MB-220^{Q&As}

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Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP

You are creating a lead scoring model.

You need to set up scoring, based on both explicit data and implicit data.

Which scenario represents the appropriate data type? To answer, drag each scenario to the appropriate data type. Each data 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 the content.

NOTE: Each correct selection is worth one point.

Select and Place:

Methods

| Submitted Company name trough a form on a landing page |
| Clicked on an email |
| Attended a webinar |

Answer Area

Explicit Data | **Implicit Data**

Correct Answer:

Methods

Answer Area

Explicit Data
- Submitted Company name trough a form on a landing page

Implicit Data
- Clicked on an email
- Attended a webinar

References: https://community.dynamics.com/crm/b/zsoltzombiksblog/archive/2016/03/06/lead-scoring-rules-and-examples-in-microsoft-dynamics-marketing

QUESTION 2

DRAG DROP

You are a marketing administrator. Your company has a form that prospective clients use for holiday offers.

You need to take down the marketing page that contains the form now that the season is over.

Which three steps are needed, in order, to complete your task? (Choose three.) 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:

Steps
Click Unpublish, located in the header.
Navigate to Marketing Form.
Open the Applicable record.
Navigate to Marketing Page.
Click Stop, located in the Command Bar.
Click Unpublish located in the Command Bar.
Click Stop, located in the header.

Order

Correct Answer:

Steps	Order
	Navigate to Marketing Page.
Navigate to Marketing Form.	Click Stop, located in the Command Bar.
Open the Applicable record.	Click Unpublish, located in the header.
Click Unpublish located in the Command Bar.	
Click Stop, located in the header.	

QUESTION 3

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.

You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.

After a week you notice that no one has received any scores from your model.

Solution: You add an action tile.

Does this resolve your issue?

A. Yes

B. No

Correct Answer: B

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

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

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.

Orders

Correct Answer:

Actions

Add a child segment tile.

Select the properties of the segment group tile.

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.

Select a Subscription Marketing List.

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journey
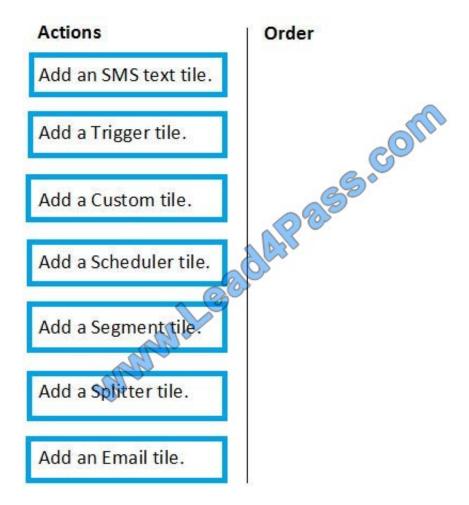
QUESTION 5

DRAG DROP

You have been asked to create a customer journey that meets this goal: Send an email to all cat owners, then follow up with a text message to those contacts who opened the email, waiting one day between actions.

Which five actions should you perform, in sequence, to meet the requirements? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.
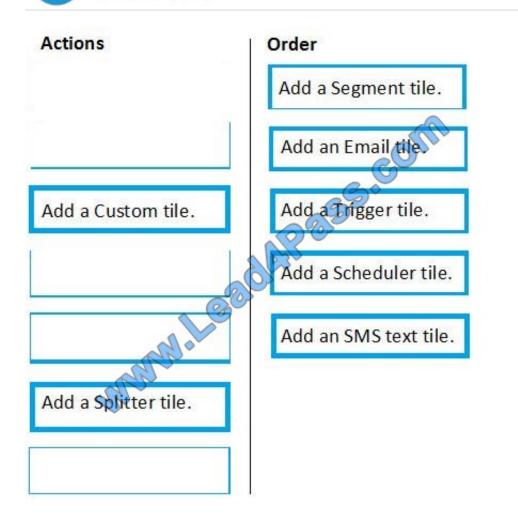
Select and Place:

Actions

Add an SMS text tile.

Add a Trigger tile.

Add a Custom tile.

Add a Scheduler tile.

Add a Segment tile.

Add a Splitter tile.

Add an Email tile.

