Question #1 *Topic 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 send an email to any user who created a deficient template identifying the deficiencies and request that they correct their templates.
Does this meet the goal?

A. Yes

B. No

Suggested Answer: *B*

redfly61 Highly Voted 3 years, 2 months ago
In my opinion answer should be "No".
From MSFT training material (https://docs.microsoft.com/en-us/learn/modules/manage-emails-journey/2-create-email): "When you create a new message from a template, the template content is copied into your new message. The message and template aren't linked, so when you edit the message, the template won't change; likewise, any future changes that you make to a template won't affect any existing messages that were created by using it."
This means that change the templates it's not enough because the existing emails won't be changed.
upvoted 14 times

kerrigore 3 years, 1 month ago
Agreed redfly61, especially since the users who created the templates and the users who are using them aren't necessarily the same set of users.

Also, the solution seems incomplete to me because there's no follow-up mentioned to ensure the templates were actually corrected; simply requesting that the user do so does not necessarily ensure that they actually will.
upvoted 2 times

TonyTeeTee 2 years, 11 months ago
Question goes: "You need to ensure that FUTURE emails adhere to these standards." That's why I think the answer is "YES".
upvoted 11 times

AveryGT Highly Voted 3 years, 5 months ago
"You need to ensure that future emails adhere to these standards."

- For me Yes is then the answer. Future Emails will then use the updated templates.
upvoted 6 times

Titto Most Recent 9 months, 3 weeks ago
Correct answer is 'NO'
You will have to create an approval process on the template records. You restrict usable templates to only those that have been approved.
upvoted 1 times

Power_Ninja 1 year, 7 months ago
Answer is correct, what about existing emails used is active customer journeys for example. This is one part of the solution only.
upvoted 2 times

Vikram2407 2 years, 3 months ago
Answer is NO
upvoted 2 times

Justin1 2 years, 11 months ago
The Answer is correct, it should be "No", if you create a message from a template and change the features on there it doesn't actually change the template. So if that user goes and makes changes it won't affect any future message using that template, hence the answer is "No"
upvoted 1 times

Bains 3 years, 5 months ago

Not in exam

upvoted 4 times

catalene 3 years, 6 months ago

For my it's correct because you need to stop, modify and go live.

upvoted 2 times

Question #2 *Topic 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 create an approval process on the template records. You restrict usable templates to only those that have been approved.

Does this meet the goal?

A. Yes

B. No

Suggested Answer: *A*

gvldesigner Highly Voted 2 years, 8 months ago

You can create an approval process, that takes configuring: https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature

upvoted 5 times

Harish1509 Most Recent 1 year ago

Dynamics 365 Customer Insights - Journeys provides an infrastructure with extensibility features that offer new possibilities for developers, and one way to take advantage of this new extensibility is to create an approvals feature, possibly including integration with Power Automate.

upvoted 1 times

Harish1509 2 years, 4 months ago

I think the answer is "No" as the process should also involve Dynamics simulated preview and an inbox preview for email messages.

upvoted 1 times

Fyrus 3 years, 4 months ago

I think it's YES since the main problem is the process. it's smart to create one that garantee that it will not happen again

upvoted 2 times

DennisWypior 3 years, 7 months ago

I think the answer is No.

It does not say anything about correcting existing templates nor about emails that were created using "wrong" templates.

upvoted 3 times

lobobo 2 years, 2 months ago

The question asks you to look at future emails though, which is why I believe the answer is Yes.

upvoted 1 times

Bains 4 years, 5 months ago

Not in exam

upvoted 2 times

Question #3 *Topic 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

Suggested Answer: *B*

Fyrus 3 years, 5 months ago
it's a incomplete answer. It will reach the go.... FOR NOW. That's why it's NO
upvoted 3 times

iThem 4 years, 7 months ago
Why this solution does not meet the goal ?
upvoted 1 times

kerrigore 4 years, 1 month ago
I would say because it does not ensure that future templates meet the requirements. This would be a good first step, but you would also need to put in an approval process for templates to ensure that future templates cannot be created/used until someone has verified that they meet the requirements.
upvoted 4 times

BDXYZ 4 years, 1 month ago
Also, simply updating the templates wouldn't impact existing items that have been created from the templates. So there are still incorrect items in the system that can be used.
upvoted 2 times

MrEz 9 months, 2 weeks ago
the question focuses on future ones.
upvoted 1 times

catalene 4 years, 6 months ago
I suppose that It is not correct, because you need to stop, and then go live again on the process.
upvoted 2 times

Prt33k 3 years, 11 months ago
You can edit the live - need not to go live again
upvoted 4 times

Question #4 *Topic 1*

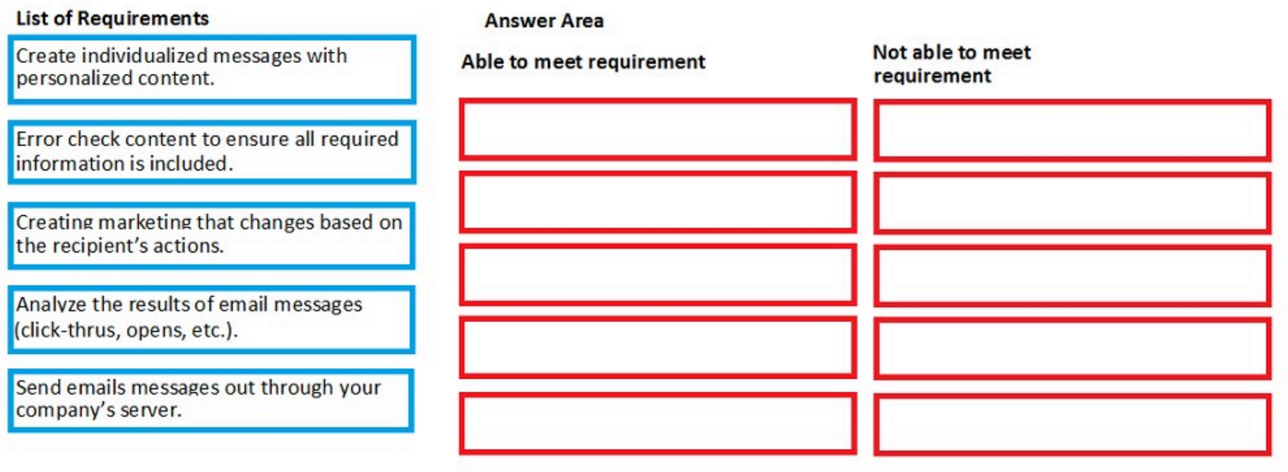
DRAG DROP -

Your marketing department has given you a list of requirements.

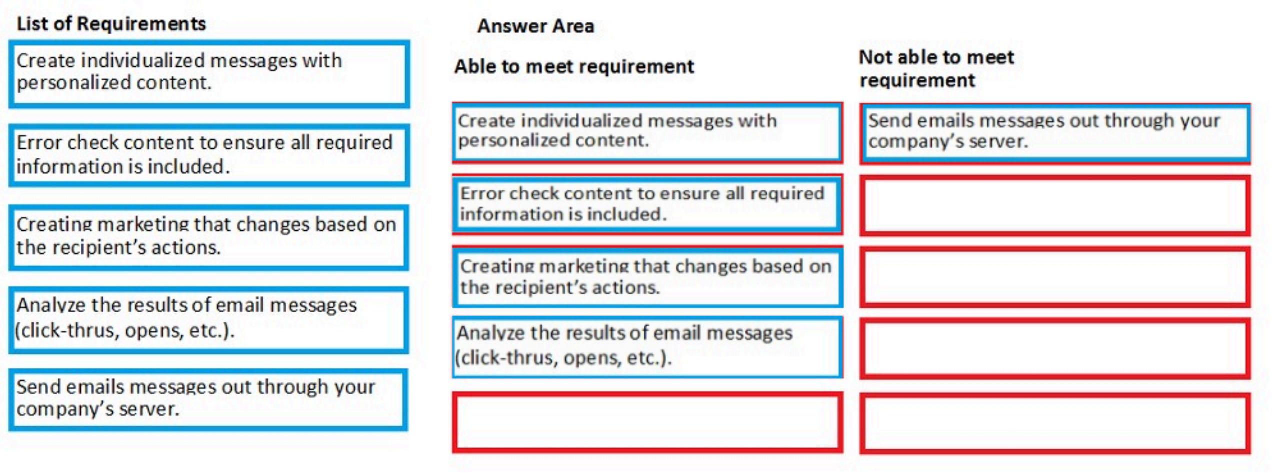
Which requirements will you be able to meet by utilizing the tools in Dynamics 365 for Marketing? To answer, drag the appropriate requirement to the correct column. Each requirement may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Suggested Answer:



References:

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

Bains Highly Voted 2 years, 11 months ago

Not in exam

upvoted 5 times

zgr13 Most Recent 1 year ago

Answer is correct

upvoted 2 times

redfly61 2 years, 8 months ago

Why a customer can't use its internal mail server? If its domain implements a DKIM check, it should be usable. Or not?

upvoted 1 times

rafaelbelo 2 years, 4 months ago

That is in regards to the use of the domain name email@yourdomainname.com, not to the server that sends the email.

upvoted 6 times

BDXYZ 2 years, 7 months ago

Emails sent from Dynamics Marketing are sent through the marketing system (i.e. Microsoft). You can't set it up to send marketing emails through your company email server. The system will not allow it.

upvoted 8 times

Question #5 *Topic 1*

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

Suggested Answer: *D*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-settings

Community vote distribution
C (100%)

jmarques Highly Voted 3 years, 6 months ago
Correct answer because policy link can only be set in Marketing Settings -> Landing Pages.
Correct Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages
upvoted 5 times

Fyrus Highly Voted 2 years, 4 months ago
https://docs.microsoft.com/en-gb/dynamics365/marketing/mkt-settings-landing-pages
"We recommend that you include a privacy banner on all your landing pages. This will let your customers know that you take their privacy seriously, and it might also be required in some jurisdictions. Use the following settings in the Privacy banner section to create and enable your privacy banner:"
upvoted 5 times

Gosaisnehal Most Recent 1 year ago
Selected Answer: C
The privacy policy should be on the organization's own website.
upvoted 1 times

Power_Ninja 1 year, 3 months ago
Answer is C,
MS state "We recommend that you provide a detailed privacy policy somewhere on your own organization's website"
upvoted 2 times

Harish1509 1 year, 4 months ago
Privacy policy link URL. We recommend that you provide a detailed privacy policy somewhere on your own organisation's website. If you have such a page, enter its full URL here.
upvoted 2 times

Power_Ninja 1 year, 7 months ago
D Correct, other options don't host option to add policy link.
upvoted 3 times

v_VitoA 2 years, 2 months ago
Hi, why C is not correct? Set up a privacy banner for landing pages. Privacy policy link URL: We recommend that you provide a detailed privacy policy somewhere on your own organization's website. If you have such a page, enter its full URL here. https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages
upvoted 2 times

Curly7 2 years, 7 months ago
This is technically incorrect as the navigation is not referred to as 'Landing page' it is in fact located within Settings > Email marketing > Marketing Page Configuration Set
upvoted 1 times

pcv26 3 years, 4 months ago
Can someone explain how this is correct. I though answer is C
Privacy policy link URL. We recommend that you provide a detailed privacy policy somewhere on your own organization's website. If you have such a

page, enter its full URL here.

Privacy policy link text. This text is placed under the Privacy banner text, and creates a link to the Privacy policy link URL you specified. Enter a short string of text that tells users what to expect, such as "Click here to read our complete privacy policy."

upvoted 2 times

BDXYZ 3 years, 1 month ago

It's not C because the description of where you enter the link to the privacy policy in incorrect. You specify the link in the landing page settings as described in D.

upvoted 3 times

catalene 3 years, 6 months ago

It's correct, you can see here https://docs.microsoft.com/en-us/dynamics365/marketing/gdpr#demonstrate-gdpr-compliance.

upvoted 1 times

Question #6 *Topic 1*

DRAG DROP -

Your company is expanding its service offering to people who live in Europe.

You must configure your marketing system for compliance with European privacy requirements.

Which three activities 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:

Activity	Order
Configure Contact records to store levels of consent.	
View consent-level change history.	
Identify data structures that contain personal information.	
Enable GDPR features in Dynamics 365 for marketing.	
Bulk edit all contacts to set consent level.	

Suggested Answer:

Activity	Order
Configure Contact records to store levels of consent.	Identify data structures that contain personal information.
View consent-level change history.	Enable GDPR features in Dynamics 365 for marketing.
Identify data structures that contain personal information.	Bulk edit all contacts to set consent level.
Enable GDPR features in Dynamics 365 for marketing.	
Bulk edit all contacts to set consent level.	

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/gdpr

BDXYZ Highly Voted 4 years, 1 month ago

I don't agree that this is the correct solution. Bulk editing of contacts suggests that you are setting the same consent level for all contacts. Typically all of your contacts would not have the same consent level.

upvoted 8 times

blopper 3 years, 11 months ago

Configure consent records on Contact should be the third option. It's absolutely foolish to blindly and bulk change all the consent records

upvoted 11 times

Fyrus 3 years, 5 months ago

I agree with you that the 3th answer is wrong but you can bulk update all records with different values based on data you already have that explict says that user X asked to be included in a marketing list or compiled a web form and accepted the terms... i'm like "55%" for "Configure consent records on Contact" and 45% for the site's answers

upvoted 1 times

MrEz Most Recent 9 months, 1 week ago

• Identify data structures… Among other things, you must be able to identify all data structures (including tables, entities, and fields) that contain personal information.

• Enable GDPF features in Dynamics 365 for marketing Either way, you must customize your Customer Insights - Journeys system to enable its built-in privacy compliance tools to function correctly.

• The consent levels provided out of the box are just recommendations. It's up to you to decide the relevance of each level, and how you would like to use it in your marketing activities. Configure contact records to store levels of consent.

upvoted 1 times

JSP1984 1 year, 2 months ago

In my opinion it should be: 1)Identify personal data 2) Enable GDPR features 3) View change history. Based on https://servicetrust.microsoft.com/DocumentPage/b26973bd-68c3-4507-b446-61a7f1b1f1f2

upvoted 1 times

MrEz 9 months, 1 week ago

'view' change history hmm. if you are accused, you tell the judge on 11.11.2011 i have 'viewed' the change history?

upvoted 2 times

jimmy101 2 years, 5 months ago

I thought the first one is correct, But Contact records include a field that stores the level of consent each contact has granted your organization.

upvoted 1 times

catalene 4 years, 6 months ago

It's correct. You can review here https://docs.microsoft.com/en-us/dynamics365/marketing/gdpr#demonstrate-gdpr-compliance

upvoted 4 times

jmarques 4 years, 6 months ago

I think maybe the second option could be the first but i general its a correct answer, reference its also correct.

upvoted 1 times

Question #7 *Topic 1*

You are the administrator for your company's Dynamics 365 for Marketing application. You are responsible for ensuring that the current constraints of your subscription are not exceeded.
You want to establish monitoring for the critical components that drive additional subscription costs.
Which three subscription limits can you monitor at Settings > Advanced Settings > Others > Quota Limits? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month

B. the total number of emails that your company has sent this month and the total number of emails remaining in the month

C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription

D. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription

E. the total number of surveys that your company has sent this month and the total number of surveys remaining in the month

Suggested Answer: *ABD*

Community vote distribution

ABD (100%)

ned Highly Voted 4 years, 9 months ago
A - Litmus Previews
B - Marketing Emails
D - Contacts
upvoted 35 times

DaneP Highly Voted 4 years, 5 months ago
I think A,B,D
https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management#:~:text=Quota%20limits&text=Dynamics%20365%20Marketing%20is%20a,email%20messages%20you%20can%20send.
upvoted 10 times

MrEz Most Recent 9 months, 2 weeks ago
for c:
it shows the total you already have used y. It shows you max capacity x.
So you could calculate x-y to get p, potential capacity remaining.

let us dissect C:
C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription --> x ("can have" better "could have".).
and the number of contacts remaining in your subscription --> y or p? not clear.

remaining number of contacts as potential capacity left ->p
remaining number of contacts as already targeted contacts --> y.

you can monitor even p, by doing some ("manual") calculation.
Therefore C is not completely wrong, but wording is so bad, i tend to go for D which is more clear.
upvoted 1 times

MrEz 9 months, 2 weeks ago
D) not: a complete solution.
C: more a problem than a solution. 3/10 used means second way round: 7 unused. P is not shown.
upvoted 1 times

Harish1509 1 year ago

Monthly interaction quota: Shows the total number of outbound interactions (email messages, text messages, and push notifications) that you have sent in the current month
Marketing contacts: Shows the total number of marketing Contacts that you can have in your database according to your current Customer Insights - Journeys subscription.
Litmus email previews: Shows the total number of Litmus email previews (inbox previews) users at your organization can still use during the current month.
The pre-seeded capacity is shown together with your monthly consumption.
The pre-seeded capacity automatically resets on a monthly basis.
upvoted 1 times

Candy2002 2 years, 2 months ago
Selected Answer: ABD
Agreed with B is written wrongly, but we have no better options. So the answer only can be ABD...
upvoted 2 times

TonyTeeTee 2 years, 4 months ago
ABC - Quota Limits in Marketings shows how many contacts are used and how many left unused.
upvoted 2 times

vvvlbc75 3 years, 3 months ago
As It's written on the provided link, it's A, B and D
upvoted 2 times

Fyrus 3 years, 4 months ago
if C is right, D is right, but if D is right that doesn't mean that even C are... i vote ABD
upvoted 2 times

D365_2020 3 years, 9 months ago
agree with the rest, should be ABD. Checked in Dynamics instance.
upvoted 3 times

blopper 3 years, 11 months ago
B is wrongly written. Remaing quota is not shown, only consumed quota is shown. So correct answers are A,B & D (C and D are exactly alike, except C mentions remaining quota and D doesn't).
upvoted 2 times

iThem 4 years, 7 months ago
A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month
B. the total number of emails that your company has sent this month and the total number of emails remaining in the month
C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription
upvoted 4 times

BackBonedMilk 4 years ago
It's not C but D. If you go to the quota screen you will see that it does not show you the number of remaining contacts. It only shows you your total contacts that you have "bought" and the total you have used.
upvoted 3 times

NeerajAgrawal 3 years, 11 months ago
With this logic even B should be wrong and if B is right then C has to be right.
upvoted 3 times

iThem 4 years, 7 months ago
A - Litmus Previews
B - Marketing Emails
D - Contacts
upvoted 6 times

Ash1986 4 years, 7 months ago
A - Litmus inbox previews
B - Marketing email messages
C - Marketing contacts
upvoted 7 times

iThem 4 years, 7 months ago

Can you explain Us why you think that "the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription" can be the good last answer ?

I noticed that that was the only comment you posted on examtopics.com.

upvoted 2 times

chrislight 4 years, 5 months ago

If you follow the steps in the question and view Quotas you will see 'Marketing Contacts', with total purchased and total used, so it is correct answer.

upvoted 2 times

iThem 4 years, 7 months ago

Still, maybe you're right, but maybe you're not...

upvoted 1 times

Question #8 *Topic 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.
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

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

hfallad Highly Voted 4 years, 3 months ago
the solution must be GO LIVE. for the score model. B is Correct.
upvoted 6 times

Harish1509 Most Recent 1 year ago
Like customer journeys, landing pages, and email messages, your lead scoring rule must go live before it can have any effect. Do the following to finish the model:
upvoted 1 times

Question #9 *Topic 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.
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 click the Go Live button.
Does this resolve your issue?

A. Yes

B. No

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

Navicci Highly Voted 7 months, 1 week ago
I also agree with this.
upvoted 8 times

hfallad Highly Voted 9 months, 2 weeks ago
Correct. https://docs.microsoft.com/en-gb/dynamics365/marketing/set-up-lead-scoring
upvoted 5 times

Question #10 *Topic 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.
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 lower the Sales Ready Score.
Does this resolve your issue?

A. Yes

B. No

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

Navicci 7 months, 1 week ago
Is there an extent to the truth about lowering the sales scores?
upvoted 1 times

Question #11 | *Topic 1*

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.	

Suggested Answer:

Steps	Order
Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.	Set the entity target of your lead scoring model to Account or Contact.
Set up an action that tells the system what to do to the lead score when the defined conditions exist.	Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.
Set the entity target of your lead scoring model to Account, Contact or Lead.	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 the entity target of your lead scoring model to Account or Contact.	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.	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.	

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

ned Highly Voted 3 years, 9 months ago

Correct Answer.

1) Set the entity target of your lead scoring model to account or contact

2) Set conditions for modifying the lead score based on eiter behavioral rules, like email click or event registrations, or data conditions on the record

3) 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

4) Setup an action that tells the system what to do to the lead score when the defined condition exist

5) Establish grades and a sales-ready socre to identify what min lead score must exist before a lead is promoted for attention by a salesperson

upvoted 29 times

ceejaybee Most Recent 1 year ago

in exam, Dec 2022

upvoted 3 times

DennisWypior 2 years, 7 months ago

@JackChang: Lead Scoring Models scores a Lead based on the behaviour of Accounts or Contacts. Leads can not be scored based on information of the Lead itself. Checked and proofed in the system.

upvoted 4 times

JackChang001 2 years, 9 months ago

why don't select options that is [Set the entity target of your lead scoring model to account , contact or lead]

upvoted 1 times

Aay987 1 year, 4 months ago

It just provides you an option of either contact or account, not lead though
upvoted 2 times

sevom 3 years, 2 months ago
Correct
upvoted 1 times

Question #12 | *Topic 1*

DRAG DROP -

You need to create a lead scoring model based upon fixed rules as well as behavior rules.

Which scenario corresponds to each rule type? To answer, drag each rule type to the appropriate scenario. Each rule 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:

Answer Area

Rule Type	Scenario	
Fixed Rule	Lead Opening an Email.	
Behavior Rule	Lead Registers for an Event.	
	Lead's City.	
	Lead's Estimated Budget.	

Suggested Answer:

Answer Area

Rule Type	Scenario	
Fixed Rule	Lead Opening an Email.	Behavior Rule
Behavior Rule	Lead Registers for an Event.	Behavior Rule
	Lead's City.	Fixed Rule
	Lead's Estimated Budget.	Fixed Rule

References:

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

ceejaybee 1 year ago

similar question (not exactly the same) in exam, Dec 2022

upvoted 2 times

Power_Ninja 1 year, 3 months ago

Correct

upvoted 3 times

antboii 1 year, 9 months ago

Seems correct

upvoted 4 times

Question #13 *Topic 1*

DRAG DROP -

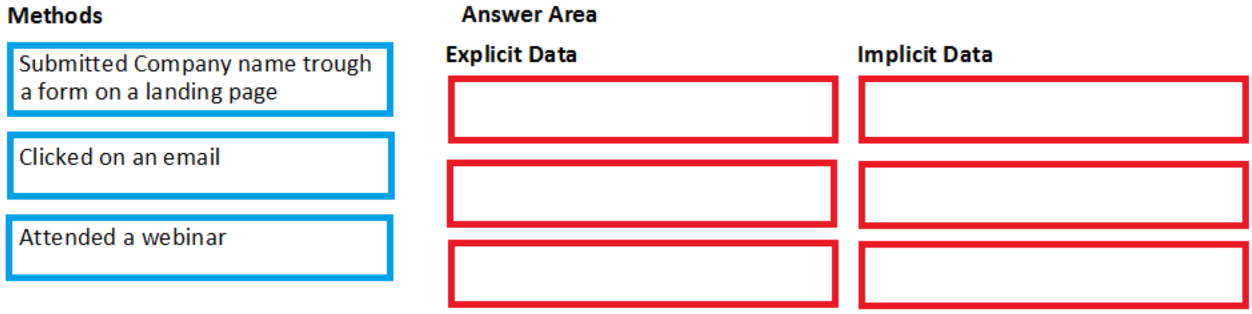
You are creating a lead scoring model.

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

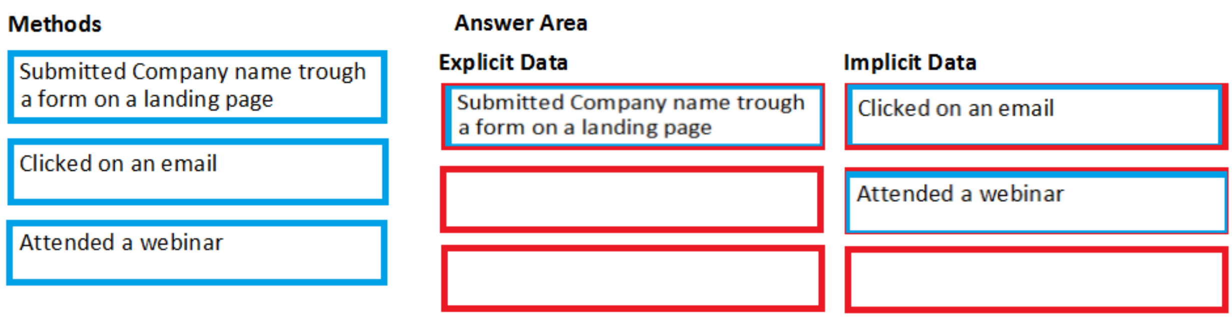
Which scenario represents the appropriate data type? To answer, drag each scenario to the appropriate data type. Each data type may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Suggested Answer:



References:

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

kerrigore Highly Voted 3 years, 1 month ago

Correct. As per the link, Explicit data is data submitted directly by the customer or gathered from a company directory, Implicit data is based on behavior like attending a webinar or clicking on emails/webpages.

upvoted 18 times

JosJensen Highly Voted 3 years, 2 months ago

This answer is correct.

upvoted 5 times

Power_Ninja Most Recent 1 year, 3 months ago

Weird but seems correct

upvoted 2 times

BenJames 1 year, 2 months ago

What is weird??

