subscription center in Dynamics 365 Marketing. They now need to create links in each newsletter to the subscription center, so that customers can

manage their communication settings.

How should you instruct the team to ensure links to the subscription center appear in their newsletters?

- A. In the email Designer, use Content Assist in the text editor to select the SubscriptionCenter element under the Dynamic Content menu.
- B. In the email Designer, in General Layout properties of the email template, select "Include Subscription Center Link."
- C. In the email Designer, Drag the Subscription Center item from the Toolbox to the email canvas to create the link.
- D. Create an HTML link in each email to direct customers to the subscription center.

Correct Answer: A

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

QUESTION 5

Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition. Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. based on age

- B. clicking on an email advertisement
- C. an event for which the contact registered
- D. based on zip code

Correct Answer: BC

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

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