Order

Correct Answer:

Actions	Order
	Add a Segment tile.
	Add an Email tile.
Add a Custom tile.	Add a Trigger tile.
	Add a Scheduler tile.
	Add an SMS text tile.
Add a Splitter tile.	

QUESTION 6

You are a marketing professional who needs to create a new field for a marketing page.

You want some text to be in the field when the customer opens the page so that they have an idea of what to enter.

Which field should hold this "ghost text"?

A. Label

B. Prefill

C. Default Value

D. Placeholder

Correct Answer: D

QUESTION 7

You have been tasked with creating the structure necessary to include dynamic content in email messages.

Which three types of items can be placed in a message as dynamic values? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Your company\\'s phone number

B. Values from a specific Case record

C. Subscription-center link

D. Your company\\'s postal address

E. Social media links

Correct Answer: CDE

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content-settings
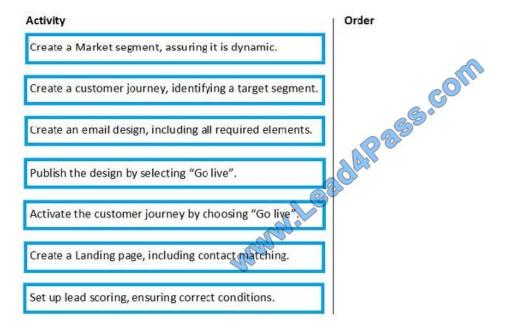
QUESTION 8

DRAG DROP

Your boss has asked you to send out a simple email campaign using a Customer Journey.

Which four activities must you perform in sequence? (Choose four.) 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:

Activity	Order
Create a Market segment, assuring it is dynamic.	
Create a customer journey, identifying a target segment.	
Create an email design, including all required elements.	
Publish the design by selecting "Go live".	
Activate the customer journey by choosing "Go live".	
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

Correct Answer:

Activity	Order
Create a Market segment, assuring it is dynamic.	Create an email design, including all required elements.
	Publish the design by selecting "Go live".
	Create a customer journey, identifying a target segment.
	Activate the customer journey by choosing "Go live".
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

QUESTION 9

DRAG DROP

When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected.

Which five actions are required, in sequence, to create a complete customer journey? (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

| Establish the target segment. |
| Set general options. |
| Go live with the customer journey. |
| Select a customer journey template. |
| Configure tile settings. |
| Create an activity marketing template. |
| Add tiles from the Toolbox. |

Order

Correct Answer:

Actions

| |
| Set general options. |
| |
| |
| |
| Create an activity marketing template. |
| |

Order

| Establish the target segment. |
| Select a customer journey template. |
| Add tiles from the Toolbox. |
| Configure tile settings. |
| Go live with the customer journey. |

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

QUESTION 10

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

QUESTION 11

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

QUESTION 12

Your marketing department needs to create a Customer Journey for female wine enthusiasts over 40 years-old who live in Europe. How should you define who receives this Customer Journey?

A. Create a Static segment.

B. Create a Segment Type.

C. Edit the contacts in database.

D. Create a Dynamic segment.

Correct Answer: D

QUESTION 13

DRAG DROP

You are an event coordinator for a company.

You are creating a multi-day conference event that will include multiple sessions and tracks.

For each use case shown below, which track type should be used? To answer, drag each use case to the appropriate track type. Each use case 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.

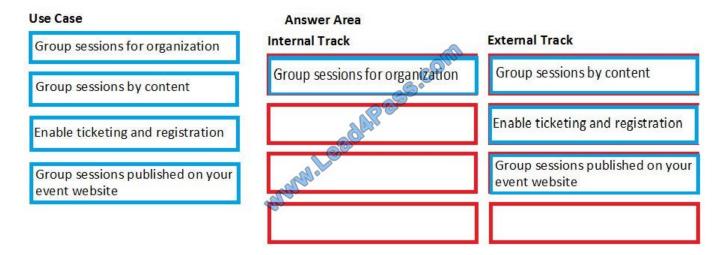NOTE: Each correct selection is worth one point.

Select and Place:

Correct Answer:

Use Case	Answer Area	
	Internal Track	**External Track**
Group sessions for organization	Group sessions for organization	Group sessions by content
Group sessions by content		Enable ticketing and registration
Enable ticketing and registration		Group sessions published on your event website
Group sessions published on your event website		

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

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