Answer is correct

upvoted 1 times

SoMuchConfusion 7 months, 3 weeks ago

I suspect it's the email click one that's tripping up the Power_Ninja. On first pass, I thought that one would be explicit as it involves a user's action--but then I realized they are not intentionally providing data, just doing an action, which is implicit. It makes sense, but could be considered "weird", lol.

upvoted 2 times

Question #14 *Topic 1*

Your company is interested in gaining additional insight into customer journeys.
You have been tasked with analyzing contacts insights.
From the options presented, which three types of interactions are analyzed in Dynamics 365 for Marketing for contacts and lead? (Choose three.)
Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Web interactions

B. Event interactions

C. Survey interactions

D. Appointment interactions

E. Telephone interactions

Suggested Answer: *ABC*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories

slothstalk Highly Voted 3 years, 5 months ago
As of July 2020 Survey Insights aren't really available anymore since Voice of the Customer has been deprecated
upvoted 5 times

SoMuchConfusion Most Recent 7 months, 3 weeks ago
So I guess the moral is, if this comes up on an exam, and you know that Website and Event are correct, and you know that there are no Appointment and no Telephone interactions available in the customer insights, and the question is asking for 3 selections, and surveys are included, well, by process of elimination, we can assume the exam is still out of date and pick A, B, C.
upvoted 4 times

Power_Ninja 1 year, 3 months ago
A and B correct, Survey's are only displayed in old designer. Dodgy question in my opinion.
upvoted 2 times

BeachVball 1 year, 4 months ago
In the Customer Journey Insights section of the link provided talks about Customer Voice Survey insights:
Point 6 of Design legend - Customer Voice survey: Shows a Customer Voice survey dependency.
upvoted 1 times

Arki 3 years, 6 months ago
so why is this answer correct - there is not Insight data on "survey" nor on "appointment" or "Telephone". The provides MS-Link does not provide any help here. Provided Answers not cvalid ?
upvoted 4 times

Fyrus 2 years, 5 months ago
can't you still sent surveys to contacts and lead and track they response?
upvoted 1 times

Axure92 2 years, 8 months ago
I agree only A & B seems to be correct
upvoted 2 times

Question #15 | *Topic 1*

DRAG DROP -

You are responsible for all outgoing marketing emails at Contoso, Ltd.

You are tasked with the best practices aimed at increasing delivery and interaction rates.

Which question is answered by the email insight statistic listed? To answer, drag the email statistic to the question answered by that statistic. Each statistic may be used one, 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:

Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	

Suggested Answer:

Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	Click-Throughs
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	Clicks (unique)
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	Opens (unique)
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	Forwards
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	No Statistic Exists

zukito3 Highly Voted 1 year, 6 months ago

I agree in general, but in the second question "What is the total number of sent messages where the recipient clicked at least one link one time?". I think is Click-Throughs , because according the documentation says

"The email click-through rate indicates how often a message delivery resulted in at least one click on any of the links it contains. It's reported as a percentage of total deliveries. Only unique clicks are counted, so after the first click, it doesn't matter how many links a recipient clicks on, or how many times. "

Link: https://docs.microsoft.com/en-us/dynamics365/marketing/insights-glossary

So, I think the order would be:

1.- Clicks unique

2.- Click-through

3.- Forwards

4.- No statistic exists

upvoted 10 times

Power_Ninja 7 months, 3 weeks ago

I agree, that's if the MS documentation is trust worthy also.

upvoted 1 times

jakub_kangur Highly Voted 1 year ago

The correct order will be: 21345

upvoted 5 times

DennisWypior Most Recent 1 year, 7 months ago

1. Clicks - therefore the answer is Clicks (unique)
2. Clicks unique
3. Opens unique
4. Forward
5. No statistic exists

upvoted 3 times

Question #16 *Topic 1*

You use Dynamics 365 for Marketing to obtain detailed analytical views to help you understand your impact and learn which marketing instruments work best for your audience.
You need to track response data regarding how your contacts react to your various marketing initiatives.
Which three sources of analytical data are available to you regarding your marketing initiatives? (Choose three.) Each answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Insights by Contact will be available to you on individual contact records and on the account with which the contact is associated.

B. The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.

C. The insights aggregating results from all emails sent in a certain timeframe will be available on your Email Marketing Dashboard.

D. Survey insights measured over all respondents will be available on the Survey Insights form.

E. Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

Suggested Answer: *ABC*

Community vote distribution

ACD (100%)

Aakriti2410 9 months ago
Where can I find 'C' in the dashboard? I mean what is the path to it?
upvoted 1 times

MrEz 1 year, 2 months ago
B. The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.

2 weird points in here:
1) " all recipients of a single activity" e.g.1 email 'activity' record -> for n recipients? -> no it creates for each recipient an email (or if you have a phone call creation tile n phone calls)
2) "by all activities for a single recipient" mostly it is '... interactions' not activities like phone call, appointments and email open times which is neither 'interaction' nor 'activity'.
upvoted 1 times

MrEz 1 year, 3 months ago
my problem is the word 'activity'
The Marketing Activity entity (msdyncrm_mktactivity) is used by Customer Insights - Journeys Services to send system updates. Each activity is processed by the Customer Insights - Journeys data plugin (Microsoft.Dynamics.Crm.MarketingPlugins.Plugins.Data), which then executes the designated action.

The activity tile enables a customer journey to generate an activity record (such as a phone call, task, or appointment), associate the activity with each contact who enters the tile, and assign each activity to a Dynamics 365 user for follow-up. Each activity tile uses an activity marketing template to define the type and details of the activities it generates.

therefore, i ruled B out, as i had problems how you could possibly have 1 activity for n recipients. total crap.
upvoted 1 times

> **MrEz** 1 year, 3 months ago
> unless you are very loose with the definition and 'have a meal' is an activity (with no relation to CRM) therfore, make some journeys, some campaigns, some clicks here and there are activities. but not activity records of a potential 'marketing activity' entity.
> upvoted 1 times

EsePe 1 year, 9 months ago
Selected Answer: ACD
I think is ACD.
B is a strange statement that I douct is correct and E, you dont have insights at the segment form.
upvoted 3 times

MrEz 1 year, 3 months ago

you have insights in the segment form. so E?

upvoted 1 times

MrEz 1 year, 3 months ago

survey (it doesn't even say if it is customer voice..!) but customer voice is not part of the marketing (various names available) of the solution (but could be combined with it). Survey Insights, i did not find anything.

i go for AC and E, by the method of the least weird answer.

upvoted 1 times

Aakriti2410 9 months ago

Where can I find 'C' in the dashboard? I mean what is the path to it?

upvoted 1 times

Knightie 3 years ago

E. Segment Insights is only for that Segment but not about "All Segments" or "All Channels"

upvoted 1 times

MrEz 1 year, 3 months ago

e: Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

of a single segment --> not "all segments". Not sure about all channels, if membership of a segment is independent from channels, maybe it means over 'all channels' even the ones not in any channel...

upvoted 1 times

Fyrus 3 years, 10 months ago

"Each answer presents a complete solution.
NOTE: Each correct selection is worth one point."
That means that the question worth 3 or 0 points or it's a site's mistake?

upvoted 1 times

saadnadir 4 years, 2 months ago

ABC is the correct answrt

upvoted 3 times

discodeb2000 4 years, 5 months ago

I'm not seeing Insights on an Account record unless I'm missing something?

upvoted 1 times

gvldesigner 3 years, 2 months ago

https://docs.microsoft.com/en-us/dynamics365/marketing/insights#:~:text=To%20view%20contact%20insights%2C%20go,then%20open%20its%20Insights%20tab.

upvoted 2 times

SoMuchConfusion 2 years, 1 month ago

I initially thought this as well, then realized I was looking at a custom Account form. Switching to the stock "Account" form, I found the Insights tab.

upvoted 1 times

Jay23 4 years, 12 months ago

Why not A C E ?

upvoted 3 times

Axure92 4 years, 2 months ago

E. Segment Insights will only show you the progression of the number of members but not the interactions

upvoted 7 times

MrEz 1 year, 3 months ago

e: Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

-> no word of Interactions?!

upvoted 1 times

Question #17 *Topic 1*

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

Suggested Answer: *BC*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads

Community vote distribution
AD (100%)

CynthiaLuo999 Highly Voted 2 years, 6 months ago
Selected Answer: AD
Fixed rules are based on fixed demographic or firmographic data found in lead or contact records.
Behavior rules are based on interactions like email clicked, event registered, or website visited.
upvoted 25 times

[Removed] Highly Voted 2 years ago
Selected Answer: AD
A & D are fixed rules
B & C are behaviour rules
upvoted 11 times

DMcD Most Recent 7 months ago
Selected Answer: AD
There are two categories of conditions:

Fixed rules are based on fixed demographic or firmographic data found in lead or contact records.
Behavior rules are based on interactions like email clicked, event registered, or website visited. https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/score-manage-leads
upvoted 1 times

willbeok 1 year, 6 months ago
Selected Answer: AD
There are two categories of conditions:

Fixed rules are based on fixed demographic or firmographic data found in lead or contact records.
Behavior rules are based on interactions like email clicked, event registered, or website visited.
ref. https://learn.microsoft.com/en-us/dynamics365/marketing/score-manage-leads#create-view-and-manage-your-lead-scoring-models
upvoted 1 times

EsePe 1 year, 7 months ago
Selected Answer: AD
A and D are the fixed ones
upvoted 2 times

Candy2002 1 year, 8 months ago
Selected Answer: AD
Must be AD
upvoted 4 times

payokat 1 year, 9 months ago

Selected Answer: AD

A & D are fixed as they are not behavioral

upvoted 4 times

rstrdy 1 year, 10 months ago

Selected Answer: AD

A & D are fixed rules

B & C are behaviour rules

upvoted 2 times

altman 2 years, 1 month ago

should be AD

upvoted 1 times

charlism 2 years, 1 month ago

Selected Answer: AD

A & D are fixed rules

B & C are behaviour rules

upvoted 4 times

Power_Ninja 2 years, 1 month ago

A&D, answer is incorrect.

upvoted 1 times

Luna18 2 years, 3 months ago

Selected Answer: AD

A & D are fixed rules 100%

upvoted 4 times

MohaSin14 2 years, 4 months ago

A & D should be the right answer as condition type is fixed rate.

upvoted 3 times

IrishmadeinCanada 2 years, 4 months ago

A D is correct, 100%

upvoted 3 times

loulou2105 2 years, 6 months ago

Its' actually AD

upvoted 1 times

jaromero 2 years, 6 months ago

I think that A, D are correct. The queston says Fixed, not Behavor

upvoted 1 times

Question #18 *Topic 1*

DRAG DROP -

As the Dynamics 365 Marketing functional consultant, it is your responsibility to make sure your company stays within the quota limits defined by your subscription. The current subscription includes a quota of 10,000 contacts and 100,000 Marketing email messages.

Your manager wants you to create a monthly report showing usage.

When you navigate to Quota Limits, which items will you be viewing to create the required report? To answer, drag the appropriate element to the correct data point. Each element 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.

Select and Place:

Answer Area

Element

- Marketing Email Messages
- Marketing Contacts
- Litmus Inbox Previews
- Total Contacts in Database

Data Points	
Shows the total number you can still send this month, and the total number you have sent.	
Shows the total number that users at your organization can still request this month, and the total number you have used.	
Shows the total number you can have in your database.	
Shows the total number stored in your database.	

Suggested Answer:

Answer Area

Element

- Marketing Email Messages
- Marketing Contacts
- Litmus Inbox Previews
- Total Contacts in Database

Data Points	
Shows the total number you can still send this month, and the total number you have sent.	Marketing Email Messages
Shows the total number that users at your organization can still request this month, and the total number you have used.	Litmus Inbox Previews
Shows the total number you can have in your database.	Marketing Contacts
Shows the total number stored in your database.	Total Contacts in Database

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management

MrEz 1 year, 3 months ago

1) it does NOT show the total number you can still send: it shows the total and the number you have already sent. you have to calcluate the total number eligi total you have sent, then you get the total you can still send: therefore it is not shown. you need to calculate it.

the element names here do not fit the description in the crm oversight menue, and it does not fit with the items in the documentation.

Total contacts (active, INACTIVE is included!) as it does not state total active contact. Is not shown. it brings up the total marketable contact, which is somet 'total contacts' in Database. but for SoMuchConfusion: Marketing Contacts (interpreted as marketable contacts: i wonder if they include inactive ones;-) ?) th under sharp scrutiny.... are not 'total contacts in Database'.

upvoted 2 times

Aakriti2410 9 months ago

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/quota-management#:~:text=Contacts%20that%20you%20never%20engage%20in%20marketing%20activities%20won%27t%20be%20counted%20as%20part%20o

The marketing contacts does not include the 'Inactive' contacts.

upvoted 1 times

SoMuchConfusion 2 years, 1 month ago

Aren't the last two boxes both "Marketing Contacts"? Looking at mine, it currently shows:

21 used (0.2%) / 10,000

Isn't that the Total Number Stored in your Database (21) and Total Number You Can Have In Your Database (10,000)?

upvoted 3 times

antboii 3 years, 2 months ago

Seems correct

upvoted 2 times

Question #19 Topic 1

DRAG DROP -

You are a functional consultant at Contoso, Ltd. Your company has a current Dynamics 365 Marketing instance and would like to migrate to a new instance. In order to save time, management has decided to replicate the current instance configuration and data using the Configuration Migration tool for Dynamics 365.

You have to validate that both instances (source and destination) are on the same version, and then perform the transfer.

Which four steps must you take, in sequence, to achieve your goal? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in the correct order.

Select and Place:

Answer area

Steps

- Use the Configuration Migration tool to generate a database schema based on your source instance.
- Export the custom solution from your source, and then import it on your destination instance.
- Remove all services for Marketing, event management, and Dynamics 365 Connector for LinkedIn Lead Gen forms from the source instance.
- Export data from the source instance using the Configuration Migration tool together with the schema.
- Download the Configuration Migration tool for Dynamics 365.
- Import the exported zip bundle onto the destination instance using the Configuration Migration tool.

Order

Suggested Answer:

Answer area

Steps

- Export the custom solution from your source, and then import it on your destination instance.
- Remove all services for Marketing, event management, and Dynamics 365 Connector for LinkedIn Lead Gen forms from the source instance.

Order

1. Download the Configuration Migration tool for Dynamics 365.
2. Use the Configuration Migration tool to generate a database schema based on your source instance.
3. Export data from the source instance using the Configuration Migration tool together with the schema.
4. Import the exported zip bundle onto the destination instance using the Configuration Migration tool.

Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/transfer-data

antboii Highly Voted 1 year, 9 months ago

Correct!

upvoted 6 times

SoMuchConfusion Most Recent 7 months, 3 weeks ago

Funny, the question mentions the part about verifying the version is the same, yet the steps given to pick from don't include validating in Power Apps Admin.

upvoted 1 times

Question #20 *Topic 1*

DRAG DROP -

You are a Dynamics 365 Marketing functional consultant.

You are setting up conditions for a lead-scoring model.

Which categories should you use during the configuration? To answer, drag the appropriate category to the correct condition. Each category 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:

Answer Area

Categories	Conditions	
Fixed rules	Emails clicked	
Behavior rules	Events registered	
	Demographic information	
	Website visited	
	Firmographic information	

Suggested Answer:

Answer Area

Categories	Conditions	
Fixed rules	Emails clicked	Behavior rules
Behavior rules	Events registered	Behavior rules
	Demographic information	Fixed rules
	Website visited	Behavior rules
	Firmographic information	Fixed rules

Reference:

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

loulou2105 Highly Voted 2 years ago

Correct

upvoted 10 times

ceejaybee Most Recent 1 year ago

in exam, Dec 2022

upvoted 2 times

jakub_kangur 1 year, 2 months ago

This is legit

upvoted 2 times

Question #21 *Topic 1*

You are a Dynamics 365 Marketing functional consultant.
The marketing department wants to see customer journeys, appointments, and events in a single calendar, rather than as a list.
What should be enabled and configured to achieve this goal?

A. the Marketing Calendar Control on the designated entities

B. the Calendar Control on the designated forms

C. the Calendar Control on the designated entities

D. the Marketing Calendar Control on the designated forms

Suggested Answer: *A*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-calendar

Community vote distribution
A (67%) B (33%)

Harish1509 1 year ago
A looks to correct
upvoted 1 times

Guischuk 1 year, 4 months ago
Selected Answer: A
It is correct : "Entity-level calendars appear when you first open an entity from the main navigator, such as events, customer journeys, or the main marketing calendar. They appear where you'd normally see a list view, and when present, you can switch between the calendar view and list view." And a Marketing Calendar control exists to do that. Source https://learn.microsoft.com/en-us/dynamics365/marketing/customize-marketing-calendars#types-and-locations-of-marketing-calendars
upvoted 2 times

antoyou 1 year, 5 months ago
Selected Answer: B
The Calendar Control allows you to visualize and manage events and appointments in a calendar format. By enabling and configuring this control on the designated forms, you can have a unified view of customer journeys, appointments, and events in one place.
upvoted 1 times

ceejaybee 2 years ago
in exam (similar, but not exactly the same question), Dec 2022
upvoted 4 times

zukito3 2 years, 6 months ago
Correct, https://docs.microsoft.com/en-us/dynamics365/marketing/customize-marketing-calendars
upvoted 3 times

Question #22 *Topic 1*

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

Suggested Answer: *D*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages

Shraddha2402 Highly Voted 2 years, 2 months ago
D is Correct Answer
upvoted 6 times

antoyou Most Recent 11 months ago
Why not C ?
The Default Marketing settings in Dynamics 365 Marketing allow you to set up default values that apply to various marketing elements across the system. This includes settings related to privacy policies, such as the privacy policy banner text and URL. By configuring the Default Marketing settings, you can ensure that the updated privacy policy banner text and URL are applied consistently across marketing materials.
upvoted 4 times

Question #23 Topic 1

DRAG DROP -

Read each of the backup concepts below and determine which are correct or incorrect.

To answer, drag the Answer to the appropriate Backup Concept. Each Answer may be used once or more than once. 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:

Answer Area

Elements	Statements	
Correct	Automatic System Backups contain interaction records and image files.	
Incorrect	Automatic system backups are stored for up to 28 days.	
	On-Demand Backups can be created any time.	
	Restoring a backup to another instance will delete image files.	

Suggested Answer:

Answer Area

Elements	Statements	
Correct	Automatic System Backups contain interaction records and image files.	Incorrect
Incorrect	Automatic system backups are stored for up to 28 days.	Correct
	On-Demand Backups can be created any time.	Correct
	Restoring a backup to another instance will delete image files.	Incorrect

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/manage-marketing-environments#create-and-restore-backups

https://docs.microsoft.com/en-us/power-platform/admin/backup-restore-environments

maxnoee Highly Voted 2 years, 12 months ago

4th Point is also correct. See the warning on https://docs.microsoft.com/en-us/dynamics365/marketing/manage-marketing-environments :

"This procedure will completely erase the target environment. If Dynamics 365 Marketing is installed on the target environment, then it will be completely uninstalled (which will release the license) and all data (including files and interaction records) will be deleted. "

upvoted 11 times

Knightie Most Recent 2 years, 6 months ago

Source of 28 Days retention is mentioned under D365

https://docs.microsoft.com/en-us/power-platform/admin/backup-restore-environments#system-backups

upvoted 4 times

praveen2022 2 years, 6 months ago

This is a tricky question. If deleting images from the emails and pages, the answer is NO, because the images will be sourced from the old environment.

upvoted 4 times

MrEz 9 months, 1 week ago

I was thinking, when i read the last one, it would have been helpful to specify where the image files will be deleted. It was just an odd sensation I had. My interpretation was that it was referring to 'this=another instance' you are restoring to. I set the first and the last to incorrect because of data location and blob storage.

the backup won't include interaction data or image files. If you need to preserve interaction data and/or images from the target environment, be sure to back up the database for your marketing services, either to blob storage to some other storage media.

upvoted 2 times

Question #24 *Topic 1*

Your sales team often request reports on Lead Source Effectiveness. They want to know which marketing campaigns, events, and web contacts generate the most qualified leads, and ultimately the most revenue.
How can you use tools in Dynamics 365 Marketing to generate this report?

A. Navigate to Leads, click on Insights, then select the Lead Source Effectiveness tab.

B. Navigate to Leads, select the appropriate Lead View, click on Run Report, and select Lead Source Effectiveness.

C. Navigate to Contacts, select the appropriate Contact View, click on Run Report, and select Lead Source Effectiveness.

D. Under Customer Journeys, go to the insights section for each journey that generates Leads, download the appropriate data, and aggregate it into a separate spreadsheet.

Suggested Answer: *B*
Reference:
https://neilparkhurst.com/2019/02/27/mb-210-microsoft-dynamics-365-for-sales-sales-reports/

wwhung 7 months, 2 weeks ago
There's updated Marketing effectiveness dashboard: https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/real-time-marketing-effectiveness
upvoted 1 times

Archana_Surulichamy 2 years ago
It is true . There are 2 reports available . FIrst : lead source effectiveness , Second : Neglected leads
upvoted 4 times

CcZk 2 years, 3 months ago
It is correct
upvoted 4 times

Question #25 *Topic 1*

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You enable social media in the default marketing settings to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

Suggested Answer: *B*

Roland_P Highly Voted 10 months, 3 weeks ago

Correct. As defined on https://learn.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media you have to reauthorize the account if the sign-in times out or the password changes.

upvoted 5 times

DRAG DROP

-

You are a functional consultant working at a company that is running campaigns on LinkedIn.

You have been tasked with syncing leads from LinkedIn to Dynamics 365 Marketing.

You would like all leads acquired from your LinkedIn campaigns to create a new Lead and Contact record in Dynamics 365 Marketing. You do not want duplicates created when they are existing Leads and Contacts in the system.

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

Answer Area

Steps	Order
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.	
Define a strategy for matching LinkedIn leads with existing leads.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.	
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.	
Enable LinkedIn Sales Navigator.	
Activate your LinkedIn Lead Matching Strategy.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.	
Enable LinkedIn Lead Gen Integration in Advanced Settings.	

Suggested Answer:

Answer Area

Steps	Order
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.	Enable LinkedIn Lead Gen Integration in Advanced Settings.
Define a strategy for matching LinkedIn leads with existing leads.	Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.	Define a strategy for matching LinkedIn leads with existing leads.
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.	Activate your LinkedIn Lead Matching Strategy.
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.	Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.
Enable LinkedIn Sales Navigator.	
Activate your LinkedIn Lead Matching Strategy.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.	
Enable LinkedIn Lead Gen Integration in Advanced Settings.	

Aakriti2410 9 months ago

The answer is correct

1. Advanced Settings
2. Configure With Enable contacts as Yes
3. Define Matching strategy
4. Activate
5. Authorize

This link shows steps why Configure comes before defining (Refer to Steps 3 and 4 respectively in the link)

upvoted 1 times

MrEz 1 year, 3 months ago

Not sure, based on: Sync with Dynamics 365 Connector for LinkedIn Lead Gen Forms | Microsoft Learn

1 "A system admin"..."installs". Sounds like

Enable LinkedIn Lead Gen Integration in Advanced Settings.

Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account. -> ms puts this on 3

// first get it, install it, and make the connections work makes sense to me?

2 "Optionally, a campaign manager defines the matching strategy between LinkedIn leads and Dynamics 365 Sales lead record" "Configure the matching strategy to update lead records from LinkedIn leads " with subpart "Create matching strategy to update existing LinkedIn leads | Microsoft Learn"

//second you first make a strategy before you configure and (finally) activate it

3 "A person filling the roles of both a campaign manager on LinkedIn and a salesperson in Dynamics 365 Sales authorizes the system to receive data from LinkedIn. "

//maybe make the strategies first and have it enabled, maybe adds some filters? Maybe because you need a real humanoid business user.

upvoted 1 times

MrEz 1 year, 3 months ago

My final solution is:

Enable LinkedIn Lead Gen Integration in Advanced Settings.

Define a strategy for matching LinkedIn leads with existing leads

Configure a Linkedin Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.

Activate your LinkedIn Lead Matching Strategy.

Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.

it did delete the links :-(https://learn.microsoft.com/en-us/dynamics365/linkedin/sync-linkedin-leads first link https://learn.microsoft.com/en-us/dynamics365/linkedin/configure-matching-strategy

upvoted 2 times

JinShi 1 year, 10 months ago

Correct

upvoted 3 times

MrEz 1 year, 3 months ago

the odd thing is that you first configure a strategy, before you define it, odd not?

upvoted 1 times

Question #30 Topic 1

DRAG DROP

-

You are setting up a simple webinar with a webinar provider.

For this event, you can leverage two speakers. Additionally, you will assign one room and will publish the event to your event portal for your audience to register for the session.

Which five actions should you perform in sequence to configure the webinar? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Answer Area

Actions	Order
Enter information for the venue, building, and rooms.	
Enter the Webinar Name and Provider.	
Add the credentials for your account with the Webinar Provider.	
Enter the speaker information.	
Select the Event Type.	
Save	
Enter information about the Sessions.	
Create a new Webinar Configuration.	
Go to Settings > Advanced settings > Event management > Webinar configurations.	

Suggested Answer:

Answer Area

Actions

- Enter information for the venue, building, and rooms.
- Enter the Webinar Name and Provider.
- Add the credentials for your account with the Webinar Provider.
- Enter the speaker information.
- Select the Event Type.
- Save
- Enter information about the Sessions.
- Create a new Webinar Configuration.
- Go to Settings > Advanced settings > Event management > Webinar configurations.

Order

- Go to Settings > Advanced settings > Event management > Webinar configurations.
- Add the credentials for your account with the Webinar Provider.
- Create a new Webinar Configuration.
- Enter the Webinar Name and Provider.
- Save

MrEz 9 months, 1 week ago

Go to Settings > Advanced settings > Event management > Webinar configurations.

//not Settings from classic ui ;-), within marketing app, bottom left.

Create a new Webinar Configuration.

