MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP

You are responsible for information about the attendees and sponsors in your Dynamics 365 for Marketing system. Indicate which record type would hold each type of information listed below.

For each Record Type listed below, indicate the Type of Information stored there.

To answer, drag the Type of Info to the appropriate Record Type. Each item 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.

NOTE: Each correct selection is worth one point.

Select and Place:

Types of Info	Record Types	
Account record	Sponsoring Company's email	
Sponsorship record	Sponsorship Type	
Hotel record	Logo that will be on the pens at the event	
Case record	Venue address	
	Number of rooms available to registrants	
	Reason for invitation to this event	

Correct Answer:

Types of Info	Record Types	
Account record	Sponsoring Company's email	Account record
Sponsorship record	Sponsorship Type	Sponsorship record
Hotel record	Logo that will be on the pens at the event	Sponsorship record
Case record	Venue address	Hotel record
	Number of rooms available to registrants	Hotel record
	Reason for invitation to this event	Case record

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal

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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

You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use. Which pieces of information will help you decide which template to use?

A. Target, Recurrence, Purpose, Name

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B. Purpose, Target, Recurrence, Description

C. Language, Purpose, Target, Recurrence

D. Language, Owner, Target, Recurrence

Correct Answer: B

QUESTION 4

DRAG DROP

You are a marketer for Contoso Ltd. You are releasing a new product and want to create a way for users to receive product updates and announcements.

Which three actions should 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	Order
Set the name and type.	
Create a subscription list by clicking New Subscription List.	
Set the name.	
Save the record.	
Create a marketing list by clicking New Marketing List.	

Correct Answer:

Actions	Order
Set the name and type.	Create a subscription list by clicking New Subscription List.
	Set the name.
	Save the record.
Create a marketing list by clicking New Marketing List.	

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

QUESTION 5

DRAG DROP You have been asked to create a report that shows your company\\'s customer journeys by status reason. Which Status Reasons correspond to the descriptions? To answer, drag the appropriate Status Reason to the correct description. Each Status Reason 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 the content. NOTE: Each correct selection is worth one point. Select and Place:

Status Reasons

Draft

Live

Stopped

Live, Editable

Expired

Answer Area

Description	
The customer journey is currently running.	
The customer journey was once live and is not now.	
The customer journey is live and can be changed.	
The customer journey has never been live.	

Correct Answer:

Status Reasons

Answer Area

Expired	

The customer journey is currently running. → Live

The customer journey was once live and is not now. → Stopped

The customer journey is live and can be changed. → Live, Editable

The customer journey has never been live. → Draft

References: https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/go-live

QUESTION 6

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

QUESTION 7

You are a functional consultant working with Dynamics 365 Customer Voice.

You are tasked with planning a survey that will be distributed for anonymous response.

Which action is required during survey variable configuration to capture the Email of the anonymous respondent?

A. Enable the Anonymous responses in the distribution settings.

B. Turn on track email in the distribution settings.

C. Add the Email variable in the Personalization customization.

D. Turn on the toggle for Save value in the Email variable.

Correct Answer: D

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/personalize-survey

QUESTION 8

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	Order
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.	

Correct Answer:

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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 9

DRAG DROP

You are creating a survey using Dynamics 365 Customer Voice. You need to include multiple question types.

Which survey question type presents the best choice for each scenario/example presented? To answer, drag the appropriate survey question type to the scenario/example. Each survey question type 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.

NOTE: Each correct selection is worth one point.

Select and Place:

Type	Scenario	
Single Response	Choose one of the answers provided.	
Fixed Sum	Divide 100 points over these 5 items by these criteria.	
Numerical Response	How many times did you do something?	
Rating		
Multiple Response		
CSAT		

Correct Answer:

Type	Scenario	
	Choose one of the answers provided.	Single Response
	Divide 100 points over these 5 items by these criteria.	Fixed Sum
	How many times did you do something?	Numerical Response
Rating		
Multiple Response		
CSAT		

Reference: https://www.c2software.com/c2-blog/dynamics-crm-voice-of-the-customer-surveys.aspx

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QUESTION 10

DRAG DROP

Your marketing department purchases a file with a list of leads.

