

## MB-220<sup>Q&As</sup>

Microsoft Dynamics 365 Marketing

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**QUESTION 1**

You are creating a customer journey.

You want to control the actions based on choices the contact makes and control the speed at which those actions happen.

Which three types of tiles are available to control the flow to meet your needs? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Splitter
- B. Decision point
- C. Internal action item
- D. Trigger
- E. Scheduler

Correct Answer: BDE

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**QUESTION 2**

DRAG DROP

You are a functional consultant that needs to create a new marketing form landing page.

You want this form structure to be available for multiple future forms.

Which five actions should you perform in sequence to complete your task? 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**

Go Live with the form template.

Select the marketing form template by marketing form type "Landing Page".

Set the form type to "Landing Page".

Create a new marketing form type.

Save the form template.

Create a new form template.

**Order**

Correct Answer:

**Actions**

Go Live with the form template.

**Order**

Create a new marketing form type.

Set the form type to "Landing Page".

Create a new form template.

Select the marketing form template by marketing form type "Landing Page".

Save the form template.

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms>

**QUESTION 3**

You need to create a customer journey for a global campaign related to the latest Contoso course offerings. All operating regions need to be covered. Based on best practices, how many customer journeys and marketing emails do you need to create?

A. 4 marketing emails and 4 customer journeys

B. 5 marketing emails and 5 customer journeys

C. 2 marketing emails and 2 customer journeys

D. 1 marketing emails and 1 customer journey

Correct Answer: B

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

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#### QUESTION 4

You need to set up a behavioral lead scoring model to identify leads who are sales ready.

You set your sales ready lead score to 50. Now you want to use the grading system to show which leads are Good, Average or Poor.

Which two grading models should you use? Each correct answer presents a complete solution.

A. Good = 31 - 50 / Average = 11 - 30 / Poor = 0 - 10

B. Good = 36 - 50 / Average = 16 - 35 / Poor = 0 - 15

C. Good = 35 - 49 / Average = 15 - 34 / Poor = 0 - 14

D. Good = 35 - 50 / Average = 15 - 35 / Poor = 0 - 15

Correct Answer: AB

Incorrect answers:

C: the top score in this answer is 49. The top score should be 50.

D: a score of 15 is used in both the Average grade (15-35) and the Poor grade (0-15). The scores in each grade should not overlap.

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#### QUESTION 5

You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.

Your manager gives you a list of sponsors and their items. You need to record the information in the system.

What should you do?

A. Create the sponsors in Accounts, and add their items in Equipment. Then, add the relationship into the event.

B. Create the sponsors in Events Sponsorships. In Sponsorship Type, select Equipment and add their items as the details.

C. Create the sponsors in Accounts, and add their items in Products. Then, add the relationship into the event.

D. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

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Correct Answer: B

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

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**QUESTION 6**

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>

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**QUESTION 7**

As a marketing automation consultant, you are creating a Customer Journey for a Marketing Event.

You would like to send an email inviting VIP customers to register. For customers who do not register you want to send a follow-up email one (1) week later reminding them to register.

Which four tiles are required to assemble this Journey? Each correct answer presents part of the solution.

- A. Audience
- B. If Registered
- C. Phone Call
- D. Create Lead
- E. Wait for
- F. Send an Email

Correct Answer: ABEF

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/create-simple-customer-journey>

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**QUESTION 8**

Your landing page must include your privacy banner to let your customers know that you take their privacy seriously. Once enabled, where will the full text of your privacy policy be stored?

- A. on your organization's private website, with the login information needed to access it
- B. on any publicly-available website, with the URL listed in the Event Management Settings
- C. on your organization's website, with the URL listed on the Default Configuration Set
- D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Correct Answer: D

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-settings>

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## QUESTION 9

You are an event coordinator for Contoso, Ltd, and are creating a multi-day tradeshow event.

You need to set up an event team that will consist of Contoso, Ltd employees, vendors, partners and customers.

Which two kinds of records should you associate to the event team member? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Customer
- B. User
- C. Contact
- D. Account

Correct Answer: BC

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

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## QUESTION 10

You are a marketing analyst at Contoso Ltd.

The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received.

They would like each survey to be a single row, with the responses as a column for their analysis.

What should you do?

- A. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in an Excel File.

B. Use Advanced Find to query the CDS. Set the “Look For” to Dynamics 365 Customer Voice survey responses. Export to Excel.

C. Use Advanced Find to query the CDS. Set the “Look For” to Dynamics 365 Customer Voice survey questions responses. Export to Excel.

D. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in a CSV File.

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report>

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### QUESTION 11

Based on ProseWare's licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

A. Litmus inbox Previews = 100 per month

B. Marketing Emails Sent = 1,755,983

C. Australia Business Unit has 10 regular Users and 1 Administrator User

D. Marketing Contacts = 24,500

Correct Answer: BD

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### QUESTION 12

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 13

You are a Dynamics 365 functional consultant for Contoso Ltd. Because of recent policy changes, the marketing team needs to update the privacy policy banner text and URL. What should you configure to implement these updates?

- A. the Marketing Data configuration
- B. the Application Management settings
- C. the Default Marketing settings
- D. the Landing Page settings

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages>

### QUESTION 14

DRAG DROP

The VP of Marketing has been assigned to create you a new lead scoring model for Contoso, Ltd. based on recently-

adopted marketing targets.

Which five steps in sequence are required to design and set up your lead scoring model in Dynamics 365? (Choose five.) To answer, move the appropriate actions to the answer area and arrange them in the correct order.

Select and Place:

Steps	Order
Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.	
Set up an action that tells the system what to do to the lead score when the defined conditions exist.	
Set the entity target of your lead scoring model to Account, Contact or Lead.	
Set the entity target of your lead scoring model to Account or Contact.	
Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.	
Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.	
Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.	
Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.	

Correct Answer:

## Steps

Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.

Set up an action that tells the system what to do to the lead score when the defined conditions exist.

Set the entity target of your lead scoring model to Account, Contact or Lead.

Set the entity target of your lead scoring model to Account or Contact.

Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.

Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.

Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.

Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

## Order

Set the entity target of your lead scoring model to Account or Contact.

Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.

Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

Set up an action that tells the system what to do to the lead score when the defined conditions exist.

Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/score-manage-leads>

## QUESTION 15

### DRAG DROP

You are a marketing assistant at a Credit Union. You need to set up a subscription center for customers to manage their communication settings.

Which seven actions should you perform in sequence? To answer, move all actions from the list of steps to the answer area and arrange them in the correct order.

Select and Place:

## Actions

Check the Form for errors and Go Live.

Create a Marketing Form with the type as Subscription Center.

Check the Page for errors and Go Live.

Create a Subscription List for each of your newsletters.

Create a Marketing Page to hold the Subscription Center Marketing Form.

Add the Marketing Page as the Subscription Center in the content settings record.

Add each of your Subscription Lists to the Marketing Form as Checkboxes.

## Order

Correct Answer:

## Actions


## Order

Create a Subscription List for each of your newsletters.

Create a Marketing Form with the type as Subscription Center.

Check the Form for errors and Go Live.

Create a Marketing Page to hold the Subscription Center Marketing Form.

Add each of your Subscription Lists to the Marketing Form as Checkboxes.

Check the Page for errors and Go Live.

Add the Marketing Page as the Subscription Center in the content settings record.

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