Enter the Webinar Name and Provider.

Add the credentials for your account with the Webinar Provider.

Save

upvoted 1 times

Nyanne 1 year, 4 months ago

The order seems incorrect here. I believe it's

#2 Create new Webinar Configuration

#3 Enter the Webinar Name and Provider

#4 Add the credentials for your acount with the Webinar Provider

I just performed these steps myself in a trial environment and had to follow in this order

upvoted 4 times

Fari_ 1 year, 3 months ago

your order seems right

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/events-settings#webinar-config

upvoted 2 times

Question #31 *Topic 1*

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.

Suggested Answer: *BDE*

ilty 10 months, 3 weeks ago

Correct. You can read it in this article: https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/designer-feature-protection

upvoted 2 times

Nyanne 1 year, 4 months ago

This is correct, because Designer Feature Protection provides the ability to block users or teams from previewing eDMs in Litmus, which would impact Quota limits.

upvoted 3 times

Question #32 — *Topic 1*

DRAG DROP

-

You are a Dynamics 365 Marketing functional consultant.

You need to configure Dynamics 365 Marketing for lead scoring.

Which configuration settings will allow you to accomplish the desired results? To answer, drag the appropriate configuration setting to the correct desired result. Each configuration setting 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.

Answer Area

Configuration settings

- Set Automatic Marketing Qualification to Yes.
- Set Automatic Marketing Qualification to No.
- Set Automatic Sales Ready to Yes.
- Set Automatic Sales Ready to No.
- Set Automatic Lead Score Cleanup to Yes.
- Set Automatic Lead Score Cleanup to No.

Desired result	
Delete all scores calculated by the stopped lead-scoring model.	
Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.	
Automatically advance leads when a score generated by the lead-scoring model is received.	
Continue to show the scores for stopped models.	

Suggested Answer:

Answer Area

Configuration settings

- Set Automatic Marketing Qualification to Yes.
- Set Automatic Marketing Qualification to No.
- Set Automatic Sales Ready to Yes.
- Set Automatic Sales Ready to No.
- Set Automatic Lead Score Cleanup to Yes.
- Set Automatic Lead Score Cleanup to No.

Desired result	
Delete all scores calculated by the stopped lead-scoring model.	Set Automatic Lead Score Cleanup to Yes.
Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.	Set Automatic Sales Ready to Yes.
Automatically advance leads when a score generated by the lead-scoring model is received.	Set Automatic Marketing Qualification to Yes.
Continue to show the scores for stopped models.	Set Automatic Lead Score Cleanup to No.

Aakriti2410 9 months ago

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/real-time-marketing-qualify-leads

upvoted 1 times

wwhung 1 year, 7 months ago

Ref: https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/transition-walkthrough-leads

upvoted 2 times

Question #33 *Topic 1*

You are a Dynamics 365 Marketing functional consultant at Contoso Ltd.

You need to configure the LinkedIn Lead Gen feature.

What are the two pre-requisites that must be applied before you are able to proceed with the configuration? Each correct answer presents part of the solution.

A. Create a strategy to match LinkedIn incoming leads to existing leads.

B. Have LinkedIn Profile with Campaign Manager enabled.

C. Grant the rightful users with the LinkedIn Lead Gen Forms Administrator or LinkedIn Lead Gen Forms Salesperson security roles.

D. Send a request to LinkedIn to allow the synchronization.

E. Have a LinkedIn Profile with Lead Gen Administrator enabled.

Suggested Answer: *BC*

Hancha 7 months, 2 weeks ago

Selected Answer: BC

o enable leads to be synced from LinkedIn to Dynamics 365:

A system admin must assign security roles to users and set up the matching strategy for new leads from LinkedIn. In Dynamics 365, this user must have the LinkedIn Lead Gen Forms Connector Administrator security role.

At least one LinkedIn member with access to LinkedIn Campaign Manager must Authorize Dynamics 365 to sync data from LinkedIn Campaign Manager, as described in the following section. In Dynamics 365, this user requires at least a LinkedIn Lead Gen Forms Connector Salesperson security role.

upvoted 1 times

MrEz 1 year, 2 months ago

LinkedIn Campaign Manager, not the Campaign Manager.

upvoted 1 times

MrEz 1 year, 3 months ago

D) didn't make any sense, doesn't even say what request and which method.
E) not in combination with B because you don't need 2 profiles. Sounds too much permission with admin...
A) of course, yes, because if you don't have this strategy, how would you configure it??! (act first, think later?)

under the assumption: actual prerequisites are more about having the necessary permissions and configurations in both LinkedIn and Dynamics 365 Marketing to set up the integration and start capturing leads from LinkedIn Lead Gen Forms.
I accept the answer:
B and C.

upvoted 1 times

Nyanne 1 year, 10 months ago

Correct.
https://learn.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration#enable-users-to-work-with-the-connector-and-assign-security-roles-to-users

upvoted 1 times

Nyanne 1 year, 10 months ago

https://learn.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration#enable-lead-sync-from-linkedin-to-dynamics-365-marketing

upvoted 2 times

Question #34 | *Topic 1*

DRAG DROP

-

You are setting up integration with LinkedIn Lead Gen.

You need to configure the integration in order to allow for Leads synchronization from LinkedIn to Microsoft Dynamics 365 Marketing.

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

Answer Area

Steps	Order
Configure a strategy to match incoming LinkedIn leads to existing leads.	
Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.	
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.	
Configure LinkedIn field mappings.	

Suggested Answer:

Answer Area

Steps	Order
Configure a strategy to match incoming LinkedIn leads to existing leads.	Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.
Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.	Configure a strategy to match incoming LinkedIn leads to existing leads.
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.	Configure LinkedIn field mappings.
Configure LinkedIn field mappings.	Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.

Orne 9 months ago

Correct.

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/linkedin-configuration

upvoted 2 times

Question #36 *Topic 1*

You receive a call from a user stating that the automated lead scoring model is not working correctly. There are several leads that are not being scored.

You need to determine the cause of this issue.

What could be the cause?

A. Leads must be associated with a contact or an account.

B. Leads must have submitted a form on the company website.

C. Leads must be associated with a contact and an account.

D. Leads must be associated with a contact only.

Suggested Answer: *C*

Community vote distribution

D (100%)

JinShi Highly Voted 1 year, 11 months ago

Hmmm. I think is A.

Leads need to be associated with either a contact or an account to be eligible for scoring.

https://learn.microsoft.com/en-us/dynamics365/marketing/score-manage-leads#lead-scoring-prerequisites-and-requirements

upvoted 12 times

Nyanne 1 year, 10 months ago

I agree.

Outbound Lead scoring works for Leads associated to either a Contact OR an Account, but doesn't require both in order to function.

https://learn.microsoft.com/en-us/dynamics365/marketing/score-manage-leads#only-leads-associated-with-parent-contacts-or-accounts-can-be-scored

upvoted 2 times

Aakriti2410 Most Recent 9 months ago

https://learn.microsoft.com/en-gb/dynamics365/customer-insights/journeys/set-up-lead-scoring#:~:text=Automatic%20lead%20scoring%20only%20works%20for%20leads%20that%20are%20associated%20with%20a%20contact.

upvoted 1 times

Aakriti2410 9 months ago

D option

upvoted 1 times

bartbuckel 1 year, 2 months ago

Selected Answer: D

https://learn.microsoft.com/en-gb/dynamics365/customer-insights/journeys/set-up-lead-scoring

"Automatic lead scoring only works for leads that are associated with a contact. Scoring fails for leads that don't have a contact associated with them."

upvoted 2 times

ccraba 1 year, 5 months ago

Is no one going to address that A and C are the same answer??

upvoted 1 times

MrEz 1 year, 3 months ago

not the same

A) contact OR account (at least one of them)

C) contact AND account (both of them --> if you are in a B2C business with no need to use account for some reason you would be doomed if account was required.).

upvoted 1 times

wwhung 1 year, 7 months ago

according to recent (Oct-2023) update: https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/transition-walkthrough-leads

in RTM lead-scoring, it added ability to score leads without a parent contact.

upvoted 3 times

SoMuchConfusion 2 years, 1 month ago

Pretty sure the correct answer is D.

Source, this note, from https://learn.microsoft.com/en-ca/dynamics365/marketing/set-up-lead-scoring:

" Important

Automatic lead scoring only works for leads that are associated with a contact. Scoring fails for leads that don't have a contact associated with them. Also, segments in Dynamics 365 Marketing can only include contacts, not leads, which means that you can only address marketing emails to contacts.

Your landing pages will typically either create a lead/contact pair when you create a new contact, or associate new leads with existing contacts when they're available. But when you create a lead manually, as you did here, you must also associate it with a contact manually to enable lead scoring."

upvoted 4 times

Question #37 *Topic 1*

Your company's marketing department wants to standardize the URL links to the company's social media site across all emails sent out.

Which social media URL can be set in the Content settings?

A. LinkedIn URL

B. Skype URL

C. Pinterest URL

D. WhatsApp URL

Suggested Answer: *A*

MrEz 9 months, 1 week ago

for content settings, i can find msdyncrm_skypeurl in our instance of outbound marketing, but i cannot find Website URL (and i have checked all schemanames and there is nothing that would hint to some misconfiguration such as display name 'chat url' and schemaname msdyncrm_websiteurl ;-)). https://learn.microsoft.com/en-us/training/modules/manage-assets-content-settings/5-settings i can see website url. somehow i cannot enroll a new ootb outbound marketing instance :-(to verify this).

upvoted 1 times

MrEz 9 months, 1 week ago

skype url is no longer on the form but you find it in the filters. Linkedin URL is on the form AND on the filters available, this question doesn't make sense.

upvoted 1 times

wwhung 1 year, 1 month ago

Ref: https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/brand-profiles

upvoted 1 times

Orne 1 year, 2 months ago

Seems correct to me.

In Content Settings there is available:

LinkedIn-URL; Twitter-URL; Facebook-URL; Instagram-URL; Youtube-URL; Google-Plus-URL

upvoted 1 times

SoMuchConfusion 1 year, 7 months ago

Looks correct from my experience.

upvoted 2 times

Question #38 *Topic 1*

DRAG DROP

-

Your company, Contoso Mobile Dog Spa, provides mobile dog grooming services. Your application development team is building a new mobile application for Android devices that will allow customers to book grooming appointments. The Chief Marketing Officer wants to be able to send push notifications to the app from real-time customer journeys in Microsoft Dynamics 365 Marketing.

You need to work with the application development team to configure connectivity between Dynamics 365 Marketing and the new mobile app.

Which four actions must be performed in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Select **+New**, and enter a name and description for the configuration.	1
In the default Dynamics 365 Marketing app, go to **Real-time marketing** and select **Push notifications** in the **Channels** group.	2
Select **Check configuration**, and share the credential validation with your app developer.	3
In the default Dynamics 365 Marketing app, go to **Settings**, and select **Push notifications** in the **Customer Engagement** group.	4
Select **Save**, and share the access token and application ID with the application development team.	
Select **+New**, and enter a Title, Subtitle, and Message for the configuration.	
Follow the steps shared in the UI of the configuration record.	

Suggested Answer:

1	Select **+New**, and enter a Title, Subtitle, and Message for the configuration.
2	In the default Dynamics 365 Marketing app, go to **Real-time marketing** and select **Push notifications** in the **Channels** group.
3	Select **Check configuration**, and share the credential validation with your app developer.
4	Select **Save**, and share the access token and application ID with the application development team.

Adrienn_Lantos Highly Voted 2 years, 2 months ago

https://learn.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-push-notifications

I think it should be:

1. Settings > Customer engagement > Push notifications
2. select +New on the top ribbon.
3. Follow the steps to configure the mobile app
4. Save and share the access token and the application ID with your app developer

upvoted 8 times

SoMuchConfusion 2 years, 1 month ago

This looks more correct than the marked answer.

upvoted 2 times

Roland_P 1 year, 10 months ago

Agreed. The provided answer doesn't set up the actual configuration to enable notifications.

upvoted 2 times

Nyanne 1 year, 10 months ago

Agreed. To add to your proposed answer..

1. Settings > Customer engagement > Push notifications (option 4)
2. select +New on the top ribbon. (option 2)
3. Follow the steps to configure the mobile app (option 7)
4. Save and share the access token and the application ID with your app developer(option 5)

upvoted 2 times

Nyanne 1 year, 10 months ago

Correction..

1. Settings > Customer engagement > Push notifications (option 4)
2. select +New on the top ribbon. (option 1)
3. Follow the steps to configure the mobile app (option 7)
4. Save and share the access token and the application ID with your app

upvoted 4 times

Aakriti2410 Most Recent 9 months ago

1. Settings>> Customer enagagement>>Push Notifications.
2. +New (Add Name and Description)
3. Configure by following steps
4. Save, share access token and App ID with App Dev.

upvoted 1 times

Question #39 *Topic 1*

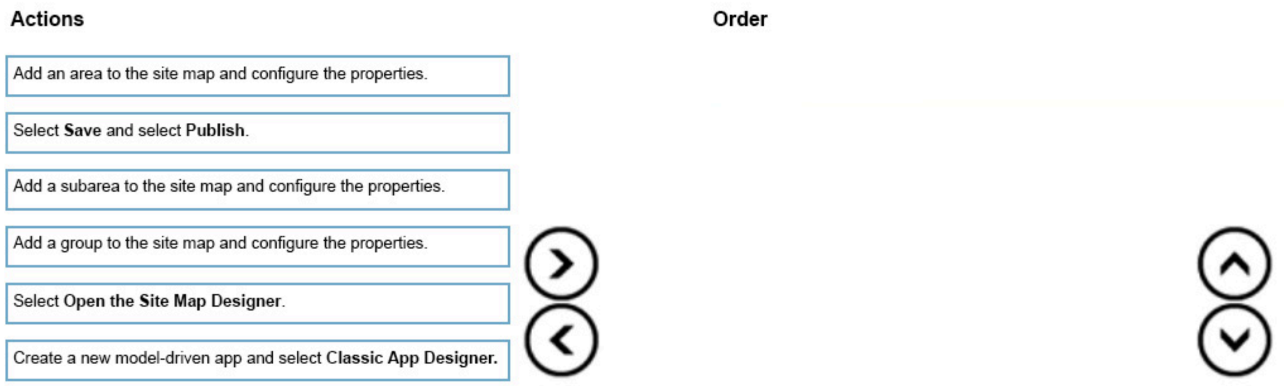
DRAG DROP

-

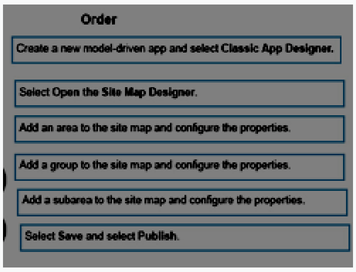
You are creating a new site map for the marketing department. The site map must contain the navigation to the modules in Microsoft Dynamics 365 Marketing.

You need to use the model-driven app to configure the site map.

In which order should you perform the actions to add the site map into your solution? To answer, move all actions from the list of actions to the answer area, and arrange them in the correct order.



Suggested Answer:



MrEz 9 months, 1 week ago

correct

upvoted 1 times

wwhung 1 year, 1 month ago

Ref: https://learn.microsoft.com/en-us/power-apps/maker/model-driven-apps/create-site-map-app

upvoted 3 times

Orne 1 year, 2 months ago

The given answer seems correct to me.

upvoted 1 times

Question #40 *Topic 1*

DRAG DROP
-

You need to create a Content Settings set to be used with all marketing emails.

Which elements are available to you? To answer, drag the appropriate availability indicator to the correct element. Each availability indicator 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 match is worth one point.

Availability

- Available
- Not Available

Answer Area

Elements	Availability
Company's physical address	
LinkedIn URL	
Subscription Center page	
Company's web address	

Suggested Answer:

Answer Area

Elements	Availability
Company's physical address	Available
LinkedIn URL	Available
Subscription Center page	Available
Company's web address	Not Available

MrEz 9 months, 1 week ago
https://learn.microsoft.com/en-us/training/modules/manage-assets-content-settings/5-settings

includes a screenshot of website url (though in one of my customers i did not find that field not even in the default solution)
upvoted 1 times

MrEz 9 months, 1 week ago
msdyncrm_addressmain (Address Main) and msdyncrm_addressline2 (Address line 2)
upvoted 1 times

EsePe 1 year, 3 months ago
All are "Available".
Same link as wwhung mentioned: https://learn.microsoft.com/en-us/training/modules/manage-assets-content-settings/5-settings
upvoted 2 times

wwhung 1 year, 4 months ago
Reference to: https://learn.microsoft.com/en-us/training/modules/manage-assets-content-settings/5-settings
upvoted 1 times

Wincyyyyyyy 1 year, 4 months ago
Why subscription centre is available in all email settings?
upvoted 1 times

Nyanne 1 year, 4 months ago
It's not available in email settings, rather its available in the Content Settings (Go to Outbound Marketing -> Marketing templates -> Content settings to see this setup)
upvoted 1 times

MrEz 9 months, 1 week ago
msdyncrm_subscriptioncenter

Question #42 *Topic 1*

You are analyzing the insights of the marketing page available in Microsoft Dynamics 365 Marketing to collect data for a management presentation.

You need to obtain detailed information on the number of times the page was opened on different dates.

Which element should you analyze?

A. Interactions

B. Overview

C. Visits

D. Submissions

Suggested Answer: *B*

Aakriti2410 9 months ago
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/insights#categories:~:text=a%20given%20submission.-,Visits%3A,-Provides%20a%20table

Answer is C. Visits
upvoted 1 times

MrEz 1 year, 3 months ago
On contact: Web interactions: See which pages and links from your websites and marketing pages the contact has opened, and which links they selected. Also lists each redirect URL this contact has clicked on.

The Websites clicked list shows all of the links this user clicked on when viewing a tracked page. Each visited link is show as a full URL, and repeat visits are listed just once, with a counter.
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/insights
upvoted 1 times

MrEz 1 year, 3 months ago
if it is per 'marketing page':
To view marketing page insights, go to Outbound marketing > Internet marketing > Marketing pages, select a marketing page, and then open its Insights tab. Insights are only available for pages that are (or have been) live.

Visits: Provides a table that lists information about each time the page was opened.
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/insights
upvoted 1 times

MrEz 1 year, 3 months ago
Therefore, my anser is:
C: Visits.
upvoted 2 times

Question #45 *Topic 1*

Note: This question is part of a series of questions that present the same scenario. Each 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 created a custom table and added it to your Microsoft Dynamics 365 Marketing application.

A few days later, you create a new system chart for the table. Users report that they are unable to select this chart when they select Show Chart from a table view screen.

You need to make the chart available for users to view in the app.

Solution: Edit the app using the Modem App Designer, select the table view from Pages on the left navigation pane, and ensure that the new chart is explicitly selected for inclusion.

Does this meet the goal?

A. Yes

B. No

Suggested Answer: *B*

MrEz 9 months, 1 week ago

neglecting the typo 'Modem' App Designer' instead of ModeRN App Designer, i would say, making sure the system chart be part of the app, is a good bet.

my answer is: YES

upvoted 3 times

ff2abda 8 months, 3 weeks ago

I think the answer is A. Because you must edit the security role for the users for the new table. If you edit the security role and add the right view for the new table, then it works fine.

upvoted 1 times

Question #46 *Topic 1*

Note: This question is part of a series of questions that present the same scenario. Each 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 created a custom table and added it to your Microsoft Dynamics 365 Marketing application.

A few days later, you create a new system chart for the table. Users report that they are unable to select this chart when they select Show Chart from a table view screen.

You need to make the chart available for users to view in the app.

Solution: Add the chart to a dashboard in the app.

Does this meet the goal?

A. Yes

B. No

Suggested Answer: *A*

MrEz 9 months, 1 week ago

No. You would still have to add the system chart to the APP in the modern APP designer.
like sharing personal dashboards would require to share 'the dashborad', 'the view' and 'the chart'. in separate sharings as they are 3 separate and independent components.

AND: the requirement is: "unable to select this chart when they select Show Chart from a table view screen." a dashboard is a different usecase.
upvoted 4 times

Question #47 *Topic 1*

You need to train creative designers to create emails and email templates in Dynamics 365 Customer Insights - Journeys. To help ensure that the email design is consistent across various devices and email software, you explain the advanced inbox preview feature through Litmus.com.

You need the creative designers to be aware of attributes that apply to this feature.

Which two attributes should you convey to the creative designers? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Once the monthly preview quota has been used, the previews can be upgraded for the entire organization.

B. Once the creative designers unlock a preview, the preview remains unlocked after each change to the design or properties.

C. Once the creative designers unlock a preview, the preview gets locked again after each change to the design or properties.

D. Once the monthly preview quota has been used, the previews can be upgraded for individual user accounts.

Suggested Answer: *AB*

Community vote distribution

AC (100%)

Hancha 7 months, 2 weeks ago

Selected Answer: AC

After your organization has used all the available previews for the month, each user must set up their own Litmus account if they want to create additional previews. Personal Litmus quotas apply to individual users, not to the entire organization

Each time you unlock a preview, you'll use one preview from either your organization's or your personal quota. The unlocked preview remains available for viewing until you change the design or the Properties (dynamic text) settings, at which time all existing previews will no longer be valid and will be shown as locked again

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/email-preview

upvoted 1 times

Question #50 *Topic 1*

Your company's marketing team is reviewing insights for several marketing pages that have been used in a recent customer journey. The team reports that the number of submissions for one marketing page is greater than the total number of submissions for the entire customer journey.

You need to help the team understand why the number of submissions is greater than expected.

What do you tell the team?

A. You can only group submissions by journey if you export the detail records to a .csv file and analyze the records in Microsoft Excel.

B. You must select a specific customer journey on the marketing page Insights tab to filter insights to that specific journey.

C. You can only analyze submissions for a marketing page in a journey from the specific journey record.

D. You can only track marketing page insights at an aggregate level across all associated customer journeys.

Suggested Answer: *B*

Community vote distribution

B (100%)

Hancha 7 months, 2 weeks ago

Selected Answer: B

Marketing page insights in Dynamics 365 Customer Insights - Journeys display aggregate data across all customer journeys that use the marketing page. To view insights for a specific journey, the marketing team must filter the insights on the marketing page's Insights tab by selecting the relevant customer journey. Without filtering, the data reflects the total number of submissions from all journeys associated with the page.

upvoted 1 times

Question #57 *Topic 1*

Your organization needs to use Dynamics 365 Customer Insights - Journeys to send personalized text messages to customers using journeys. The procurement department has purchased a phone number from Twilio. The phone number is prefixed with your town's area code.

You configured Twilio as a new SMS provider, and entered the account SID and auth token you were provided with. You then added a new sender.

You need to determine the type of phone number you should select.

What should you select?

A. Geo

B. Toll-free

C. Alphanumeric

D. Short code

Suggested Answer: *C*

Slyte 7 months, 3 weeks ago

I think the Answer should be:

A: Geographic.

The question states the phone number will have an Area Code, which is only available for Geographical (Local) phone numbers.

upvoted 1 times

Question #1 *Topic 2*

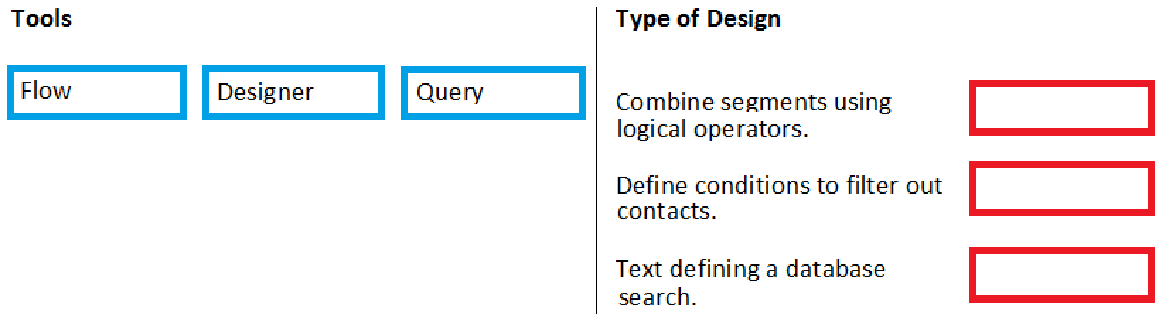
DRAG DROP -

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

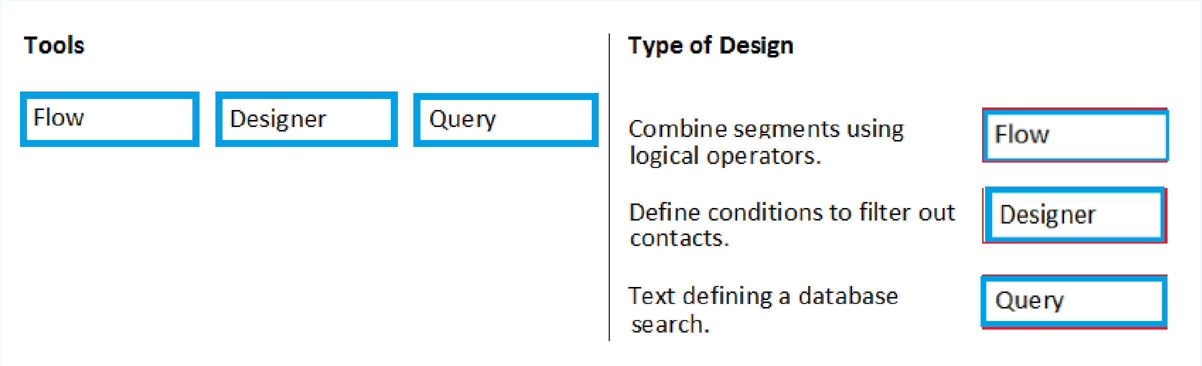
Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. Each tool may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Suggested Answer:



References:

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

inoto Highly Voted 4 years, 5 months ago

Designer

Designer

Query

upvoted 15 times

catalene Highly Voted 4 years, 6 months ago

For my the correct answer is Designer, Designer, Query

upvoted 9 times

MrEz Most Recent 9 months, 1 week ago

my answer would be Designer, Designer, Query because of socially acceptance by Microsoft (you cloud do anyone with query)

for the last it is not clear, "ou are actually creating a text-based query in the background" if this would be sufficient. if so -> Designer would be the right answer here too. Still i have the impression that they mean a very specific scenario (they do not outline enough here).

upvoted 1 times

MrEz 9 months, 1 week ago

"https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/segments-profile#combine-multiple-query-blocks"

"The segment designer provides a graphical interface for creating the logic for a dynamic segment. As you work with the settings, you are actually creating a text-based query in the background. This is the query that the system will actually run against your database. Usually you don't need to use the query for anything, but sometimes it can help in troubleshooting. You can also copy/paste queries into the designer, which you might use to create a copy of an existing segment or to share a query design through email."

upvoted 1 times

MrEz 9 months, 1 week ago

"To find, view, and edit the query, scroll to the bottom of the page and open the Query view tab here." -> i think that's the last scenario here (which they did not outline good enough).