Which actions should you perform, in sequence, in order to be able to add these leads to a marketing segment? 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:

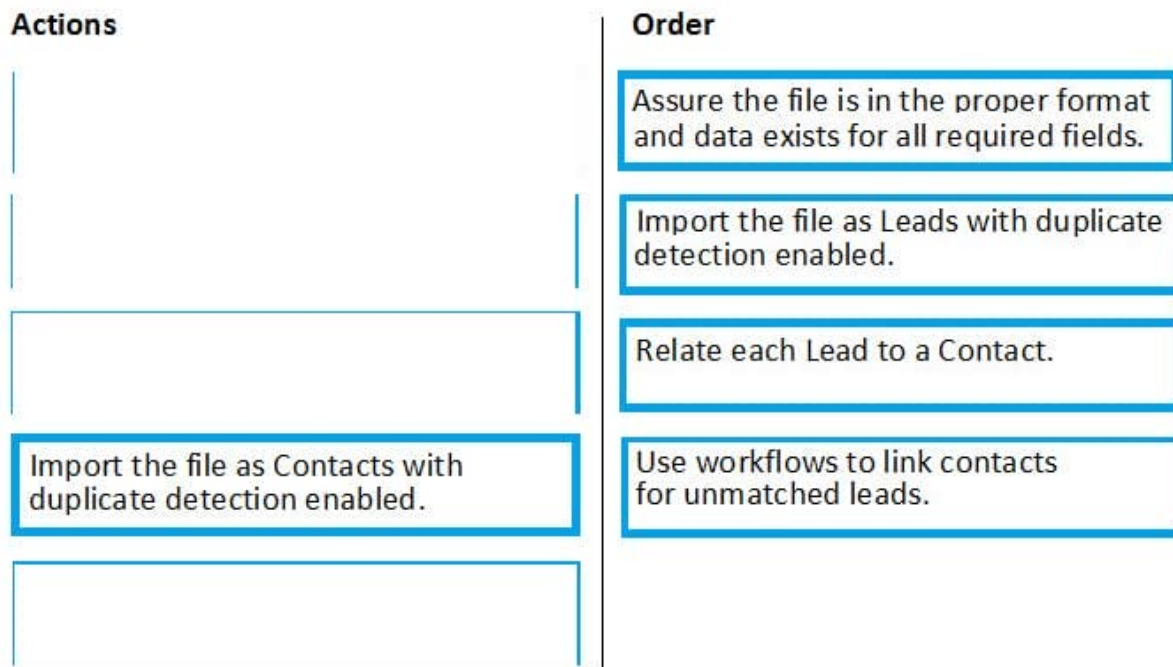| Actions	Order
Assure the file is in the proper format and data exists for all required fields.	
Relate each Lead to a Contact.	
Import the file as Leads with duplicate detection enabled.	
Import the file as Contacts with duplicate detection enabled.	
Use workflows to link contacts for unmatched leads.	

Correct Answer:

Actions	Order
	Assure the file is in the proper format and data exists for all required fields.
	Import the file as Leads with duplicate detection enabled.
	Relate each Lead to a Contact.
Import the file as Contacts with duplicate detection enabled.	Use workflows to link contacts for unmatched leads.

QUESTION 11

You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.

You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact. These leads will be processed by Contoso\\'s Sales team.

The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.

What should you do to achieve this goal?

A. 1. Install the "Send Customer Voice survey from Dynamics 365 app" in the Sales Hub app.

2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.

B. 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.

2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.

C. 1. Click on "Enable Customer Voice on Sales Hub".

2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.

D. 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.

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2. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

Correct Answer: D

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365

QUESTION 12

You are a marketing professional for Contoso, Ltd.

You are creating a marketing form and want to add a subscription list. As you go through the tool box, you see the subscription list. You notice that there are not as many lists as expected.

Which criteria should be used to allow a subscription list to be visible in the toolbox.

A. Published Marketing Lists where the subscription field is set to True

B. Active Marketing lists where the subscription field is set to False

C. Published Marketing Lists where the subscription field is set to False

D. Active Marketing Lists where the subscription field is set to True

Correct Answer: D

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form

QUESTION 13

DRAG DROP

Your marketing department has provided you with the information you need to create a dynamic market segment.

Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. Each tool 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 the content.

NOTE: Each correct selection is worth one point.

Select and Place:

Tools

| Flow | Designer | Query |

Type of Design

Combine segments using logical operators.	[ ]
Define conditions to filter out contacts.	[ ]
Text defining a database search.	[ ]

Correct Answer:

Tools

| | | | | | |

Type of Design

Combine segments using logical operators.	Flow
Define conditions to filter out contacts.	Designer
Text defining a database search.	Query

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

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QUESTION 14

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

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QUESTION 15

You are a marketing professional for Contoso, Ltd.

You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration

account to register for the event.

Why might the event require you to register anonymously, despite the setting above?

A. Your portal is a site hosted externally.

B. Your portal is a site hosted by Dynamics 365 Portals.

C. Your portal is Dynamics Native Portal.

D. You must republish the event.

Correct Answer: A

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

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