I have problems with the word 'flow' it is too minimalistic. The thing you could see is 'flow view' and then you have 'power automate cloud FLOW'. or desktop flow. but just 'flow' is onclear.
Flow view is rather a read only thing and if you ask me, the term among professionals is 'sanky diagram'.
upvoted 1 times

Annie92 3 years, 7 months ago

Query for all three? Flow and Designer don't make sense in this context.
upvoted 2 times

Gill 3 years, 11 months ago

This question is very unclear when compared to D365 Marketing.
The term 'Designer' does not appear anywhere.
The term 'Designer' does not appear anywhere.

The tool that you use to build segments allows the addition of blocks - query blocks, behaviour blocks and segment blocks.
The tool that you use to build segments includes the Flow View and the Query view, which as mentioned by others are read only alternative representations.
upvoted 3 times

blopper 3 years, 11 months ago

Latest marketing version tested as of today, doesn't allow the flow to configure anything.. It's a mere read only version
upvoted 2 times

redfly61 4 years, 2 months ago

Sorry, the question isn't clear for me, can someone explain it better?
Flow and Query aren't a tools, they are only different way to view the content provided by the Designer.
Also the Query blocks aren't a tool, they are components of our whole dynamic query.
The only "tool" is the designer, and it provide the interface to built and combine query blocks.
So, as already said, the meaning of this question is not clear for me...
upvoted 4 times

Nyanne 1 year, 4 months ago

Technically speaking,. at the bottom of each segment is the 'Query' view or window. You can directly update the Query details which will update the Segment's designer view window.
https://learn.microsoft.com/en-us/dynamics365/marketing/developer/segment-query-definition
upvoted 1 times

Roman92 4 years, 3 months ago

I think it should be Designer, Designer, Query
upvoted 2 times

DaneP 4 years, 5 months ago

I think its the correct answer.
Flow,Designer,Query
https://docs.microsoft.com/en-us/dynamics365/marketing/segments-profile#combine-multiple-query-blocks
upvoted 3 times

chrislight 4 years, 5 months ago

But the flow in the resource you shared is only a way of visualizing the segment, not a method for actually building or achieving it.
upvoted 3 times

Bains 4 years, 5 months ago

Not in exam
upvoted 1 times

Question #2 *Topic 2*

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.

Suggested Answer: *D*

inoto Highly Voted 1 year, 11 months ago

Correct

upvoted 13 times

MaHa237 Most Recent 11 months, 1 week ago

https://docs.microsoft.com/en-us/dynamics365/marketing/create-segment

upvoted 4 times

Bains 1 year, 11 months ago

Not in exam

upvoted 1 times

OmarTarazona 1 year ago

Shut up! you doesn't help anyone with your commentaries.

upvoted 12 times

Jessica92 1 year, 6 months ago

not in YOUR exam

upvoted 22 times

Zeus6 1 year, 6 months ago

Bains thinks it was helpful commenting these, but it really doesn't help anyone

upvoted 19 times

Question #3 Topic 2

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

Suggested Answer:

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

- 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

ned Highly Voted 3 years, 3 months ago

Answer is correct : The solution lies in the minute details of steps you perform :

1) Set up a Journey

2) Add a Segment group tile

3) Select the properties of segmetn group tile

4) Set segment source to subscription marketing list

5) Select a subscription marketing list

upvoted 24 times

blopper 2 years, 5 months ago

Here's the marketing solution as on 22. Jan 2021. The answer above is correct. See the image I uploaded now: https://ibb.co/0fDpf5P

upvoted 4 times

tincho 3 years, 1 month ago

I think that for step 3, one has to choose "select the properties of the child segment tile". I double checked with the system. When you click on properties on segment group level you cant select the segment source. Thus, the given answer by examtopics is correct.
upvoted 4 times

jhandel Highly Voted 2 years ago
This is not how Customer Journeys work anymore.. I am not sure if this question has been updated or not, but at least since Wave 2 (Oct 2020) the segment configuration is on the root of the swim lane and no longer a tile you add to the journey..
upvoted 7 times

Knightie Most Recent 1 year ago
1. Add Segment Group
2. Source from Sub List.
3. Select the Sub List
4. Set Logics and Exclusion of another Segment or anything else.
5. Add the mentioned Child Segment (which you can not set its property at this level)

This is one of the lab we do in the MB220 course.
upvoted 1 times

Knightie 1 year ago
The question ask for a Segment but not a Customer Journey, they are different entity. A journey uses Segments in the Audience Tile.
upvoted 4 times

iThem 3 years, 1 month ago
Hey All,
I'm not that sure ! that's the correct answer, because in the Answer in Step 3 we should Select the properties of the Child Segment tile.
In this case :
We are a marketing professional who needs to have a segment that is based on a single marketing list.

if We Add a Segment group Tile in the Second Step 2
Why Should We Select the Properties (of the CHILD) segment Segment group tile

I agree with you SO : Answer is FALSE in my opinion :
I think This is the good answer
1) Set up a Journey
2) Add a Segment group tile
3) Select the properties of segment group tile (NOT CHILD)
4) Set segment source to subscription marketing list
5) Select a subscription marketing list

If Somebody Can contest it and explain why choose Child Segment in this Case I'd loved to know why.
upvoted 3 times

DaneP 2 years, 11 months ago
If you watch the video on the following link.
https://docs.microsoft.com/en-gb/dynamics365/marketing/create-simple-customer-journey
https://www.microsoft.com/en-gb/videoplayer/embed/d73cc179-5984-4a32-ad84-0755f56b0399?autoCaptions=en-gb

At 02:24 It proves you have to expand the Segment group and select CHILD segment to configure.
Correct answer
1) Set up a Journey
2) Add a Segment group tile
3) Select the properties of CHILD segment group tile
4) Set segment source to subscription marketing list
5) Select a subscription marketing list
upvoted 15 times

blopper 2 years, 5 months ago
you are correct..but this question is a ridiculous one that has 0 implications when one is actually implementing real marketing system. Wonder why microsoft includes such stupid questions
upvoted 6 times

[Removed] 2 years, 9 months ago

Video explains it plainly here:

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

upvoted 1 times

blopper 2 years, 5 months ago

Video doesn't address any aspect of the question

upvoted 6 times

Question #4 — *Topic 2*

Your marketing department has determined that they want to create a Customer Journey that will target marketing contacts that have visited your website in the past 12 months.
Which type of marketing segment should you create?

A. Profile Segment

B. Interaction Segment

C. Landing Page Segment

D. Customer Insight Segment

Suggested Answer: *B*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/segmentation-lists-subscriptions

Roman92 Highly Voted 3 years, 10 months ago
The question is not correct. There are only two types of segments : static and dynamics. The presented answers covers the segment's blocks (based on profiles, interactions or other segments). So for me the correct answer is B which should be named -> Behavioural block (Interaction)
upvoted 8 times

Zeus6 Highly Voted 3 years, 6 months ago
Answer is correct - see very first paragraph in this MS Docs article: https://docs.microsoft.com/en-gb/dynamics365/marketing/segments-interaction
upvoted 6 times

wwhung Most Recent 7 months, 2 weeks ago
confusing question as there're only Dynamics segments and static segments. If it's based on interaction records, then it's behavioral blocks query.
Ref: https://learn.microsoft.com/en-gb/dynamics365/customer-insights/journeys/segmentation-lists-subscriptions
upvoted 1 times

chrislight 3 years, 11 months ago
This is now known as a 'Behavior Segment'
upvoted 5 times

> **Zeus6** 3 years, 6 months ago
> Agreed - https://docs.microsoft.com/en-gb/dynamics365/marketing/segments-interaction
> upvoted 1 times

Question #5 *Topic 2*

You are a marketing professional for AdventureWorks Cycles. You want to create a new subscription form with a new subscription list.
You have created the new subscription list, but must be able to see the subscription list selection in the designer toolbox.
When creating the new form, which form type must you select to meet the condition?

A. Landing Page

B. Event Form

C. Forward to a Friend

D. Subscription Center

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

MrEz 8 months, 3 weeks ago
a landing page can also include a subscription list. https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms#marketing-form-types-and-subscription-behavior

but i guess here they specifically ask for subscription form.
upvoted 1 times

Question #6 *Topic 2*

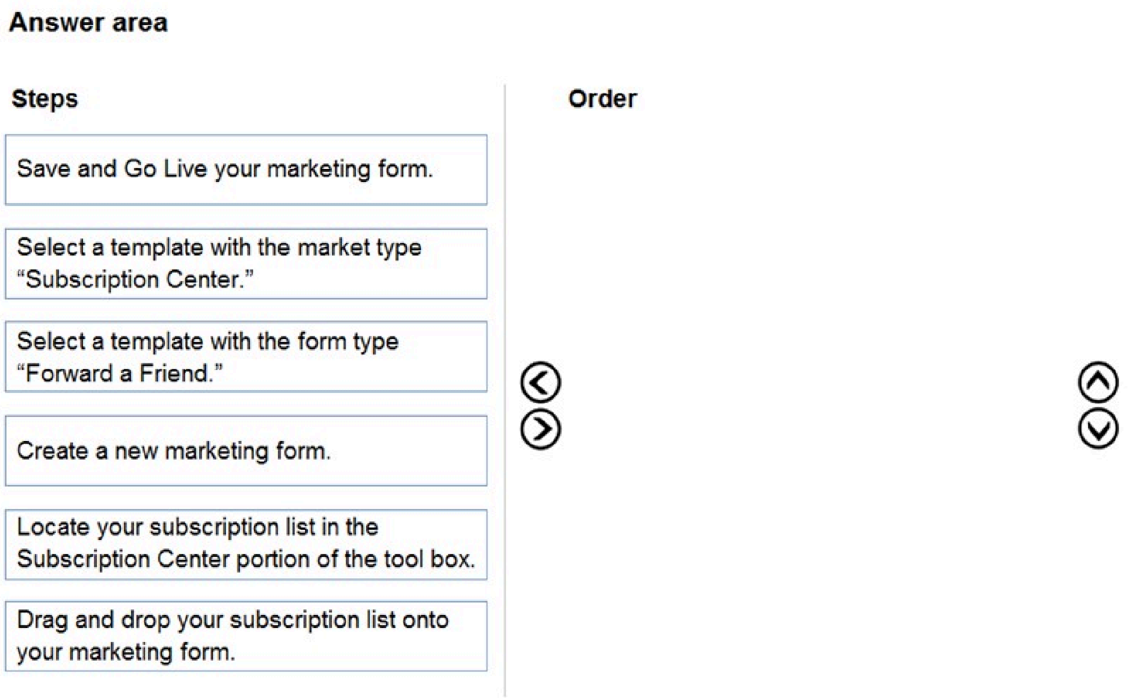
DRAG DROP -

You are a marketing professional.

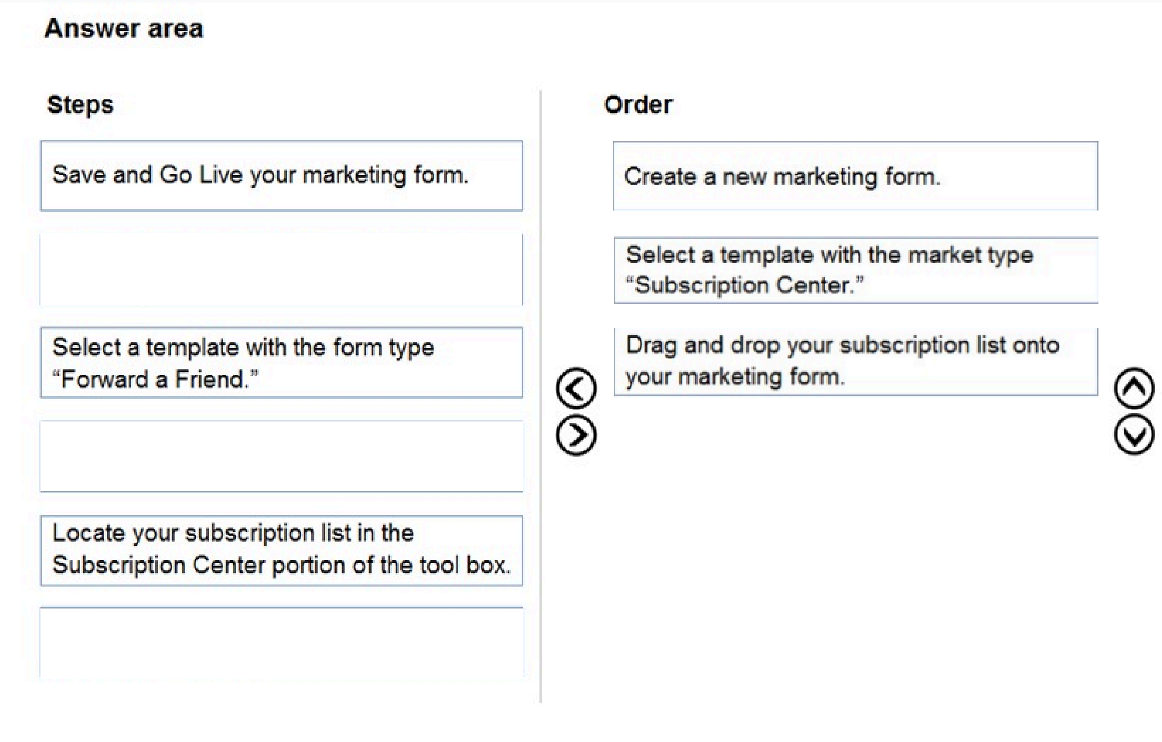
You need to create a subscription center marketing page that will include a subscription list you have already created. The marketing page will be reviewed by a colleague.

Which three actions should you perform in sequence, to create a Subscription center form? 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:



Suggested Answer:



Reference:

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

MrEz 7 months, 2 weeks ago

the funny thing here is it asks for "You need to create a subscription center marketing PAGE" etn=msdyncrm_marketingpage
but then it only offers you FORM to create msdyncrm_marketingform
upvoted 1 times

MrEz 8 months ago
given answer is correct
Create a new marketing form
Select a template with the market type “Subscription Center.” (socially accepted answer by microsoft but not really 100% required)
Drag and drop your subscription list onto your marketing form

but very immature. https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/set-up-subscription-center , basic steps:

New marketing form
Marketing form template via filter
You should see the subscription list that you just made listed here, plus any others that were already in your system. Drag it from the Toolbox to the space under the Newsletter subscriptions heading.
upvoted 1 times

MrEz 8 months ago
Create a new marketing form
then i had a problem: only 3 steps required, because i wanted:

Select a template with the market type “Subscription Center.”
Locate your subscription list in the Subscription Center portion of the tool box.
Drag and drop your subscription list onto your marketing form

but if you don't locate it, you cannot add it, right?! but maybe microsoft does not want to hear that. Okay my customers have dozens of subscribtion lists from where you have to locate the right one, but i guess Microsoft wants to hear that all is so simple, just drag and drop, and if one of the customers is using more than 1 subscription lists... he is the problem ;-)
upvoted 1 times

MrEz 8 months ago
i initially skipped the template in favour of locating before drag & drop. but using a template adds e.g. the 'Don't email' and this is a cruical part, you may forget not using a template (and if ever you get sued, 'why didn't we just use a template...!')
upvoted 1 times

Nohcosnij 2 years, 2 months ago
1) Create a new marketing form
2) Locate your subscription list in the subscription "list" portion of the toolbox
3) Drag and drop your subscription list onto your marketing form

You don't necessarily need to create a marketing form from a template.
Subscription lists are located in the "Subscription lists" portion, not in the "Subscription center", in the toolbox.
upvoted 4 times

praveen2022 2 years, 5 months ago
Create a new marketing form
Locate your subscription list in the subscription center portion of the toolbox
Drag and drop your subscription list onto your marketing form
upvoted 3 times

AndreaDP 2 years, 9 months ago
The market type "Subscription Center" doesn't exist at all when selecting the template. It should be "form type" and it is "Subscription Form" in case. So the suggested response is wrong.
upvoted 3 times

RoseRose 2 years, 10 months ago
Third answer should be "Locate your subscription list in the Subscription portion of the tool box". The form is already live by default so you only need to save it.
upvoted 4 times

MaartenNORRIQ 2 years, 10 months ago

Why not also locate the subscription list, and why not go live at the end?
upvoted 2 times

praveen2022 2 years, 5 months ago
The marketing page will be reviewed by a colleague.
upvoted 5 times

Question #7 *Topic 2*

The sales team needs guidance on adding Contacts to existing segments.
Which three statements accurately describe those process? Each answer represents a complete solution.

A. Those who do not have access to the segment entity cannot add a contact record to a segment.

B. A Contact can be added to a static segment while viewing the contact record.

C. A Contact can be added to several segments at once.

D. Those who do not have access to the segment entity can add a contact record to a segment.

E. A Contact can be added to a dynamic segment while viewing the contact record.

Suggested Answer: *BCD*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/manage-segments-from-contacts

Power_Ninja Highly Voted 2 years, 3 months ago
100% correct
upvoted 5 times

Harish1509 Most Recent 1 year ago
Instead of working directly with a segment definition, you can add or remove a contact to/from any static segment while viewing their contact record. This enables users such as salespeople, who know their contacts well but don't have access to the segment entity, to manage the segments a contact belongs to while working directly with that contact record.
upvoted 1 times

Question #8 *Topic 2*

You are a Dynamics 365 Marketing functional consultant.
You create a marketing subscription list and you need to make it available for website visitors.
In which two ways can you do this?

A. In the Email Marketing form, drag the created subscription list to the form.

B. In the Subscription Center form, drag the created subscription list to the form.

C. In the Landing Page template, drag the created subscription list to the form.

D. In the Event Template, drag the created Subscription List to the form.

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

Community vote distribution
BC (100%)

ceejaybee 1 year ago
in exam, Dec 2022
upvoted 2 times

Candy2002 1 year, 2 months ago
Selected Answer: BC
By the naming, I guess is B & C, only landing page, subcription centers or event registration can have subscription list. It is more reasonable to get B & C. For D, there seems no official "Event Template"
upvoted 4 times

Power_Ninja 1 year, 3 months ago
Question is badly formed, you can add subscriptions to Landing pages, subscription pages or event registration pages, you can't with forward to a firend.
Only B makes sense, if I was forced to choose a second option it woudl be C
upvoted 2 times

Nohcosnij 1 year, 4 months ago
B and C
Landing page form can also include subscription lists as described in https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms#marketing-form-types-and-subscription-behavior
upvoted 3 times

Knightie 1 year, 6 months ago
A and B
In
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center
Look at
1.Find the page called Default Marketing Page in the list. This is the default subscription center.
2. Find the form called Default Subscription Center Form in the list. This is the default subscription form.
upvoted 2 times

zkarraman25 1 year, 11 months ago
Only B is correct, I think!?
upvoted 3 times

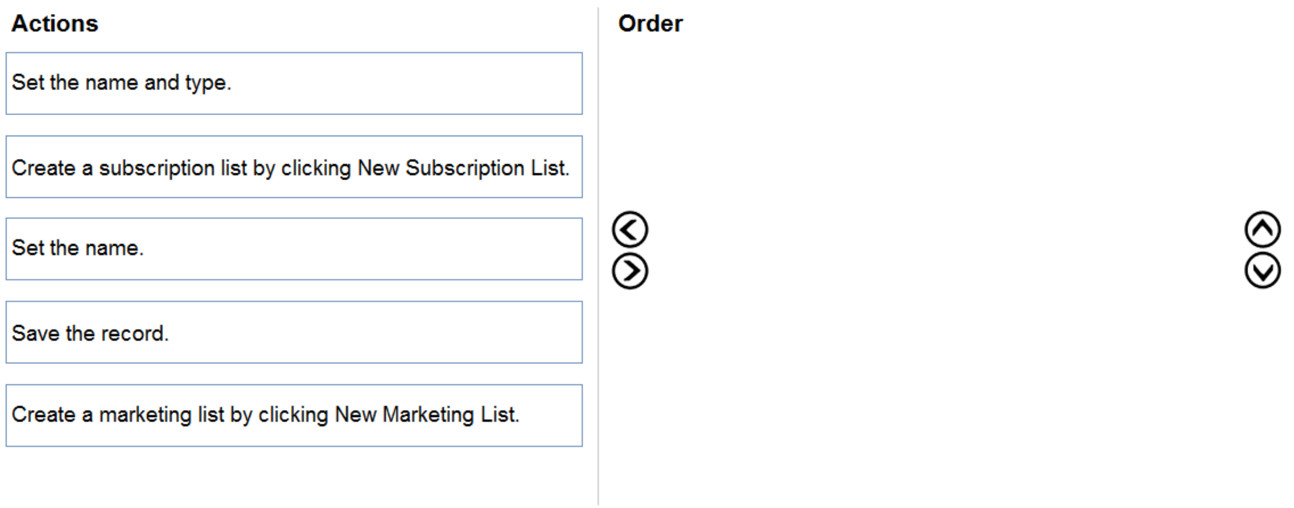
Question #9 *Topic 2*

DRAG DROP

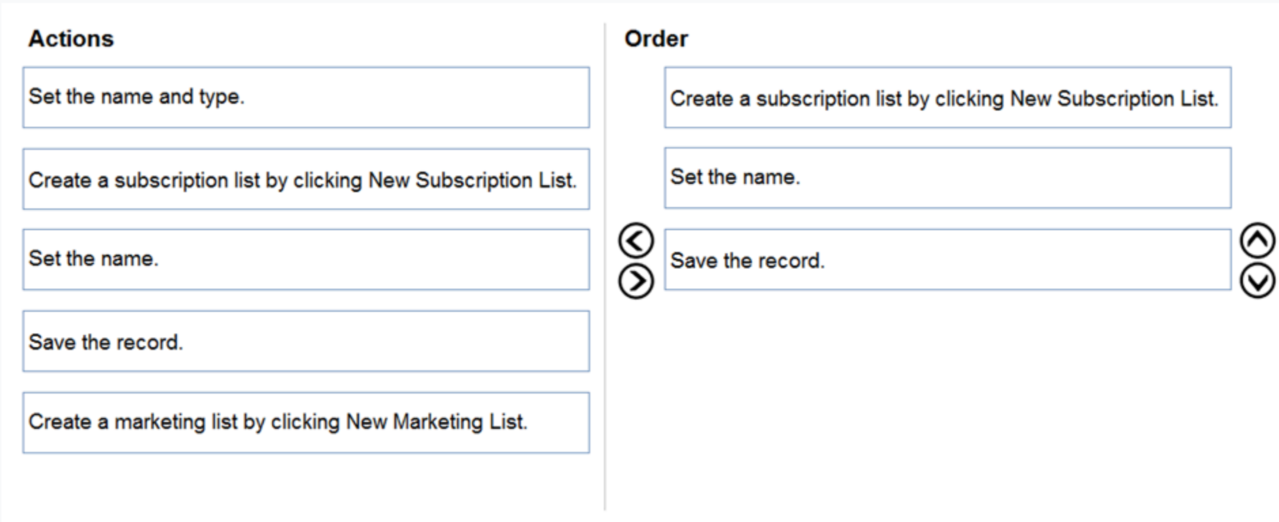
-

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.



Suggested Answer:



MrEz 9 months, 1 week ago

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/set-up-subscription-center

seems you cannot enter type nor Marekting List Member type. Interesting that subscription lists actually are 'list' entiy and technically speaking they are nothing different to Marketing Lists (entity name 'list). in Real-time: it is segment and you would have to select either for contact and lead (i wonder why they have dropped account? If one customer on this plant had a favour to target accounts, he would be doomed!)

upvoted 1 times

Nyanne 1 year, 4 months ago

Why not select the name and type?

upvoted 1 times

Nyanne 1 year, 4 months ago

Answering my dumb question.. There is no way to update Type on Subscription list. Type is only a selection for Marketing Lists.
Also, why is the answer not Marketing list? Because only Subscription lists allow the customer to manage their subscription to the topic as highlighted in the question, users need to manage the ability to receive product updates.Assuming users here refers to customers...
upvoted 6 times

Fari_ 1 year, 3 months ago
Thank you for the explanation. It helps
upvoted 1 times

Question #10 Topic 2

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.

Answer Area

Actions	Order
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.	

Suggested Answer:

Answer Area

Actions	Order
Check the Form for errors and Go Live.	Create a Subscription List for each of your newsletters.
Create a Marketing Form with the type as Subscription Center.	Create a Marketing Form with the type as Subscription Center.
Check the Page for errors and Go Live.	Check the Form 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.
Create a Marketing Page to hold the Subscription Center Marketing Form.	Add each of your Subscription Lists to the Marketing Form as Checkboxes.
Add the Marketing Page as the Subscription Center in the content settings record.	Check the Page for errors and Go Live.
Add each of your Subscription Lists to the Marketing Form as Checkboxes.	Add the Marketing Page as the Subscription Center in the content settings record.

molivera90 Highly Voted 11 months, 1 week ago

I think the order would be:
1-Create a Subscription list for each of your newsletters.
2-Create a marketing Form...
3-Add each of your subscription list to the marketing form...
4-Check the form and Go Live...
5-Create a marketing Page...
6-Check the page and Go live...
7-Add the Marketing page as the Subscription Center in the Content settings record.
upvoted 10 times

Nyanne 10 months, 1 week ago
Definitely! Youre answer must be correct.
The provided answer is incorrect becuase you cannot add the subscription list to the marketing form after its already gone live...
upvoted 3 times

Question #12 *Topic 2*

You are a marketing automation consultant. Your client wants to understand the benefits of using the natural language feature in Dynamics 365 Marketing.

Which two statements explain why your client may want to use the Natural Language feature? Each correct answer presents part of the solution.

A. Using the Natural Language feature allows marketers to build marketing journeys using simple words to specify touch points in the customer journey.

B. Using the Natural Language feature allows marketers to build segments using simple words to specify what audience they want to target.

C. When looking at a Marketing Journey created by another user, the Natural Language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.

D. When looking at a segment created by another user, the Natural Language feature makes it easier to understand the logic of the segment and decide whether it meets the target profile for a campaign.

Suggested Answer: *AB*

Roland_P 10 months, 3 weeks ago

Answer is correct: real-time marketing journeys can be created with natural language (https://learn.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language) as well as segments (https://learn.microsoft.com/en-us/dynamics365/marketing/nl-segment-build)

upvoted 2 times

MDrescher 12 months ago

Only B is correct, no natural language feature in Customer Journey/Journey

upvoted 2 times

Nyanne 10 months, 1 week ago

Interesting.. As of today 23 August 2023, this is available to Journeys in Preview mode. Not sure if this was available previously..
https://learn.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language

upvoted 1 times

Question #13 *Topic 2*

The marketing department at your organization is running a campaign to update the customers' email addresses.

You need to trigger a confirmation email once a customer's email address is updated in the real-time journey.

What should you do?

A. Create a journey with a repeating schedule that occurs when a customer's email address is updated.

B. Create a workflow with a default step that will trigger a real-time journey when a customer's email address is updated.

C. Create an event-based journey with the event trigger once a customer's email address is updated.

D. Create a dynamic segment for the contacts that initiated the trigger and send them an email through the journey.

Suggested Answer: *D*

Community vote distribution

C (100%)

MDrescher Highly Voted 1 year, 5 months ago

C is correct, Event Based Journey

upvoted 10 times

Nyanne 1 year, 4 months ago

Agreed

upvoted 1 times

ccraba Most Recent 11 months, 1 week ago

Selected Answer: C

Should be C

upvoted 1 times

Question #14 | *Topic 2*

DRAG DROP
-

You are managing marketing segments in Microsoft Dynamics 365 Marketing.

You need to filter contacts to create segments so that you can use the segments in journeys.

How should you filter contacts for different segment types? To answer, drag the appropriate segment type from the column on the left to its matching filter options on the right. Each segment 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 match is worth one point.

Segment types

- Dynamic Segment
- Static Segment

Answer Area

Filter options	**Segment types**
List of contacts based on interaction records in marketing insights database	
List of contacts based on **Add by Query**	
List of contacts that will be updated automatically based on defined criteria	
List of contacts that is based on manual selection or enrollment	

Suggested Answer:

List of contacts based on interaction records in marketing insights database	Dynamic Segment
List of contacts based on **Add by Query**	Dynamic Segment
List of contacts that will be updated automatically based on defined criteria	Dynamic Segment
List of contacts that is based on manual selection or enrollment	Static Segment

SoMuchConfusion Highly Voted 1 year, 1 month ago

Add by Query is used for STATIC segments, not Dynamic.

Reference: second bullet under number 4 here: https://learn.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions#create-and-go-live-with-a-new-segment

Thus I believe the correct answer to be:

Dynamic

Static

Dynamic

Static

upvoted 14 times

Nyanne 10 months, 1 week ago

Yes correct.

upvoted 1 times

Question #15 *Topic 2*

You currently have a dynamic marketing segment for anyone living in Singapore that is not based on a template.

You need to update this segment to be anyone living in Singapore who has also opened an email this year.

What should be done to the marketing segment?

A. Add a Behavior Block that queries emails opened this year.

B. Change the template to Opened a Template.

C. Add a Segment Block that has a segment for emails opened.

D. Add a Query Block that queries emails opened this year.

Suggested Answer: *A*

Orne 8 months, 4 weeks ago

This answer seems correct to me.

upvoted 3 times

DRAG DROP

-

You are creating a segment based on a combination four other segments: Segment A, Segment B, Segment C and Segment D.
The marketing director wants you to define the membership of the new segment as follows:

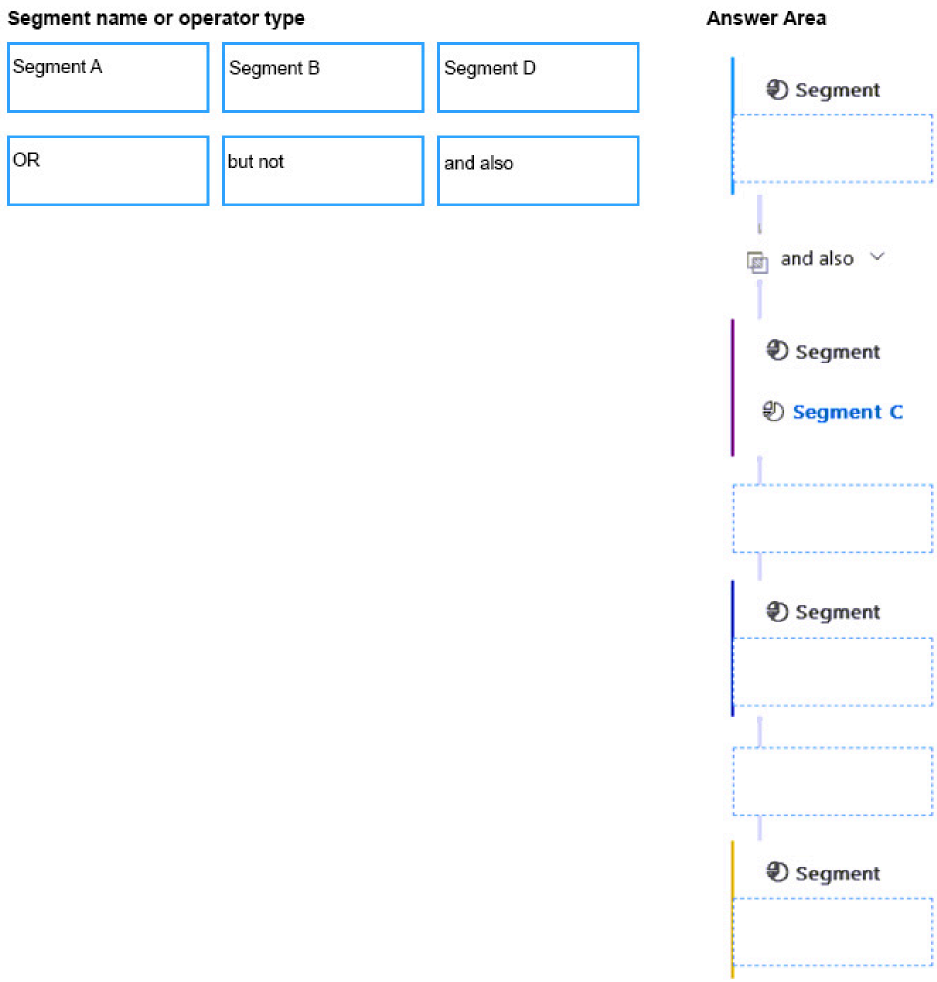
- Include all members of Segment B
- Include all members of Segment C who are members of segment D
- Exclude any members of Segment A

You need to combine the segments using the appropriate operators to satisfy the marketing director's criteria.

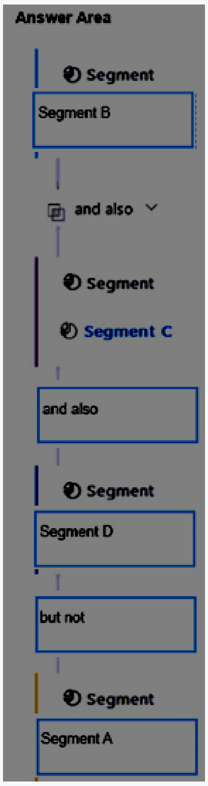
Which segment name or operator type applies in each segment block and query operator?

To answer, drag the appropriate segment name or operator type to the correct empty segment blocks and query operators in the answer area.
Each segment name will be used once. Each operator type may be used once, more than once, or not at all.

NOTE: Each correct match is worth one point.



Suggested Answer:



Nyanne Highly Voted 1 year, 4 months ago

I disagree.. for the answer provided, Contacts would need to belong to all 3 Segments (B, C and D), which does not meet the stated requirements.

Correct answer should be:

Segment D

AND ALSO

Segment C

OR

Segment B

BUT NOT

Segment A

upvoted 6 times

Fari_ 1 year, 3 months ago

the exam topics answer seems right. In your answer OR segment B doesn't meet the requirement. Segment B is mandatory which means the operator for this should be 'and also'.

Am I missing something ?

upvoted 2 times

TwelveConsulting 1 year, 2 months ago

I agree with you Fari. Answer seems correct to me.

upvoted 1 times

MrEz 9 months, 1 week ago

I disagree: Nyanne is correct!

AND conditions reduce the numbers:

D and also C means the overlapping in both segments (you can see the 2 rectangles which show a grey overlapping area): if in D: you have 1,2,3, and in C, you have 2,3,4 the result is: 2,3.

Or condition increase the numbers:

or condition: joins

(after you have 2, 3 selected as only they are in both sets) you add the ones in B like 2, 9,11,12

the result would be: 2,3, 9,11,12.

If you combine with an and condition, I expect the result to be 2 because only 2 is in all 3 segments.

That's how it works in advanced find, fetchxml, sql..., and I would be astonished, if Microsoft would build a new interpretation of and / or.

upvoted 2 times

Question #18 *Topic 2*

Your organization recently implemented Microsoft Dynamics 365 Marketing. You are educating the marketing team on tools that are available to protect your senders' reputation, such as the backend suppression lists.

You need to recommend the backend suppression list that will prevent emails from being sent to certain domains known to be harmful to your senders' reputation.

Which backend suppression list should you recommend?

A. Pattern suppression

B. Hard bounce suppression

C. Email complaint suppression

D. Spam complaint suppression

Suggested Answer: *A*

Hancha 7 months, 1 week ago

Selected Answer: A

Aspect Pattern Suppression Hard Bounce Suppression

Trigger Proactive (based on domain patterns or rules). Reactive (based on bounce feedback).

Focus Prevent emails to risky or spammy patterns. Prevent emails to invalid addresses.

Scope Domain-wide or pattern-specific (e.g., regex). Individual email addresses.

Usage Scenario Avoid delivering emails to known spam domains. Avoid repeatedly emailing invalid addresses.

upvoted 1 times

MrEz 1 year, 3 months ago

Are suppression lists the same as suppression segments? - I just got confused.

upvoted 1 times

EsePe 1 year, 9 months ago

A is corect

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/suppression-lists

upvoted 4 times

Question #19 *Topic 2*

You are training your company's marketing team on analyzing marketing results using the insights available on various marketing records. One of the team members asks when they should use the Contact Insights tab on the Leads form versus the Insights tab on the Contacts form for insights related to marketing contacts.

You need to explain how the insights available on the Leads forms are different from the insights available on the Contacts form.

What should you tell the team?

A. Only insights on the Leads form include the lead's age and lead score history.

B. Only insights on the Contacts form include event interactions.

C. Only insights on the Contacts form include subscription list interactions.

D. Only insights on the Leads form include marketing form interactions.

Suggested Answer: *C*

businesselements1 1 year, 1 month ago

Marketing form interactions, as mentioned in option D, are specifically tied to leads and are only available on the Leads form. This information is crucial for understanding how leads have engaged with marketing forms, providing valuable data for lead nurturing and conversion efforts.

Therefore, option D is the correct choice when explaining the differences between insights available on the Leads form and the Contacts form.

upvoted 1 times

Orne 1 year, 2 months ago

Seems A to me. Just struggling a bit because of the Lead scoring history. https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/insights#contact-insights

upvoted 4 times

MrEz 9 months, 1 week ago

it is a dotted line.

upvoted 1 times

MrEz 9 months, 1 week ago

outbound: Marketing forms -> msdyncrm_marketingform
real-time: Forms -> msdynmkt_marketingform
Which one is meant?
None of these answers would be a satisfising answer if I were that marketing guy.
Oops with form this time contact or lead form is meant.
B: outbound and real-time contain event interactions
C: Lead contains subscription list interactions (outbound only)
D: Marketing form interactions on Contact and Lead form (you can relate marketing form and form: outbound and real-time for contacts or leads.
The only question I had, if marketing only contacts are regarded as 'leads'? thing get hazy here...),
Therefore, it can only be A. I double-checked it. Lead score history and lead age is on Lead form only.

upvoted 1 times

Question #20 *Topic 2*

Case study -

This is a case study. Case studies are not timed separately. You can use as much exam time as you would like to complete each case. However, there may be additional case studies and sections on this exam. You must manage your time to ensure that you are able to complete all questions included on this exam in the time provided.

To answer the questions included in a case study, you will need to reference information that is provided in the case study. Case studies might contain exhibits and other resources that provide more information about the scenario that is described in the case study. Each question is independent of the other questions in this case study.

At the end on this case study, a review screen will appear. This screen allows you to review your answers and to make changes before you move to the next section of the exam. After you begin a new section, you cannot return to this section.

To start the case study -

To display the first question in this case study, click the Next button. Use the buttons in the left pane to explore the content of the case study before you answer the questions. Clicking these buttons displays information such as business requirements, existing environment, and problem statements. If the case study has an All Information tab, note that the information displayed is identical to the information displayed on the subsequent tabs. When you are ready to answer a question, click the Question button to return to the question.

Overview. General overview -

You are a functional consultant at Litware, Inc. for Dynamics 365 Marketing. Your goals are to:

1. Configure your environment to your company's specific needs and usage, creating an environment that will allow the new Users to begin work creating Customer Journeys and other marketing efforts to countries in North America and Europe.
2. Function as one of the marketing executives, specializing in compliance and adherence to company brand standards. Your role will include reviewing all marketing content before it is made publicly available.

General working hours for Litware, Inc. is 9AM to 6PM, Monday through Friday.

Overview. Users -

The new marketing executives will immediately begin to create Customer Journeys and use Customer Insights for reporting. There will be multiple Users in this role, and some will have additional privileges such as:

• LinkedIn integration administration
• Litmus Inbox Preview
• GDPR Privacy administration

Some of the marketing executives will focus on creating web content, while others will focus on creating Marketing Emails and putting together Customer Journeys.

As the functional consultant, you will focus on:

• assuring compliance with privacy practices
• auditing subscriptions
• ensuring all messaging adheres to your company's brand standards
• continually adjusting settings as necessary within the system
• monitoring marketing pages to ensure content is current
• investigating any blocked email and fixing issues, if possible

Overview. Compliance -

As the Litware marketing executives create a digital marketing library, you will be responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

All marketing content must include the company logo, utilize the company colors (Green and Yellow), and have properly formatted sentence structure.

The following content must follow generally accepted grammar rules:

• Landing Pages
• Subscription Centers
• Forward to a Friend
• Voice of the Customer
• Event management
• Embedded Forms

All Marketing Pages with more than 5,000 views monthly must be reviewed quarterly to ensure content is updated and meets brand standards.

Existing environment. Dynamics 365 Marketing

This is a newly-installed system.

• No Users (other than you) have been added.
• There is no integration with any ERP system. An integration with LinkedIn and other social media sites must be configured.
• No custom configuration has been performed, and this will be within your area of responsibility.
• Your focus will be on ensuring your Dynamics 365 Marketing system is optimized for the type of marketing information Litware, Inc. needs to send out, and the results they want to analyze.
• You and others will be responsible for creating Content Blocks and Customer Journey Templates that meet brand and company standards, which will be used in multiple ways in all marketing efforts.
• All Lead Scoring Models will create new contacts in the database when the score is over 30.

Existing environment. Licensing -

Litware, Inc. has a total of 10 Dynamics 365 Marketing licenses, one of which is the functional consultant license.

As the functional consultant of the account, you will be responsible for ensuring your company does not exceed the limits of your current subscriptions / licenses.

Litware, Inc. does not want to add any new licenses or purchase any more storage.

No Marketing Emails have been sent yet, and there are no Contacts in your Marketing database.

Several social media accounts have been configured and authenticated. All postings are to be made Public, for the widest visibility.

Existing environment. Add-ins -

Litware, Inc. staff will utilize LinkedIn extensively for their marketing efforts.

It will be your responsibility to custom configure the LinkedIn integration, and to ensure all marketing messages meet the requirements necessary to market to LinkedIn Leads.

GDPR Privacy must be enacted on Customer Journeys for all recipients to comply with international laws, as Litware, Inc. has many contacts in Europe.

Each Contact in your database must be given clear directions as to how they can modify and disable the permissions they have given Litware, Inc, regarding contacting them.

This must be perpetually available.

Litware, Inc. wants to use artificial intelligence (AI) to maximize the effectiveness of all marketing efforts.

Your system has already been enabled to use the Smart Scheduler functionality.

Requirements. Planned changes -

You will need to add several Users, who will then become members of your marketing team, including giving them accurate privileges and security related to their roles.

Each User must be given the freedom to accomplish their tasks, and yet not given permission to use tools outside their area of responsibility.

As the marketing executives at Litware, Inc. begin creating the digital content they will need for their customer journeys, you must ensure all the forms and web pages match company brand standards and best practices.

Litware, Inc. needs to implement controls on all Customer Journeys that will send emails at times when recipients are most likely to open them.

All Customer Journeys need to include the ability to capture contact info for anyone who is not already in your database.

Any Contact who fails to open 5 email messages should be marked as “Do not email.”

Requirements. Analysis and reporting

When the marketing executives begin to report on outcomes with Customer Insights, your job as the functional consultant will be to create custom analytics with Power BI. This will require you to set up Azure Blob Storage and give some of your users adequate permissions to use the information stored there.

Analysis and reporting is necessary for the following elements:

• lead scoring models – to ensure scores over 30 are creating new contacts.
• email insights – for unique opens and click-thru information.
• website insights – to determine the most popular web pages.
• marketing form interactions – to see which forms were submitted most frequently.
• incomplete journeys – to identify messages that can be improved.

All emails marked as blocked need to be analyzed and grouped as to the reason for the block.

A custom entity called Building Location is used as a reference for every contact. All segments need to include sorting by this entity.

Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped. If the Contact stopped because Litware, Inc. reached the send quota for the month, the blocked Contacts should be added to a new segment and retried on the first of the following month.

Requirements. Compliance and access

The use of Power BI will require you to set up Azure Blob Storage and give some of your users adequate permissions to use the information stored there.

Activity templates will be used to provide follow-up with marketing Contacts as appropriate. You will be responsible for ensuring these are created in the system in a way that allows your Users to perform the tasks as assigned.

As digital content templates are developed, you will be responsible for ensuring each one complies with Litware, Inc.’s brand standards. In addition, you will need to be aware of known issues with specific email clients and avoid those problems.

All public content must comply with applicable national and international laws.

Segments must be dynamic in order to comply with GDPR regulations. Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

Marketing Emails should be sent from an individual, to avoid spam filters that block generic email addresses.

Requirements. Technical requirements

• The current subscription includes a quota of 10,000 contacts; 100,000 Marketing email messages. You must ensure Litware, Inc. does not exceed these limits. You will need to report on your limits monthly to your manager.
• For the GDPR privacy requirements for European recipients, it is your responsibility to ensure perpetual access to navigation sites that enable them to manage the permissions that govern Litware, Inc.'s permission to contact them, and ensure these sites are being visited as frequently as expected.
• All marketing materials that are made publicly available through Litware, Inc. must meet privacy requirements. The Privacy Policy must be reviewed quarterly to ensure accuracy and compliance with applicable laws.
• Lead scoring will be based on the following:
o Interaction with website content
o Previous purchases from Litware, Inc.
o Demographic details

Planned Event. Logistics -

This conference will be a 3-day live event with attendees registering with their email address.

• Each attendee must indicate which track they wish to take. They are allowed to attend any class on that track during the event.
• Each track will have 3 classes per session, each lasting 1.5 hours.
• One staff member will be in each class to gather the names of all attendees.
• All event information will be posted on the event website:
o Basic Event Information
o Tracks
o Classes
o Speakers
o Event Schedule
o Registration
o Info about Passes
o Webinar Link
• Once the maximum number of registrations has been received, a waitlist will be managed that will automatically register attendees as space becomes available.

Planned Event. Speakers -

• Most speakers will be compensated, and all will receive complimentary lodging and meals at the host hotel.
• Some classes will require two smaller classrooms to be combined into one large room. Litware, Inc. staff will manage this process between sessions.
• Each speaker is allowed to bring 1 additional person at no charge. The speakers have been told to send this extra person's information to Litware, Inc. staff so that the person can be automatically registered for the Track where the speaker is scheduled.

Planned Event. Attendees -

• The host hotel has rooms available for attendees on a first-come, first-served basis. There are a total of 40 rooms available.
• In order to receive the conference room rate, they must register through the event's marketing page.
• Attendees who have attended previous events will receive a discounted registration rate: o $10 for one prior event o $25 for two prior events o $50 for three prior events
• Registrants were invited to this conference in response to contacting Litware, Inc. to start a Case with a complaint. Information about their Case

will be used in email content.
• The venue can accommodate a maximum of 148 attendees.

Planned Event. Sponsors -

• Each Track will have a sponsor who must be acknowledged at the beginning of each day, during the Keynote Speech and on the website.
• The conference is working with a new Sponsor, XL Company, to host the welcome tent.
• The conference has a returning Sponsor, Megram Corp, who is sponsoring all of the branded pens and notepads available for attendees.
• One Sponsor is ON24, who will be simulcasting the Management Track. They have performed this function previously and are well-versed in managing the event.

Planned Event. Communications -

• Once a registration is received, the conference wants to send information to the registrant via email, giving them a detailed description of all the classes in their selected Track.
• Once a simulcast registration is received, the conference wants to send information to the registrant via email, giving them the link to the webinar and a detailed description of all the classes in that Track.
• One week after the end of the event, a survey must be sent out to each attendee, asking them about the event, the track they selected, and each individual class they attended. No survey will be sent to those who did not attend any classes.
• There will be multiple marketing messages posted on LinkedIn about this event. Litware, Inc.'s preference is that these are scheduled to post during the business day when possible.

To meet privacy and reporting standards, which three items does Litware require for segments? Each answer represents a complete solution.

A. Segments must include sorting by privacy requirements.

B. Segments should be Dynamic.

C. Segments should be Static.

D. Contacts blocked due to quotas will be added to a new segment.

E. Segments must include sorting by the Building Location entity.

Suggested Answer: *BDE*

MrEz 9 months, 1 week ago
correct, i was first not sure about d, but
"the blocked Contacts should be added to a new segment and retried on the first of the following month" -> privacy AND reporting...
upvoted 1 times

Question #21 *Topic 2*

Case study -

This is a case study. Case studies are not timed separately. You can use as much exam time as you would like to complete each case. However, there may be additional case studies and sections on this exam. You must manage your time to ensure that you are able to complete all questions included on this exam in the time provided.

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At the end on this case study, a review screen will appear. This screen allows you to review your answers and to make changes before you move to the next section of the exam. After you begin a new section, you cannot return to this section.

To start the case study -

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Overview. General overview -

You are working at the non-profit foundation as one of the Microsoft Power Platform consultants in their Global and European Area Office in Amsterdam, the Netherlands.

The foundation's vision is to “Engage in a digital habi-verse.” Their idea is to reach out to the public, in particular the younger generation, by immersing animals and habitats in the digital metaverse.

Their goal is to connect and create awareness of actual non-digital wildlife.

Overview. Organization -

Headquartered in Amsterdam, the foundation has national offices all around the world.

All the national offices are responsible for fundraising, as well as establishing a local donor, ambassador, and volunteer community. The foundation s headquarters (HQ) supports the national offices with IT platforms and templates. HQ also provides services around finance, customer service, and marketing.

Funds are allocated to metaverse initiatives selected by HQ or donated to other supporting programs and causes.

Examples of recently supported programs:

• Funded an initiative from a fitness app to introduce animals to their in-app fitness challenges. Runners could compare their times to different animals or do a “live" sprint or activity against them.
• Supported a Roblox gaming project where a wildlife sanctuary was digitally duplicated. With actual animals being tracked, gamers can see their digital avatars move around the digital sanctuary in real -time, and make donations through the Robux digital currency.

Overview. IT environment -

The foundation relies on Microsoft technologies throughout their organization. The foundation uses Microsoft Cloud for Nonprofit, that is predominantly based on Microsoft Dynamics 365 and the Power Platform.

Although the foundation limits customizations and relies on standard functionality, there are some relevant configurations:
• Dynamics 365 is extended with the Microsoft Common Data Model for Nonprofits.
• Unless otherwise stated, no customizations have been made to forms or views.
• The foundation prefers to not create new workflows or additional automated processes.
• There is an integration with their finance solution. For this, many entities require a mandatory Cost Center allocation field. These entities include events, campaigns, and donor commitments.
• All countries/regions and offices work within the same Dynamics 365 tenant and environment. To secure and segregate data, business unit hierarchies and security roles are configured.

The Dynamics 365 Marketing module is used for journey orchestration and engagement to send email, SMS, and push messages.
• Microsoft Power Pages is used for the foundation's online volunteer and event portals.
• For SMS messaging, Twilio has been configured as a SMS provider in Dynamics 365 Marketing.
• Business Process flows are used for events, campaigns, opportunities and leads. To ensure a good user experience, mandatory fields for creation should be part of the first process step.
• There are numerous processes automated through Power Automate. For example: o All new users are created as contacts. o Submitted form information is copied and registered on master entities. o Task activities can be created from real-time campaigns for employees.

New initiative and scenario. Background information

The foundation has set up a basic event template and configuration to support national initiatives. As part of the event process, each event uses individual segment-based journeys for inviting audiences. Common actions such as registrations and check-ins use a single journey per default Marketing trigger.

The foundation s newest initiative is to use outdoor music festivals to create awareness and attract new donors and volunteers. For these large complex events, the management and coordination of the events will initially be done by a dedicated HQ team.

The goal is to have a large presence in public spaces where people are engaged with examples of supported projects, compelling speaker sessions, and silent virtual reality (VR) disco. The music from the stages can be heard and experienced in a virtual, wildlife-packed rainforest. At the physical event location, visitors can use Microsoft Power Apps to donate and join the community.

You need to support the new event scrum team as a scrum developer. The foundation recently completed its first pilot event at a large outdoor music festival in Amsterdam.

Together with the team, you are reviewing the results as you prepare for the next festival in Buenos Aires, Brazil.

New initiative and scenario. Event design principles

Set up and design principles for new events are as follows:
• Event management and engagement is conducted through the real-time marketing module in Dynamics 365 Marketing.
• Event locations have a public area, as well as several spaces for event sessions and the silent VR disco.
• To further promote the foundation and the event, VIPs are invited with the request to share and create social content. The invited VIPs are already linked ambassadors (constituents), but the foundation wants to expand their ambassador base through these events. VIPs will receive special event passes.
• The event team consists of the foundation's employees, as well as volunteers. Their role is to facilitate the event, supply information, convert donations, and check people in during the sessions.
• All national constituents of the event location are invited through an initial segment-based journey.
• The content of all touchpoints must be engaging and include its own branding. A creative agency supported the foundation with custom HTML designs for templates according to the Dynamics 365 Marketing design principles.
• Senior marketeers want to be included in the invitation journeys, but segments that include them have yet to be created.
• Leads should be created from the event registrations.
• Post-event surveys are sent out to registered and checked-in constituents that gave permission during the registration.

Issues and requests -

During the Amsterdam event retrospective, the team received the following feedback:
• Content designers were unable to use the drag and drop editor of the imported emails.

• Senior marketeers did not receive event invitations.
• All registered contacts received a post-event experience survey invitation, even if they were not checked in at the event.
• Registered contacts received two different confirmation emails.
• When creating the event(s). the cost center field is mandatory, but difficult to find on the event form.

For the Buenos Aires event, the foundation decided to add some new design principles:
• To raise funds, a contribution will be charged for session packages and the silent VR disco.
• National ambassadors should receive a special SMS invitation to receive free VIP access to the sessions and silent VR disco.
• Event team members must be onboarded through a Dynamics 365 Marketing journey.

You need to resolve the issue where senior marketeers did not receive event invitations.

What should you change in the segment configuration for the journey?

A. Inside a journey record, add an Inclusion group segment to the Audience settings.

B. Inside the segment, add a SEGMENT query block with the AND ALSO clause.

C. Inside the segment, add contacts as an INCLUSION GROUP.

D. Inside a journey creation step, add the invitation and inclusion segment.

Suggested Answer: *C*

Community vote distribution

A (100%)

Hancha 7 months, 1 week ago

Selected Answer: A

The issue stems from senior marketeers not being included in the event invitations. The solution involves modifying the journey's Audience settings to ensure that senior marketeers are explicitly included in the audience for the journey.

Inclusion Group in the Audience settings allows you to add a segment that explicitly includes contacts (such as senior marketeers) to the journey's audience.
This ensures that the specific group is targeted even if they are not part of the main segment defined for the journey.
upvoted 1 times

Question #23 *Topic 2*

DRAG DROP

-

You need to set up the default subscription center for customers to manage their communication settings.

In which order should you perform the actions? To answer, move all actions from the list of actions to the answer area and arrange them in the correct order.

Answer Area

Steps

- Create a subscription list for each of your newsletters.
- Create a marketing form with **Type: Subscription Center**.
- Add the subscription center marketing form to a marketing page and **Go Live**.
- 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 and **Go Live**.

Order

1.
2.
3.
4.
5.

Suggested Answer:

Order

1. Create a subscription list for each of your newsletters.
2. Add each of your subscription lists to the marketing form as checkboxes and **Go Live**.
3. Create a marketing form with **Type: Subscription Center**.
4. Add the subscription center marketing form to a marketing page and **Go Live**.
5. Add the marketing page as the subscription center in the content settings record.

Hancha 7 months, 2 weeks ago

I believe it´s 12543, i.e. first you create a foram a then you add lists as checkboxes there...

upvoted 2 times

Question #24 *Topic 2*

You are deploying Dynamics 365 Customer Insights - Journeys.

You need to update the settings within the preference center.

What is available for configuration in the preference center?

A. Deploy a different consent enforcement model.

B. Change the consent profile.

C. Update the contact point(s) for which consent is captured.

D. Create customized subscription centers.

Suggested Answer: *D*

Community vote distribution

C (100%)

Hancha 7 months, 1 week ago

Selected Answer: C

The preference center in Dynamics 365 Customer Insights - Journeys allows configuration of how consent is captured and managed for different communication channels. Specifically, you can:

Update the contact points (e.g., email, SMS, or push notifications) to manage consent for those channels.
Configure consent settings to comply with data privacy regulations such as GDPR.
While subscription centers are linked to consent and preference management, creating or customizing them is a separate process and not done directly within the preference center.
upvoted 1 times

Question #26 *Topic 2*

You are deploying Dynamics 365 Customer Insights - Journeys.

You need to update the settings within the preference center.

What is available for configuration in the preference center?

A. Update email settings.

B. Create customized subscription centers.

C. Add or remove a purpose so the preference center collects the right information.

D. View consent audit history.

Suggested Answer: *B*

Community vote distribution

C (100%)

Hancha 7 months, 1 week ago

Selected Answer: C

compliance profile/content purposes/addORremove purpose

upvoted 1 times

Question #1 | *Topic 3*

DRAG DROP -

You are a marketing professional.

You need to create a marketing form that will include a subscription list you have already created. The marketing form will be finalized by a colleague.

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 then in the correct order.

Select and Place:

Steps

- Save and Go Live your marketing form.
- Create a new marketing form.
- Drag and drop your subscription list into your marketing form.
- Select a template with a market type "Landing Page".
- Locate your subscription list in the Subscription Center portion of the tool box.
- Select a template with the market type "Forward a Friend".

Order

Suggested Answer:

Steps

- Save and Go Live your marketing form.
- Create a new marketing form.
- Drag and drop your subscription list into your marketing form.
- Select a template with a market type "Landing Page".
- Locate your subscription list in the Subscription Center portion of the tool box.
- Select a template with the market type "Forward a Friend".

Order

- Create a new marketing form.
- Locate your subscription list in the Subscription Center portion of the tool box.
- Drag and drop your subscription list into your marketing form.

References:

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

ned Highly Voted 4 years, 9 months ago

Answer is correct.

1) Go live is not valid as form is to be finalized by colleauge

2) Template with Marketing type "Landing Page" is not valid, as the template type should be "Subscription Center"

upvoted 17 times

MrEz Most Recent 9 months, 1 week ago

Question 6 solution was:

Create a new marketing form

Select a template with the market type "Subscription Center." (socially accepted answer by microsoft but not really 100% required)

Drag and drop your subscription list onto your marketing form

upvoted 1 times

MrEz 9 months, 1 week ago

the question was: You need to create a subscription center marketing page that will include a subscription list you have already created. The marketing page will be reviewed by a colleague.
Which three actions should you perform in sequence, to create a Subscription center form? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.
upvoted 1 times

BeachVball 1 year, 12 months ago
Correct:
Only forms of type subscription center show subscription lists in the Toolbox.
https://learn.microsoft.com/en-gb/dynamics365/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form
upvoted 3 times

MrEz 9 months, 1 week ago
create new marketing form
skip template
set form type to Landing page
Toolbox: scroll down -> subscription list -> drag and drop. it's possible for landing page too.
upvoted 1 times

MrEz 9 months, 1 week ago
"Only forms of type subscription center show subscription lists in the Toolbox."

funny, maybe this has changed over time?https://learn.microsoft.com/en-gb/dynamics365/customer-insights/journeys/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form
upvoted 1 times

guglielmina 3 years, 10 months ago
(1) Create new mktg form, (2) locate you sub list in the sub center (should be subscr list correct from a wording point of view) portion of the tool box, (3) drag and drop your sub list in your mktg form
upvoted 4 times

Samsn 4 years, 5 months ago
Is the answer really correct? The option says Subscription Center and not Subscription List section on the Toolbox
upvoted 4 times

Zeus6 4 years ago
I agree - i'm just hoping the wording of the answer in the exam says Subscription List not Subscription Center (as Sub Center is incorrect!)
upvoted 4 times

DaneP 4 years, 5 months ago
Step number 4 in the supporting article says Subscription Center.
Check the references for link.
upvoted 2 times

Zeus6 4 years ago
DaneP - you should be looking at step 7 in that link, not step 4
upvoted 2 times

Question #2 *Topic 3*

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

Suggested 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

jakub_kangur 3 years ago
Correct
upvoted 4 times

ned 4 years, 9 months ago
The question is in appropriate... The subscription list has nothing to do with a Marketing List..
upvoted 2 times

Lula 4 years, 9 months ago
Hello ned, I think that a subscription list is actually a marketing list with flag Subscription = TRUE
upvoted 14 times

Zeus6 4 years ago
Agreed. The answer is also correct because there are no 'publish' options - these records are only ever 'active' or 'inactive' using the out the box activate and deactivate buttons
upvoted 8 times

MrEz 9 months, 1 week ago
technically, bot are on the 'list' entity.
upvoted 1 times

Question #3 *Topic 3*

You are a marketing administrator.
You need a marketing form that will only accept contact information and allow opt-in to emails.
What kind of form should you create?

A. Journey Form

B. Forward to a friend Form

C. Landing Page Form

D. Subscription Page Form

Suggested Answer: *C*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-forms

Community vote distribution
D (67%) C (33%)

Florie Highly Voted 4 years, 4 months ago
actually having re-read this https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-forms; the correct answer is Landing Page
upvoted 12 times

BackBonedMilk 4 years ago
I think you're correct. The question also says "Only"' contact details and opt-in to emails. A subscription center form will allow you to also view lists that you can subscribe to and that you're already subscribed to.
upvoted 2 times

MrEz 8 months, 2 weeks ago
"opt-in to emails" --> that is exactly what you describe as "view lists". Therefore, correct answer is d.
upvoted 1 times

MrEz Most Recent 8 months, 2 weeks ago
My bet is D Subscription Center.
Reason is the keyword "only". Landing pages allow contact OR lead.
"only accept contact information and allow opt-in to emails."

i had a bit difficulty with "and allow opt-in to emails." because as per default for landing page and subscription it adds "do not allow emails" check mark. Technically this is an opt-out not an opt-in - it is the opposite. but you can add more subscription lists (but i regard this not as an opt-in to emails but an opt-in to newsletters). on the flip side of the coin you could say if uncheked, it is an opt-in for emails. in this case is the word "only" bound to contact information or to both, opt-in for emails too because then it would contact information, opt-in AND opt-out. ...
upvoted 1 times

MrEz 8 months, 2 weeks ago
1) if you understand "accept contact information" in terms of update and create
2) and if you understand "only" also for "and only! allow opt-in to emails" instead of " only accept contact information and (only?) allow opt-in to emails." then landing page is the better option ans landing page does only allow opt-in (the specific term is subscription) to emails. it does NOT offer unsubscribe from emails as it cannot bring up your subscription made.
upvoted 1 times

Milo84 12 months ago
Initially I think it was D too but reading carefully the article you can understand the option C is enough for the requirement: "Landing page form: This is a general-purpose form for collecting contact information on marketing pages that are not subscription centers or forwarding forms. Landing page forms can also offer mailing-list subscriptions for opt-in, but they can't show the visitor their current subscriptions or allow them to opt out of any lists (for this, they must use a subscription form)."
upvoted 1 times

antoyou 1 year, 4 months ago
Selected Answer: D

Option C (Landing Page Form) is not the most suitable option for this scenario. While landing pages can be used to capture contact information, they are more versatile and can be used for various marketing purposes. A Subscription Page Form is better suited for the specific requirement of capturing contact information and opt-ins for email marketing.

upvoted 2 times

Candy2002 2 years, 2 months ago

Selected Answer: C

C is correct. I went to the trial and checked, only Landing Page can have a DO NOT EMAIL field under subscription center.

upvoted 1 times

Knightie 2 years, 6 months ago

Landing page forms can also offer mailing-list subscriptions for opt-in, but they can't show the visitor their current subscriptions or allow them to opt out of any lists (for this, they must use a subscription form).

upvoted 1 times

guglielmina 3 years, 10 months ago

Correct is C - Landing page forms can also offer mailing-list subscriptions for opt-in, but they can't show the visitor their current subscriptions or allow them to opt out of any lists (for this, they must use a subscription form). When the form is submitted, Dynamics 365 Marketing tries to match the incoming data to an existing contact; if a match is found, the matching record is updated, otherwise a new record is created. The new or updated contact will also be subscribed to each mailing list where the check box is selected, but will not change their subscription status for any mailing list where the check box is cleared.

upvoted 4 times

Marcozl 4 years, 3 months ago

Subscription Center is used to contact update your informations

upvoted 1 times

Roman92 4 years, 3 months ago

I think C is correct. Landing page can offer global opt-in management (but not the opt-in by subscription)

upvoted 4 times

SWPR 4 years, 4 months ago

Ans is C- Landing page

upvoted 3 times

Florie 4 years, 4 months ago

i also think correct answer is D. someone please confirm

upvoted 2 times

Jacek 4 years, 4 months ago

Correct is D

upvoted 3 times

Question #4 | *Topic 3*

DRAG DROP -

You are a marketing administrator.

You need to edit a web page that contains a form used for holiday offers. The page and form are visible to the outside world.

Which five steps, in order, are needed to complete your task? (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:

Steps	Order
Navigate to Marketing Form.	
Click Edit in the header.	
Click Edit in the command bar.	
Click Save.	
Make changes to the page.	
Navigate to Marketing Page.	
Click Go Live.	
Open the applicable record.	

Suggested Answer:

Steps	Order
Navigate to Marketing Form.	Navigate to Marketing Page.
Click Edit in the header.	Click Edit in the command bar.
Click Edit in the command bar.	Make changes to the page.
Click Save.	Click Save.
Make changes to the page.	Click Go Live.
Navigate to Marketing Page.	
Click Go Live.	
Open the applicable record.	

cloud_ Highly Voted 3 years, 3 months ago

1. Navigate to Marketing Page
2. Open the applicable record
3. Click edit in the command bar
4. Make changes to the page
5. Click save

The page is already live and the question says to make changes
upvoted 78 times

zukito3 1 year ago
Correct, see https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages in section "Deploy your marketing pages"
upvoted 4 times

MaHa237 1 year, 11 months ago
If it was Navigate to Marketing PageS, this would be the most logical answer.
upvoted 3 times

iThem 3 years, 1 month ago
I thnik this is the good answer, Whe should not click on Go Live, there is no reason, In my opinion
upvoted 2 times

catalene 3 years ago
It's correct, tested in crm. You don't need to "Go Live".
upvoted 3 times

pcrb67 Highly Voted 1 year, 9 months ago
This answer is incorrect - it should be:
1. Navigate to Marketing Page(s)
2. Open the applicable record
3. Click edit in the command bar
4. Make changes to the page
5. Click save
upvoted 5 times

Skairi Most Recent 6 months, 4 weeks ago
Not needed to "Go Live". The journey is currently live, but you have chosen to edit it locally. The live journey will continue to process contacts and take other actions while you work with the local version.
Make the required changes and then choose Save to update the live journey automatically.
upvoted 1 times

Candy2002 8 months, 3 weeks ago
Incorrect. Checked that the page can be modified even the page is Go Live, so cloud_should be correct.
upvoted 1 times

MaHa237 1 year, 11 months ago
I think Navigate to Marketing Form is better, because you'll navigate to the form to edit the Marketing Page. If you go to the page, you even can't click on edit in the command bar.. And I can't find how to navigate otherwise to a Marketing page then first go to the Marketing Form..?
upvoted 1 times

MaHa237 1 year, 11 months ago
Found it.. ;)
upvoted 1 times

andrewL 2 years, 9 months ago
Live, editable The message is currently live (and that version could be sent by a customer journey at any time), but you have chosen to edit it locally at the same time.

Make the required changes and then choose Save to update the live message automatically (after an error check) and return it to the active/live state.
https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live
upvoted 1 times

Lula 3 years, 3 months ago
It is not clear if you have to make changes to the form into the page or to other component of the page. The answer depends on what you have to update... Please correct me if I'm wrong, you can't edit form components from the page editor.
upvoted 1 times

Odom 3 years, 2 months ago

My assumption is that because the question reads "You need to edit a web page" that the change is to the page itself and not the form contained therein. Otherwise I think it would read "You need to edit a form on a web page"

upvoted 1 times

ned 3 years, 3 months ago

Correct Answer.

1) Navigate to Marketing page
2) Click Edit in the command bar
3) Make Changes to the page
4) Click Save
5) Click Go Live

upvoted 2 times

iThem 3 years, 1 month ago

Hello Why Souhld we click Go Live ? Can you explain?

upvoted 1 times

chrislight 2 years, 11 months ago

I just tested it now and you don't need to Go Live again, I think cloud_ answer is correct one

upvoted 2 times

Question #5 *Topic 3*

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

Suggested Answer: *D*

Emdy 9 months, 2 weeks ago
CORRECT
upvoted 4 times

Question #6 *Topic 3*

You are a marketing professional for Contoso, Ltd.
You want to create a marketing page that will utilize standardized content that can be used across emails, pages and forms. You elect to use the content block for this.
Which two elements are available to you when creating a content block? (Choose two.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. image element

B. divider element

C. text element

D. form element

Suggested Answer: *AC*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/content-blocks

chrislight Highly Voted 3 years, 11 months ago
Answer is correct, confirmed in Reference
upvoted 9 times

Harish1509 Most Recent 6 months, 3 weeks ago
Text, Image, Button, QR Code, Divider
upvoted 1 times

MDrescher 12 months ago
Since I think October Release 22 Content Blocks have the same new editor as the email designer, so Elements in Content Blocks are the following: Text, Image, Button, Video, Divider, Code, QR Code
upvoted 3 times

hfallad 3 years, 9 months ago
AC Correct . " If you are working in the graphical designer (the Design > Designer tab), then you can only include a single design element in your content block, and only text and image elements are supported. Drag either a text element or an image element from the Toolbox to the canvas and configure your element as usual. More information:"
upvoted 2 times

Question #7 *Topic 3*

You are a marketing professional.
You have created a marketing form and want content items to automatically fill in for the customer.
What is a valid form for prefill?

A. Pre-fill Form

B. Survey Form

C. Journey Form

D. Subscription Center Form

Suggested Answer: *D*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/form-prefill

ned Highly Voted 4 years, 9 months ago
Answer is correct. There is only one valid form given in the choices i.e. Subscription Center Form.
upvoted 13 times

guglielmina Highly Voted 3 years, 10 months ago
we have 4 different for form type: landing page, subscription center, forward to a friend, event registration
upvoted 5 times

koger Most Recent 4 years, 3 months ago
I had this on exam, but without the Subscription Center Form option. There was "Athens" insted of that.
upvoted 5 times

Alexonti922 2 years, 9 months ago
Then what is correct answer if there is no option for subscription center?
upvoted 2 times

MrEz 9 months, 1 week ago
Athens is a default form of type: Forward to a friend
it still makes no sense.
upvoted 1 times

Question #8 *Topic 3*

You are a marketing professional who is marketing to an engineering segment.
You need to create a new field for a marketing form. The new field needs to be a number that can support a level of precision up to 7 decimal places.
Which field type should you use?

A. Single Line on the Text

B. Floating Point Number

C. Whole Number

D. Decimal Number

Suggested Answer: *D*
References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields

ned Highly Voted 4 years, 9 months ago
Correct Answer. Floating point supports upto 5 points of precision. On the other hand decimal supports upto 10 points of precision.
upvoted 12 times

iThem Highly Voted 4 years, 7 months ago
Yes.To go further:
Whole numbers don't include fractions, or decimals.
Single line of text is not a number, is a text!
Answer : Decimal number
upvoted 6 times

ExamTests Most Recent 11 months, 1 week ago
Numero Decimal é o correto... ele aceita até 10 pontos decimais... o Ponto flutuante aceita até 5 somente
upvoted 1 times

Question #9 | *Topic 3*

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	Order
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.	

Suggested Answer:

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

iThem Highly Voted 4 years, 1 month ago

Hello Ned,

Weneed to take down the marketing (PAGE) that contains the form

There's a catch.

Why this answer could not be the good one?

1) Navigate to Marketing Page

2) Open the Applicable record

3) Click Stop, located in the command bar

upvoted 88 times

ned Highly Voted 4 years, 3 months ago

The correct answer is as follows. There is no Unpublish button anywhere on form or marketing page..

1) Navigate to Marketing Form
2) Open the Applicable record
3) Click Stop, located in the command bar

upvoted 51 times

Nyanne 10 months, 1 week ago

I voted, but then realised you picked 'Navigate to Marketing Form'.. This is incorrect because the page would still be live, and display an error message to the user, since the form is down.
Correct answer for the first action is Navigate to Marketing Page

upvoted 3 times

Marianajtmt Most Recent 1 year, 10 months ago

"You can remove a live page from the internet by selecting Stop in the command bar." from MS docs

upvoted 4 times

praveen2022 2 years ago

there is no action called "Unpublished"

upvoted 3 times

MaHa237 2 years, 11 months ago

https://docs.microsoft.com/en-us/dynamics365/marketing/go-live
Status Active/Status Reason Live: The page is currently live and available publicly on the internet.
To stop a live page, open it and then choose Stop on the command bar.
Active/Stopped:
The page was once live, and may have already been used, but is now stopped and unavailable publicly on the internet.
While stopped, you can edit and save the page without going live. Select Go live to publish the page again.
I'm just doubting that if you already navigated to the page, you should open the applicable record, because you are already on the page...
Anyway:
- Navigate to Marketing Page
- Click Stop, located in the command bar
are two items that are correct.

upvoted 2 times

BDXYZ 3 years, 7 months ago

iThem is correct. The question states that you need to take down the marketing page. So you need to stop the page, not the form.

upvoted 4 times

Jay23 3 years, 11 months ago

So is it "navigate to the marketing form " or is it "Navigate to the page form" ?

upvoted 1 times

cochwbc 3 years, 10 months ago

for me you have to stop the page. Because if you only stop the form, user will still be able to navigate to the page but an error message will be displayed :
We can't find the form page you're trying to load: <div data-editorblocktype="FormBlock" data-form-block-id="b1a9e8e4-0ced-ea11-a817-000d3a22ccb5"></div>. Please check your page setup.

upvoted 3 times

jnicophene 2 years ago

How do you unpublish something that was never published? In the app designer? These are on or off by "Go Live" or "Stop"

upvoted 1 times

Jay23 3 years, 10 months ago

Indeed, you're right .

upvoted 1 times

AveryGT 3 years, 11 months ago

Remove this unpublish solution - it is nonsense

upvoted 6 times

GMNZ 4 years ago

I agree with ned and iThem. There is no Unpublish button on Marketing form. The correct answer is :

1) Navigate to Marketing Form

2) Open the Applicable record

3) Click Stop, located in the command bar

upvoted 2 times

BackBonedMilk 3 years, 6 months ago

Incorrect. You have to stop the Marketing Page not the Marketing Form

upvoted 9 times

jnicophene 2 years ago

No "Unpublish" button exist

upvoted 1 times

Question #10 *Topic 3*

DRAG DROP -

You are an administrator working on a marketing campaign.

You need to understand the various types of digital content that are available for use with marketing.

Which Content Types match with the Purposes that are listed? To answer, drag the appropriate Content Type to the correct purpose. Each Content 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:

Content Type

- Images and Keywords
- Landing Page
- Subscription Form
- Forward to a Friend Form
- Marketing Email Messages
- Templates

Purpose	
Pictures and words to be added to marketing content	
General-purpose form for collecting contact information	
Allows contacts to view and edit their opt-in / opt-out information	
Accepts email address(es) in order to send info to colleagues.	

Suggested Answer:

Content Type

- Images and Keywords
- Landing Page
- Subscription Form
- Forward to a Friend Form
- Marketing Email Messages
- Templates

Purpose	
Pictures and words to be added to marketing content	Images and Keywords
General-purpose form for collecting contact information	Landing Page
Allows contacts to view and edit their opt-in / opt-out information	Subscription Form
Accepts email address(es) in order to send info to colleagues.	Forward to a Friend Form

Abdullah1993 Highly Voted 3 years, 11 months ago

This is correct.

upvoted 10 times

TwelveConsulting Most Recent 1 year, 2 months ago

Correct.

upvoted 1 times

jimmy101 2 years, 5 months ago

I think the first one is Marketing email messages, anyone?

upvoted 1 times

MrEz 9 months, 1 week ago

me too i thought 'Images and Keywords' sounds like a repetion. content type is a weird expression for e.g. 'landing page' it is better 'container type'?

upvoted 1 times

MrEz 9 months, 1 week ago

To GPT*: For the first, isn't that a bit of a pleonasm 'Images and Keywords' and 'Pictures and words to be added to marketing content'? In this perspective could 'marketing email messages' be a better fit. The items below 'content type' are rather containers. In regards of that 'Images and Keywords' are different to Forms or Landing page.

*First, GPT4 also went for "Images and Keywords", though GPT is overly opportunistic.

upvoted 1 times

MrEz 9 months, 1 week ago

2nd GPT-Answer

You bring up an insightful point regarding the distinction between content types as containers versus specific content elements like "Images and Keywords." Given this perspective, let's reevaluate the matching with an understanding that content types such as forms, landing pages, and email messages act as containers or vehicles for content delivery.

Pictures and words to be added to marketing content

Content Type: Marketing Email Messages

Reasoning: Marketing email messages can indeed be a more fitting choice for delivering a combination of pictures and words to a targeted audience. Emails are a direct channel for incorporating various types of content, including images and text, to engage recipients.

upvoted 1 times

MrEz 8 months, 2 weeks ago

msdyncrm_file is part of the left hand navigation title 'Marketing content' and sub area 'Library' so maybe it is images and keywords that you add to marketing content and this marketing content you obviously add e.g. to marketing email messages.

upvoted 1 times

guglielmina 3 years, 10 months ago

but in the second they ask for a form and a landing page is not a form. The answer should be Subscription form?

upvoted 2 times

rafaelbelo 3 years, 10 months ago

because the landing page contains the form that does that. And it is not the subscription form. Form does not always indicate a formulary per se, but a page with a form. You need to know the function of each to know this one, and not hints on words.

upvoted 3 times

Question #11 Topic 3

DRAG DROP -

You are a functional consultant. You need to edit a live web page that contains a form used for holiday offers. The page, and form, are visible to the outside world.

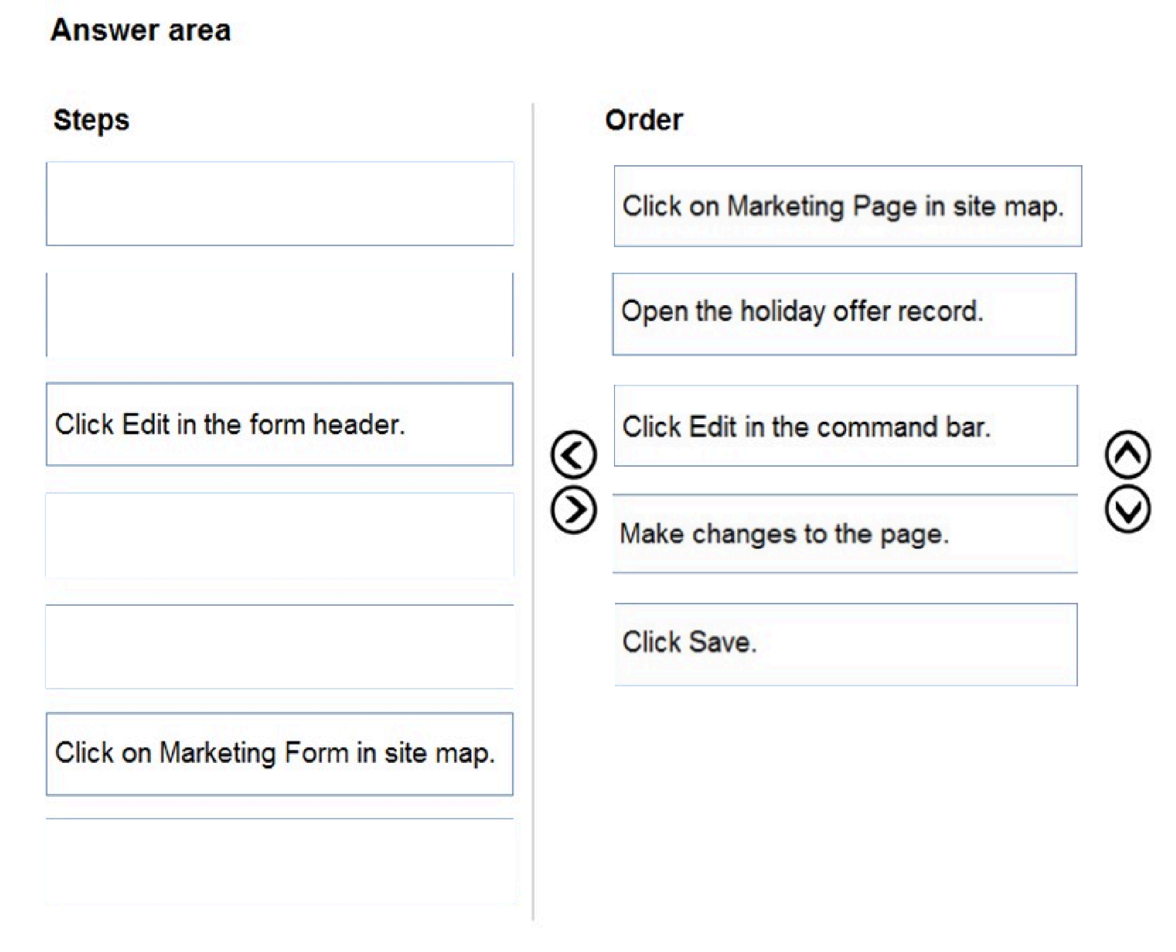
Which five steps, in sequence, are needed to complete your task? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Answer area

Steps	Order
Click Save.	
Make changes to the page.	
Click Edit in the form header.	
Click on Marketing Page in site map.	
Click Edit in the command bar.	
Click on Marketing Form in site map.	
Open the holiday offer record.	

Suggested Answer:



Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages

antboii Highly Voted 2 years, 9 months ago

Correct

upvoted 11 times

nedjarsofiane Most Recent 1 year, 10 months ago

I would say the first answer is "Click on Marketing Form" in site map, because you want to make changes to the content of the marketing form embedded on the marketing page

upvoted 1 times

SoMuchConfusion 1 year, 7 months ago

I can see why you would think that. However, the question specifically says "You need to edit a live web page that contains a form used for holiday offers." Yes the page hosts the form, but the page can contain other content as well. They are asking you how to edit the page, not the form that's on it.

You have to read the question text so very carefully and not jump to conclusions while overlooking details. That almost more than the actual product knowledge is what makes these exams so tricky.

upvoted 2 times

MrEz 9 months, 1 week ago

correct solution:

Click on Marketing Page in site map.

Open the holiday offer record.

Click Edit in the command bar.

Make changes to the page.

Click Save.

upvoted 1 times

MrEz 9 months, 1 week ago

i jumped for the same solution until i had the point 'make changes to the PAGE.' I got confused if they meant the 'edit' screen 'page'. you never know sometimes they are sloppy, somtimes they are very strict in the application of their terms.

'edit a live web page' -> so mentioning the form is maybe just a lure?

upvoted 1 times

jakub_kangur 2 years, 2 months ago

Still correct

upvoted 1 times

Question #12 | *Topic 3*

You are a marketing professional who is creating a marketing page.
Which three design elements are available to you? Each correct answer presents part of the solution.
NOTE: Each correct selection is worth one point.

A. Divider Element

B. Text Element

C. Content Block Element

D. Event Element

E. Survey Element

Suggested Answer: *ABC*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages

jakub_kangur Highly Voted 8 months, 3 weeks ago
correcto
upvoted 7 times

jnicophene Most Recent 1 year ago
The answer is correct. If you log into an updated D365 Marketing environment you can no longer find Event/Survey elements
upvoted 3 times

AznreAndy 1 year ago
Bad question. All can be design elements. Surveys and events includes, but surveys are optional--so if the admin didn't include Customer Voice as part of the D365 Marketing integration, then it will not be available.
upvoted 1 times

AznreAndy 1 year ago
Reference this link: https://docs.microsoft.com/en-us/dynamics365/marketing/content-blocks-reference
upvoted 2 times

Question #13 | *Topic 3*

DRAG DROP -

You are a marketing professional who is conducting training for a group of marketing trainees.

You are training on marketing forms and explaining the type of forms in Dynamics 365 Marketing.

Which form type applies to each data collection purpose? To answer, drag the appropriate form type to the correct data collection purpose. Each form 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:

Answer Area

Form Type	Data Collection Purpose	
Landing page form	This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions.	
Subscription form	This form is used to collect contact information on marketing pages.	
Forward to a friend form	This form is used to provide a short collection of fields with email address to extend to others.	

Suggested Answer:

Answer Area

Form Type	Data Collection Purpose	
Landing page form	This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions.	Subscription form
Subscription form	This form is used to collect contact information on marketing pages.	Landing page form
Forward to a friend form	This form is used to provide a short collection of fields with email address to extend to others.	Forward to a friend form

Reference:

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

Power_Ninja Highly Voted 9 months ago

Correct

upvoted 6 times

Question #14 *Topic 3*

DRAG DROP -

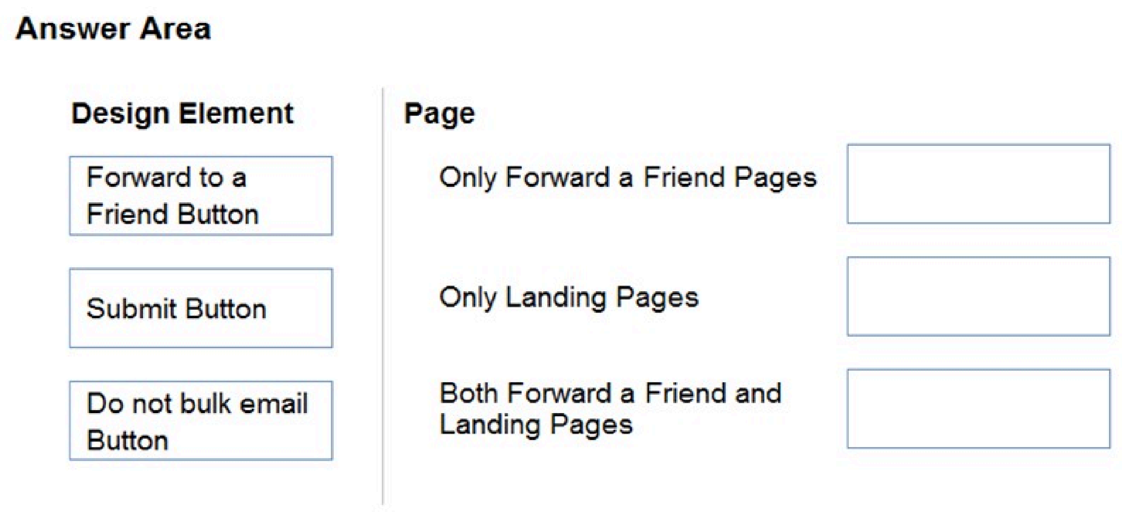
You are a marketing administrator who is training a new marketer.

As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.

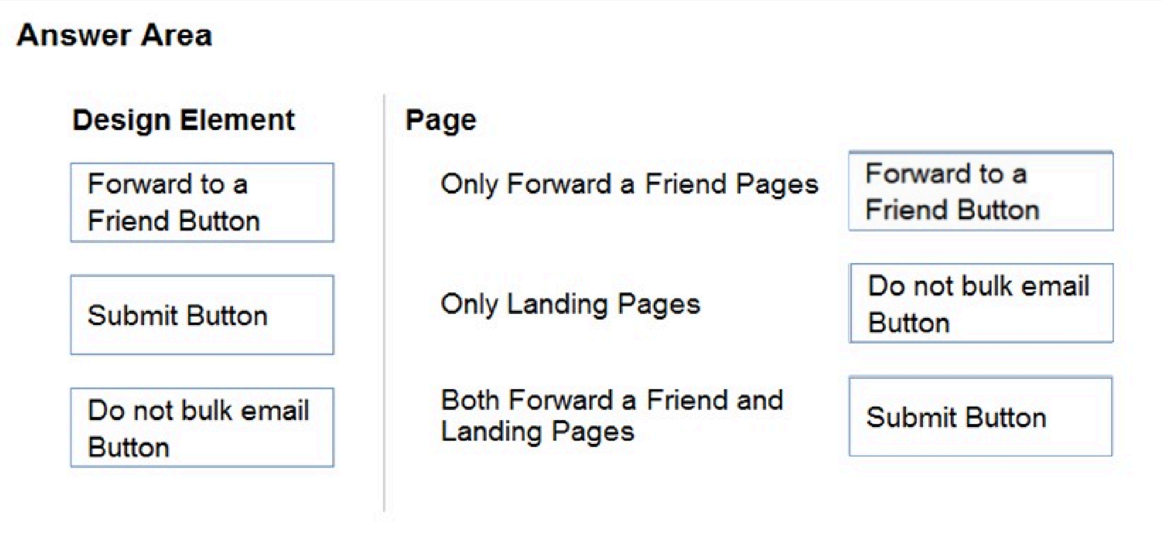
Which design element type is required for Landing Pages and Forward to a Friend Pages? To answer, drag the design element type to the appropriate page. Each form option may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Suggested Answer:



Reference:

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

JTkettu Highly Voted 2 years, 7 months ago

Answer is forward to a friend, submit, submit.

upvoted 14 times

willbeok 2 years ago

Agree, ref table in: https://learn.microsoft.com/en-us/dynamics365/marketing/marketing-forms#design-and-validate-your-form-content

upvoted 2 times

zukito3 2 years, 6 months ago

Correct and the link for the answer was written by ninakov

upvoted 1 times

abhishekpan 2 years, 5 months ago

True landing pages can be made live without do not bulk email button . tested it
upvoted 2 times

ninakov Highly Voted 2 years, 8 months ago
For the Landing page, ONLY Submit is required. https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms#design-and-validate-your-form-content
upvoted 6 times

MrEz Most Recent 9 months ago
Forward to a friend: Forward to a friend and Submit are required.
Landing page: Submit required
// i got confused because it said "only' Landing page. So i selected 'do not bulk email' knowing that it is NOT required on this form and it can also be used on subscription but I ammended the theory that 'only' was referring to the set of pages mentioned in the question. Bad wording can bring us to the verge of very imaginative assumptions ;-) Bulk is not an option at all.
upvoted 1 times

Skairi 2 years ago
Do not bulk Email is required only for subscription center. Submit is required for all forms. So: Forward to a friend; submit; submit
upvoted 2 times

bekosg 2 years, 3 months ago
Fact: In a Landing Page, only "Submit Button" is required. "Do not bulk emails" is an optional.

(a) and (c) are obviously correct.

Now, the way (b) is phrased is a bit contradictory. It reads "Only Landing Pages". 'Submit button' is not only a required field for Landing Page but also for Forward a Friend so this cannot be correct. In a way, (b) and (c) cannot have the same answer as "Only..." contradicts with "Both...".

On the other side, you are correct that "Do not bulk email Button" is an optional, so this is not a correct answer either.

In my opinion, no answer is confidently correct for (b).
upvoted 5 times

Question #15 *Topic 3*

You are a functional consultant analyzing the insights of the Marketing Page available in Dynamics 365 Marketing to collect data for a management presentation.

Which element should you analyze to obtain information on the number of times the page was opened?

A. Visits

B. Interactions

C. Overview

D. Submissions

Suggested Answer: *A*

Community vote distribution

C (100%)

suri999 1 year, 1 month ago

Selected Answer: C

overview

upvoted 2 times

Nyanne 1 year, 4 months ago

This question is unclear...

Overview tab will provide you with a total number of Visits..

And Visits will provide a detailed list of each visit with details about who visited, when...

upvoted 1 times

MrEz 9 months ago

management is not about details, is about huge numbers ;-)

upvoted 1 times

MrEz 9 months ago

to be constructive, Overview brings up 2 Numbers of Visits:

Visits :

This is the number of times this page was opened, including multiple visits from the same person.

Unique Visits:

This is the number of people who opened this page, multiple visits from the same person are counted once.

if you clear the cache, removing cookies, and then CTRL&F5: is it counted for 1 or 2 Visits? (assume you are not authenticated) I suppose it is 2 Visits.

upvoted 1 times

rodmarialvas 1 year, 8 months ago

Selected Answer: C

C - Under Overview you can see the number of visits and also the number of unique visits. Under Visits you can see the details of each visit.

upvoted 4 times

antoyou 1 year, 4 months ago

C. Overview: The "Overview" section provides a general summary of the marketing page's performance, but it may not specifically show the number of times the page was opened.

upvoted 1 times

Question #16 *Topic 3*

You are a Dynamics 365 Marketing functional consultant.

Marketing pages must conform to corporate branding standards. You need to ensure they all use the same style sheet.

How can you add the style sheet?

A. Add it to the Portal Settings.

B. Click on HTML in the Page Designer in the marketing pages.

C. Add it to the Portal Integration tab of the marketing page.

D. Add it to a content block, then add the content block to the marketing page.

Suggested Answer: *D*

MrEz 8 months, 2 weeks ago

the correct answer would be to add it to the html of the page template.

you can use !important
to make the content of the content block not to be overwritten by the definition of the area where you use it but basically content blocks are not meant to bring in layout just content

upvoted 1 times

MrEz 9 months ago

A. Add it to the Portal Settings. --> no portal available and customer does not want to pay portal licenses just to have great styling. you would have to add the portal setting to the marketing page (probably under 'portal integration' tab, though not directly selectable)

upvoted 1 times

MrEz 9 months ago

B. Click on HTML in the Page Designer in the marketing pages. -> just one not ALL Pages, requirement is all pages
C. Add it to the Portal Integration tab of the marketing page. see A) no portal available. To have bread, you don't buy a hot dog and throw away the sausage.
D. Add it to a content block, then add the content block to the marketing page. -> works on the content blocks and not on the page. but it is the option that is not as bad as all the others.

upvoted 1 times

MrEz 8 months, 2 weeks ago

a content block --> only 1?! does ensure nothing.

upvoted 1 times

Orne 1 year, 2 months ago

In my opinion the correct answer is C.

upvoted 1 times

MrEz 9 months ago

ensure... all pages...

upvoted 1 times

Nyanne 1 year, 4 months ago

Incorrect. A content block will only allow you to customise the styling of that specific block, not the entire page...
I would choose B) as you can edit the HTML in the page directly.

https://learn.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages#design-your-content

upvoted 4 times

MrEz 9 months ago

to ensure they all use the same style sheet. All not one. Focus is on ensure: some template would be best, but that is not an option here.

upvoted 1 times

Question #17 *Topic 3*

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.

Answer Area

Actions	Order
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.	

Suggested Answer:

Answer Area

Actions	Order
Go Live with the form template.	Create a new marketing form type.
Select the marketing form template by marketing form type "Landing Page".	Set the form type to "Landing Page".
Set the form type to "Landing Page".	Create a new form template.
Create a new marketing form type.	Select the marketing form template by marketing form type "Landing Page".
Save the form template.	Save the form template.
Create a new form template.	

MrEz 9 months ago

Create a new form template.

//before save it titles: " New Marketing form template"

Set the form type to "Landing Page".

Save the form template.

Go Live with the form template. Status reason: Draft -> Live
//as a joke: you don't have to make nice beautiful styling. Just go live with a bland white default page ☺
Select the marketing form template by marketing form type “Landing Page”.
upvoted 1 times

MrEz 9 months ago
https://learn.microsoft.com/en-us/dynamics365/marketing/email-templates#templates-in-dynamics-365-marketing: You can also create page and form templates, but you can only do so by creating them in the templates area—no Save as template. cool there is only ONE templates area... ;-) no classic ui advaned settings, templates. it is outbound marketing, 'Marketing templates' area to be more specific.
upvoted 1 times

MrEz 9 months ago
New Marketing form template
Set name, form type, and: Update contacts/leads.
create your template as you wish.
no 'Go Live' Button found but you can swap Status Reason between Draft and Live.
Select the marketing form template by marketing form type "Landing Page" ?? not found. terrible! maybe when you create a new form and want to use this newly created template: filter for e.g. landing page and select this new template ...
upvoted 1 times

Roland_P 1 year, 4 months ago
The suggested answer makes no sense to me. Why would you create a new form type?

You need to create a form template (see https://learn.microsoft.com/en-us/dynamics365/marketing/email-templates#templates-in-dynamics-365-marketing) and save it, in order for it to be available for use as a template. The order would be completely different from the suggested answer.
upvoted 2 times

Nyanne 1 year, 4 months ago
Agreed. There is no option to create a template from the form (unlike with email templates where you can create the email and then save as template).

I would answer:
1) Create new form template
2) Set the form type to "Landing page"
3) Save the form template
4) Go Live with form template
5) Select the marketing form template by marketing form type "Landing Page"

The last step makes sense when you actually run through the scenario on an environment. After setting up the template and go live, you can create a new Marketing form, and use the new template you published. You can search for Templates by the form type ="Landing Page".

Source: tested it out on outbound marketing
upvoted 6 times

Orne 1 year, 2 months ago
I would say that 4) & 5) should be changed, because there is no "Go Live" for Templates.
upvoted 2 times

Question #18 *Topic 3*

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.

Suggested Answer: *D*

Orne 8 months, 4 weeks ago

It is correct.

upvoted 1 times

Question #19 *Topic 3*

You are a Dynamics 365 Marketing functional consultant.

You have created a Subscription Form that lives on a marketing page in a marketing website.

The form is active, and you need to see how many submissions have been received.

In which three places can you find information on form submissions? Each correct response presents a complete solution.

A. Website Insights

B. Customer Journey Insights

C. Marketing Form Insights

D. Customer Voice submissions

E. Marketing Page Insights

Suggested Answer: *ACE*

TwelveConsulting 8 months, 3 weeks ago

It should B, website insights doesn't exist

upvoted 3 times

EsePe 9 months, 3 weeks ago

Is correct

upvoted 4 times

Question #20 *Topic 3*

DRAG DROP

-

You need to create hierarchy relationships between two option fields in a marketing form.

Which four steps 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.

Steps	Order
On the **Properties** pane, go to **Field attributes** > **Filter by** and select **Set up relationships**.	1
Select the child set that you want to nest into the parent field and create the mappings.	2
Add the two option set fields to the marketing form.	3
On the **Properties** pane, go to **Field attributes** > **Filter by** and select the parent field.	4
Set the parent and child options that will be connected.	
Select the child set that you want to nest into the parent field.	

Suggested Answer:

Add the two option set fields to the marketing form.
On the **Properties** pane, go to **Field attributes** > **Filter by** and select the parent field.
Select the child set that you want to nest into the parent field and create the mappings.
Set the parent and child options that will be connected.

Nyanne Highly Voted 1 year, 4 months ago

Correct answer is: CFAE

The documentation uses this exact wording.

https://learn.microsoft.com/en-us/dynamics365/marketing/marketing-fields#cascading-form-fields

upvoted 5 times

Fari_ 1 year, 3 months ago

yes. thanks

upvoted 1 times

MrEz Most Recent 9 months ago

Add two multiselect options or option set (radio button) fields to a form.

Select the child set that you want to nest into the parent field.

On the Properties pane, go to Field attributes > Filter by and select Set up relationships.

Set the parent and child options that will be connected.

upvoted 1 times

MrEz 9 months ago

CBAE if you start form the question set top to bottom

upvoted 1 times

KCDP1 1 year, 1 month ago

1. Add two multi-select options or option set (radio button) fields to a form.
2. Select the child set that you want to nest into the parent field.
3. On the Properties pane, go to Field attributes > Filter by and select Set up relationships.
4. Set the parent and child options that will be connected.

upvoted 2 times

SoMuchConfusion 1 year, 7 months ago

As per the link MrGio provided, the correct answer in order should be:

C, B, A, E

upvoted 2 times

MrGio 1 year, 8 months ago

According with this document the right option should be "set up relationship"

https://learn.microsoft.com/en-us/dynamics365/marketing/marketing-fields#cascading-form-fields

upvoted 2 times

Question #21 *Topic 3*

DRAG DROP
-

You are a marketing administrator who is training a new marketer.

As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.

Which design element type is required for Subscription Centers and Forward to a Friend pages? To answer, drag the design element type to the appropriate page. Each form option 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 match is worth one point.

Design element types

- Forward to a Friend Button
- Submit Button
- Do Not Bulk Checkbox or Option

Answer Area

Pages	Design element types
Only Forward a Friend pages	
Only Subscription Centers	
Both Forward a Friend pages and Subscription Centers	

Suggested Answer:

Only Forward a Friend pages	Forward to a Friend Button
Only Subscription Centers	Do Not Bulk Checkbox or Option
Both Forward a Friend pages and Subscription Centers	Submit Button

MrEz 1 year, 3 months ago
All subscription centers include a do not email check box. When a contact selects this option, the do not bulk email flag gets set on their contact record, and Dynamics 365 Customer Insights - Journeys will no longer send any commercial marketing email messages to that contact.
upvoted 2 times

Nyanne 1 year, 10 months ago
This question was repeated previously.
Correct answer is:
- Forward to a Friend
- Submit
- Submit

The do not bulk email field is not required on any of the forms.
upvoted 4 times

LucileRoth 10 months, 4 weeks ago
So why do they write ONLY subscription centers? Doesn't that imply that the submit button only appears once?
upvoted 1 times

Question #22 *Topic 3*

Your company's landing page is a Microsoft Dynamics 365 Marketing page. Your manager would like that landing page to display the customer's information as captured in the Dynamics 365 Marketing contact database.

Which two steps should you take in Dynamics 365 Marketing to achieve this? Each correct answer represents part of the solution.

NOTE: Each correct selection is worth one point.

A. In the personalized pages, add the desired fields to the allow list.

B. In the marketing page, uncomment the lines of the desired fields in the generated JavaScript code.

C. In the contact, set the desired fields' "allow to display on marketing page list" to Yes.

D. In the landing page, set the desired fields as variable data parameters.

Suggested Answer: *AC*

SoMuchConfusion Highly Voted 1 year, 7 months ago

If I've properly understood https://learn.microsoft.com/en-us/dynamics365/marketing/personalized-page-content, then isn't the correct answer A & B?

upvoted 7 times

Nyanne 1 year, 4 months ago

Agreed. Answer should be A & B

Tested this out in outbound marketing. First you create personalised page and add fields to the allow list. Once you go live with the personalised page, you can copy the autogenerated script.

Then you create a Marketing page, open in HTML view, paste the script from above, and uncomment the fields.

https://learn.microsoft.com/en-us/dynamics365/marketing/personalized-page-content

upvoted 3 times

MrEz Most Recent 9 months ago

Use the personalized page entity to establish the allow list and generate the JavaScript

Go to Outbound marketing > Marketing content > Personalized pages to identify which contact fields to make available and generate the code for bringing those values onto the page.

6. The provided JavaScript includes some sample code in comments (which start with //). For each contact field that you want to use on your page, create an uncommented code line of the following form:

upvoted 1 times

Question #23 *Topic 3*

Note: This question is part of a series of questions that present the same scenario. Each 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 are a marketer at Contoso, Ltd. and you need to configure the marketing settings to comply with GDPR.

Solution: You specify the global double opt-in to “Yes” in the marketing settings.

Does this solution meet the goal?

A. Yes

B. No

Suggested Answer: *B*

MrEz 9 months ago

I voted Yes with the odd stomach feeling that this alone does not make you fully GDPR compliant (as the text suggests), unless it is a part of the full solution: the question does not give details if a full or partial (an atom of a) solution would be fine. However, enabling it does you not move into the opposite direction of GDPR.

upvoted 1 times

Harish1509 1 year ago

Enable double opt-in: Set to Yes to enable global double opt-in on your instance. Set to No to disable it. https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/double-opt-in

upvoted 1 times

Harish1509 1 year ago

The global double opt-in process (also known as confirmed opt-in) asks contacts who sign up for a new subscription list, or who choose to increase their level of data protection consent, to confirm their request by clicking on a link sent to their registered email address. This system helps make sure that the request is intentional, and that the supplied email address is legitimate and functional.

upvoted 1 times

Orne 1 year, 2 months ago

I revise my statement. I think this consent is meant with GDPR.

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/privacy-use-features (Search for GDPR in this article)

upvoted 1 times

PY12396 1 year, 5 months ago

Isnt this Yes?

upvoted 1 times

> **Orne** 1 year, 2 months ago
>
> I would also say Yes.
>
> upvoted 1 times

Question #26 *Topic 3*

Contoso Ltd.'s marketing team recently started using Microsoft Dynamics 365 Marketing. The team is testing the insights for the Contact entity.

The team wants to understand what is included under web interactions.

Which three statements should you make? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Only the web pages and marketing pages that include a Dynamics 365 Marketing tracking script and were used in customer journeys.

B. Only interactions by known contacts; unknown contacts will be logged as anonymous.

C. Only the web pages and marketing pages for which the Generate Insights option is enabled.

D. Only the web pages from the website that include a Dynamics 365 Marketing tracking script.

E. Only the web pages and marketing pages that include a Dynamics 365 Marketing tracking script.

F. Only the web pages and marketing pages with a Dynamics 365 Marketing tracking script linked to a known contact.

Suggested Answer: *BCF*

Community vote distribution

ACF (100%)

MrEz 9 months ago

Basically, the solution does track anonymous visitors. I am not sure if the anonymous options have to be ruled out (even though supported), the scenario states: "The team is testing the insights for the Contact entity." if this is a filtering requirement, only non-anonymous interactions would be visible in the contact section.

"Only the web pages and marketing pages that include a Dynamics 365 Marketing tracking script and were used in customer journeys. " does this mean tracking requires a customer journeys? as it says "and" = "+" -> "tracking script" PLUS "used in customer journeys" -> wrong: tracking without presence of "customer journeys" possible. not sure if this is clumsy formulation or intentional

upvoted 1 times

MrEz 9 months ago

unknown contacts -> no contacts! there is no unknown contact in data verse unless you create (better not) a contact with full name unknown contact.

-> unknown web page visitors?

upvoted 1 times

Nyanne 1 year, 4 months ago

I would argue B is also correct. Insights are only gathered against known Contacts. If they're not known, insights will be logged as anonymous visits / clicks.

(https://learn.microsoft.com/en-us/dynamics365/marketing/cookies)
(https://learn.microsoft.com/en-us/dynamics365/marketing/insights-glossary#website-clicked)

A is incorrect as insights do not rely on adding pages to a customer journey.

C is incorrect as there is no option to enable a 'Generate Insights option'.

D, E and F all seem very similar.

I would probably answer B,D,F. Just a guess.

upvoted 1 times

antoyou 1 year, 4 months ago

Selected Answer: ACF

To answer the question correctly, we need to identify the statements that correctly describe what is included under web interactions in Microsoft Dynamics 365 Marketing. Here are the three correct statements:

A. Only the web pages and marketing pages that include a Dynamics 365 Marketing tracking script and were used in customer journeys.
C. Only the web pages and marketing pages for which the Generate Insights option is enabled.
F. Only the web pages and marketing pages with a Dynamics 365 Marketing tracking script linked to a known contact.

So, the correct three statements are:

A. Only the web pages and marketing pages that include a Dynamics 365 Marketing tracking script and were used in customer journeys.
C. Only the web pages and marketing pages for which the Generate Insights option is enabled.
F. Only the web pages and marketing pages with a Dynamics 365 Marketing tracking script linked to a known contact
upvoted 1 times

Roland_P 1 year, 4 months ago
Tracking scripts aren't linked to contacts, so I'd say F is false. Although I'm not sure about the correct answer, I would say BDE.
upvoted 2 times

Nyanne 1 year, 4 months ago
In a sense, there is some tracking linked against the Contact.. cookies are stored against the contact, which allows us to track activity against the contact.. So I would say F is correct.
upvoted 1 times

MrEz 8 months, 2 weeks ago
you are on a contact record in the insights form of this contact.
so this contact is known! F. Only the web pages and marketing pages with a Dynamics 365 Marketing tracking script linked to a known contact.
upvoted 1 times

Question #27 *Topic 3*

Your marketing department wants to start a new newsletter.

You need to create a form, visitors can use to opt-in to that new newsletter and provide their contact information.

Which form type should you select?

A. Subscription Center

B. Landing Page

C. Event Registration

D. Forward to a Friend

Suggested Answer: *B*

MrEz 9 months ago

for anyone in doubt: subscription center does not "provide their contact information." create new contacts: it is for existing contacts only.

upvoted 1 times

wwhung 1 year, 1 month ago

Reference: https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/marketing-forms

upvoted 2 times

Orne 1 year, 2 months ago

The answer is correct.

upvoted 1 times

Question #31 *Topic 3*

Your company currently hosts a lead generation form on a content management system (CMS) webpage managed by a third-party provider. The web team wants to replace the existing lead generation form with Dynamics 365 Customer Insights - Journeys forms.

The Customer Insights - Journeys form should pre-fill the contact information from Customer Insights - Journeys for contacts who allow tracking.

Which two actions will achieve the pre-fill requirement? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Switch to a form on an Event Portal created on Customer Insights - Journeys.

B. Retain the webpage on their CMS by using form embedding with a Customer Insights - Journeys form.

C. Switch to a form on a marketing page created on Customer Insights - Journeys.

D. Retain the webpage on their CMS by using form capture with a Customer Insights - Journeys form.

Suggested Answer: *BC*

Community vote distribution

BC (100%)

Hancha 7 months, 1 week ago

Selected Answer: BC

Not AD because:

A. Switch to a form on an Event Portal created on Customer Insights - Journeys:

Event portals are primarily designed for event registrations, not general lead generation forms. While it can collect information, it's not the intended solution for pre-filling forms for lead generation.

D. Retain the webpage on their CMS by using form capture with a Customer Insights - Journeys form:

Form capture allows mapping of external forms to Dynamics 365 but does not support pre-filling contact information because the form data is collected and processed externally, not directly integrated with Dynamics 365 Customer Insights - Journeys.

upvoted 1 times

Question #33 *Topic 3*

You are configuring matching strategies.

You need to define the matching strategies to capture leads uniquely by different forms.

Which two configurations should you perform on the matching strategy record? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Specify the email address as a matching attribute.

B. Specify the submitted form as a matching attribute.

C. Specify the form as the target.

D. Specify the marketing page as the target.

Suggested Answer: *BD*

Community vote distribution

AC (50%) AB (50%)

Hancha 7 months, 1 week ago

Selected Answer: AC

CORRECTION
not BD because:
B. Specify the submitted form as a matching attribute:
While the submitted form is a data point collected during lead submission, it is not typically configured as a matching attribute. Matching attributes are usually fields like email, phone number, or other unique identifiers.

D. Specify the marketing page as the target:
The marketing page is broader and often encompasses multiple forms. The focus here is on uniquely capturing leads based on the form, not the entire marketing page.

upvoted 1 times

Hancha 7 months, 1 week ago

Selected Answer: AB

the others dont make sense

upvoted 1 times

Question #1 *Topic 4*

DRAG DROP -

You want to create a method that will alert sales people when a lead is ready to be sold to.

This method should automatically move the lead to the Sales-Acceptance stage of the lead life-cycle.

Which four steps must you take, in order to complete your task? (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:

Steps

- Set the Sales Ready Score on the Summary Tab.
- Create a Lead Scoring Model.
- Click Publish.
- Set the Sales Ready Score on the Action tile.
- Add a condition and action tile.
- Set the Sales Ready Score on the Grades Tab.
- Click Go Live.

Order

Suggested Answer:

Steps

- Set the Sales Ready Score on the Summary Tab.
- Create a Lead Scoring Model.
- Click Publish.
- Set the Sales Ready Score on the Action tile.
- Add a condition and action tile.
- Set the Sales Ready Score on the Grades Tab.
- Click Go Live.

Order

- Create a Lead Scoring Model.
- Add a condition and action tile.
- Set the Sales Ready Score on the Grades Tab.
- Click Go Live.

References:

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

ned Highly Voted 9 months, 3 weeks ago

Answer is correct.

Publish isnt an option to go live with lead scoring models
Setting sales ready score is done on grades tab
Sales Ready score is defined on grades tab and not on summary tab

Hence correct answer :

1) Create a Lead Scoring Model
2) Add a condition and action tile
3) Set the sales Ready score on the grades tab
4) Click Go Live

Question #2 *Topic 4*

As a Marketing Administrator you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization.
What are two ways the system can create leads from the same marketing contact? (Choose two.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.

B. It can automatically create one per visit to a landing page that is configured to create leads automatically.

C. It can automatically create one per interaction that indicates a level of interest in a product or service.

D. It can automatically create only one; each marketing contact equates to one lead.

Suggested Answer: *AB*
References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle

AveryGT Highly Voted 3 years, 11 months ago
If Answer B is correct, it should be rewritten like filling out a form on a landing page. Just visiting a landing page does not create any leads.
upvoted 14 times

Arki Highly Voted 4 years ago
I disagree.

1. The provided Microsoft Link say otherwise ;)
- "Created by a create-lead tile in a customer journey. "
- "Customer opt-in from a landing page"

2. I think we can agree that answer D is wrong, as it states that you can create only one - contradicting the question itself.

3. Answer C should also be wrong, as it states "per interaction that indicates a level of interest in a product or service". There is no feature to create a lead based on a "level of interest". progress a lead (scoring model) but not create.
The create you do with a landingpage
upvoted 12 times

Nyanne 10 months, 1 week ago
I would argue that Answer C could be correct if you build a segment using behavioural insight (i.e. clicked on link indicating interest in a Product or service), then build a Customer Journey to create a Lead if the customer clicks on link A.

One could argue that A is incorrect, because you cannot 'visit' a customer journey...
upvoted 1 times

ekmode Most Recent 1 year, 7 months ago
Lead generation 1) Created by a create-lead tile in a customer journey. These leads can be linked to either a contact or an account, depending on the tile and customer journey settings 2) Customer opt-in from a landing page (matched to an existing contact or creates a new, linked contact)- So Answer is -A, B
upvoted 3 times

Power_Ninja 1 year, 9 months ago
Correct, leads can be generated from Customer journey via interaction & leads can be created form form submission if configured.
upvoted 1 times

guglielmina 3 years, 4 months ago
I think is correct A and B - if you create a new landing page you can set purpose on Lead Generation. the same in the landing page template search filter
upvoted 1 times

guglielmina 3 years, 4 months ago

I think is correct A and B - if you create a new landing page you can set purpose on Lead Generation in summary tab the same if you filter by purpose, checking lead gen, among landing page templates.

upvoted 1 times

Navicci 3 years, 7 months ago

I think arki is correct.

upvoted 1 times

vacosti 4 years, 1 month ago

I think B and C would be more appropriate

upvoted 5 times

Question #3 — *Topic 4*

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.	

Suggested Answer:

Actions	Order
Assure the file is in the proper format and data exists for all required fields.	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 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.
Use workflows to link contacts for unmatched leads.	

Bond007a Highly Voted 3 years, 5 months ago

Another question lacking clarity but to me it doesn't make sense to import the list as leads before importing as contacts:

1. Assure the file in proper format
2. Import file as contacts with duplicate detection

(Now we have a contact record for every lead we want to import)

3. Import file as leads

(Setting the reference to those existing contacts on import)

No need for any workflow.

If you import leads first and we're talking classic workflows, what workflow step do you think you can use to link the relevant contact to the lead? Update record, how do you set the contact record value dynamically, use the lead name and hope it resolves to the contact? Flow makes more sense as you could query for the existing contact before setting it on the lead.

Given answer may be correct for the exam but just wanted to highlight why it is not an obvious answer.

upvoted 12 times

AnaIT 3 years, 4 months ago

I agree with this process, however we would be missing to treat unrelated leads to contacts, the flow using relate action would make sense at the end

upvoted 2 times

Axure92 Highly Voted 3 years, 8 months ago

Answer should be:

1. Assure the file is in the proper format
2. Import the file as leads
3. import the file as contacts (2 & 3 can be inverted)
4. use workflows to link contact and leads (easy since both have same data structure)

Manually relating leads to contacts does not make any sense

upvoted 6 times

MrEz 9 months ago

Manually relating leads to contacts does not make any sense

-> it does not state "manually" just " relate leads to contacts" I was assuming some flow or plugin...

upvoted 1 times

MrEz 9 months ago

if you have the guid of the contacts you could add that one to the parent contact for lead and import the list as exel into leads: all depending on the scenario you actually have

upvoted 1 times

Nyanne Most Recent 1 year, 4 months ago

I think Microsoft is trying to trick us all.. :) I think this question could have a few different solutions...

Documentation shows Knightie's answer could be correct (using a workflow to link the Contact for orphaned Lead) - https://learn.microsoft.com/en-us/dynamics365/marketing/market-to-leads#automatically-generate-contacts-for-orphaned-leads

Another option is to import Leads and Contacts separately (my preferred option)

First import the Contacts, then ensure your Lead file includes the lookup to Parent Contact, populate this field. Then import Leads. (Since you've already imported all the Leads as Contacts, there will be no orphaned Leads)

My answer:

1) A - Assure the file in proper format
2) D - Import file as contacts with duplicate detection
3) B - Relate each Lead to a Contact
4) C - Import file as Leads with duplicate detection

upvoted 2 times

MrEz 9 months ago

3) B - Relate each Lead to a Contact -> with guid in the excel!

from my perspective the lead should create the contact upon qualification - and not the contact first and then generate the lead.

upvoted 1 times

Knightie 2 years, 6 months ago

https://docs.microsoft.com/en-us/dynamics365/marketing/market-to-leads#automatically-generate-contacts-for-orphaned-leads

The answer is correct, my points.

1. no need to import contacts, the it will generate in the workflow.
2. it will auto link if the system knows what to link.
3. those failed auto linked should let you have a chance to manual link them first.. cases like the contact is using English name but your Lead is using Chinese name... you can help by linking them up manually first.
4. Then let the workflow to generate the contacts and link them up.

upvoted 3 times

RoseRose 2 years, 11 months ago

The answer is correct because you can "Import leads from a file and then manually map each lead to a contact or account." as per this link https://docs.microsoft.com/en-us/dynamics365/marketing/lead-lifecycle

upvoted 4 times

MrEz 9 months ago

sounds like stone age
upvoted 1 times

Kyol 3 years, 3 months ago
Nobody realises the contact records already exist in the system?
upvoted 2 times

Leonie1406 3 years, 3 months ago
'Segments, customer journeys, and other Dynamics 365 Marketing features require that each lead has a contact associated with it. However, sales-driven setups may follow a different model, where leads are created as the first touchpoint, without necessarily having contact records associated with them.

To solve this, you can use Dynamics 365 custom workflows to automatically generate and link a contact record for each new or existing unmatched lead record. To create the link, populate the parentcontactid field of each lead record with the GUID of the relevant contact record (this field is labelled as Parent contact for lead when you're designing a workflow in the UI). This field connects to the contact record through an N:1 relation called lead_parent_contact.'

So shouldn't it be:
1. Assure the file in proper format
2. Import file as leads
3. Use workflow to link contact and leads
upvoted 4 times

Nyanne 1 year, 4 months ago
correct
https://learn.microsoft.com/en-us/dynamics365/marketing/market-to-leads#automatically-generate-contacts-for-orphaned-leads
upvoted 1 times

PHLBEC 3 years, 9 months ago
If I was undertaking this task I would complete the following steps:
1. Assure the file is in the required format and data exists for all required fields
2. Relate each Lead to a Contact (ensure Existing Contact is set)
3. Import the File as Contacts (get the parent record imported first, so that the value is there to set the Lead Existing Contact field)
4. Import the file as Leads (should now match without failure to an Existing Contact)
upvoted 1 times

DetRegnar 3 years, 10 months ago
Im not 100% sure but I think the methods are:
- assure data is in the proper format..
- Import the file as leads
- Import the file as contacts
- Relate each lead to contact

This is a lot of manual work, though.
With workflows you cannot do "batch jobs" as listing filtered records and updating them. Maybe with advanced flow.
upvoted 3 times

Question #4 *Topic 4*

You are a marketing administrator for Contoso Ltd.
You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number.
When the form is submitted, you need to ensure that:
✑ If the contact or lead already exists, their record is updated.
✑ If the contact or lead does not exist, their record is created.
What should you do?

A. Set ג€Update contact/leadsג€ to Contact and Lead.

B. Set ג€Generate Leads Without Matchingג€ to Yes.

C. Set ג€Store Form Submission' to Yes.

D. Verify that ג€Lead Matching Strategyג€ and ג€Contact Matching Strategyג€ are set correctly.

Suggested Answer: *A*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

Community vote distribution
D (100%)

michaelhmi57 1 year, 2 months ago
Selected Answer: D
The “Update contact/leads” setting is used to specify which types of records (contacts, leads, or both) should be updated when a form submission is received. But it doesn’t dictate the logic for matching incoming data with existing records.

The “Lead Matching Strategy” and “Contact Matching Strategy” settings are used to determine how incoming leads and contacts are matched with existing ones. If a match is found, the existing record is updated; if no match is found, a new record is created.
upvoted 1 times

MrGio 1 year, 8 months ago
Selected Answer: D
It should be D to me.
upvoted 1 times

Rkaur 1 year, 10 months ago
Selected Answer: D
Should be D
upvoted 1 times

Ashna10 2 years, 3 months ago
Is it A or D?
upvoted 1 times

praveen2022 2 years, 6 months ago
I reckon this answer is correct. Form selection on which entities to update or create takes over the matching strategy.
upvoted 4 times

Candy2002 2 years, 2 months ago
Agree with you, A is a must to update in leads / contacts,
upvoted 2 times

MrEz 9 months ago
First, i thought the same but the level of granularity from the question "You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number." does not fit A (it is a too general response for the level of details provided)
upvoted 1 times

MrEz 9 months ago
Update contacts / leads does not include "create": Create is requested too in this question
upvoted 1 times

enemy159 2 years, 7 months ago

Selected Answer: D

Isn't it D

upvoted 4 times

AznreAndy 2 years, 6 months ago

I agree, answer is D per the following quote: "The system applies the Contact matching strategy to see if an existing contact matches the submission.
If a matching contact is found, update its fields to match the submission.
If no contact is found, then create a new one based on the submission." listed in the the link provided by the answer:

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

upvoted 4 times

Question #5 *Topic 4*

You are a Dynamics 365 Marketing functional consultant.
You need to set up a Marketing campaign for a client to demonstrate how they can engage customers in email campaigns.
To set up your demo, you will need to establish a list of contacts. You need to avoid using actual contacts.
Which two methods can be used to load demo contacts for the campaign? Each correct answer presents part of the solution.

A. Create Contacts in Demo Data of Marketing Settings.

B. Create contacts manually in the Leads section of Dynamics 365 Marketing.

C. Import contacts from an Excel file.

D. Create contacts manually in the Contacts section of Dynamics 365 Marketing.

Suggested Answer: *AC*

Community vote distribution

CD (100%)

AtomicAtom Highly Voted 1 year, 9 months ago
Selected Answer: CD
Cannot be A, there is no "Demo Data" section in Marketing Settings
upvoted 10 times

Knightie 1 year, 6 months ago
Sample Data is managed at Dynamics 365 Settings or Powerapp Admin Environment management of D365 Marketing, not within Marketing 365 Settings.
upvoted 5 times

MrGio Most Recent 8 months ago
Selected Answer: CD
It should be C and D.
Even if you can install Sample Data a section "Demo Data" where you can add contacts doesn't exist at all.
upvoted 1 times

ekmode 1 year, 1 month ago
Install Sample Date: Settings (Settings.) > Advanced Settings > Settings > Data Management > Sample Data - So answer is: A & C
upvoted 3 times

Javico79 1 year, 2 months ago
I agree C - D
upvoted 1 times

jakub_kangur 1 year, 2 months ago
Selected Answer: CD
cd in my opinion
upvoted 1 times

abhishekpan 1 year, 5 months ago
Microsoft docs says A is correct but didnot actually find it in environment https://docs.microsoft.com/en-us/dynamics365/marketing/additional-settings
upvoted 3 times

Emdy 1 year, 9 months ago
I guess CD
upvoted 2 times

Question #6 *Topic 4*

You are setting up a Lead Scoring model.

You want 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 a link in an email

C. An event for which the contact registered

D. Based on zip code

Suggested Answer: *BC*

Community vote distribution

AD (100%)

MrGio Highly Voted 1 year, 7 months ago

Selected Answer: AD

A and D (demographic or firmographic data from Contact or Account record)

upvoted 5 times

MrEz Most Recent 9 months ago

i am familiar with the "fixed demo- or firmographic rule": but customers change age and even zip all the time; the rule itself is as fixed or dynamic as behaviour rule. i think "fixed" is odd in this context.

upvoted 1 times

EsePe 1 year, 3 months ago

Selected Answer: AD

A and D are correct

upvoted 1 times

Adrienn_Lantos 1 year, 7 months ago

Selected Answer: AD

Should be A and D

upvoted 1 times

kalarepka 1 year, 8 months ago

A and D (demographic or firmographic data from Contact or Account record)

upvoted 1 times

MrGio 1 year, 8 months ago

Selected Answer: AD

Fixed rules are based on fixed demographic or firmographic data found in lead or contact records.

Behavior rules are based on interactions like email clicked, event registered, or website visited.

B and C are Behavior rules

upvoted 2 times

SayanDe_90 1 year, 8 months ago

A and D

upvoted 1 times

Will_Sharpe 1 year, 9 months ago

Selected Answer: AD

Incorrect? Fixed rule definition here: https://learn.microsoft.com/en-us/dynamics365/marketing/score-manage-leads

upvoted 2 times

Question #7 *Topic 4*

You want to update the marketing settings to enable this scenario:
When a person submits a form, the marketing system will pair the submission with an existing lead by their email address and the product they are interested in.

Which setting should you update?

A. Landing pages

B. Lead scoring

C. Matching strategy

D. Default marketing settings

Suggested Answer: *C*

ilty 9 months, 4 weeks ago

If Generate leads without matching is set to Yes, the system always creates a new lead, regardless of the Lead matching strategy.
If Generate leads without matching is set to No, the system applies the Lead matching strategy to look for an existing lead that matches the submission.
If a matching lead is found, update its fields to match the submission.
If no lead is found, create a new one based on the submission.

upvoted 1 times

TwelveConsulting 1 year, 2 months ago

Seems correct.
"Contact and Lead matching strategies: These settings control which incoming form-field values are matched against existing contact and lead records. If an existing record has matching values in all the specified fields"

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/marketing-forms

upvoted 3 times

Question #8 Topic 4

DRAG DROP

-

Various departments in your company work with leads that all gather and contain different information.

You need to explain to these departments the various scenarios that can create leads automatically or manually.

Which of these scenarios will or will not create a lead? To answer, drag the appropriate scenario to the correct answer. Each answer 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 match is worth one point.

Lead creation

- Will create a lead.
- Will not create a lead.

Answer Area

Scenarios	Lead creation
A sales person goes to a view for Leads and selects New.	
A marketing contact visits a landing page.	
A list of event visitors is imported and marked as leads.	
A marketing user goes to a view for marketing contacts and selects New.	
Someone submits a marketing form that has the default entity update settings.	

Suggested Answer:

Answer Area

Scenarios	Lead creation
A sales person goes to a view for Leads and selects New.	Will create a lead.
A marketing contact visits a landing page.	Will not create a lead.
A list of event visitors is imported and marked as leads.	Will create a lead.
A marketing user goes to a view for marketing contacts and selects New.	Will not create a lead.
Someone submits a marketing form that has the default entity update settings.	Will create a lead.

MrEz 9 months ago

for the last one: Create/update both contacts and leads

When a form is submitted with Update contact/leads set to Contacts and leads (which is the standard and recommended setting):

Both leads and contacts will be created or updated as needed.

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/marketing-forms#form-setting-effects

i interprete this that it creates a lead in any case, even if it finds a valid / unique contact

upvoted 1 times

Nyanne 1 year, 4 months ago

Agree with the answers for these statements, except the third option.

How does one mark event visitors as Leads?...

Event registrations are against the Contact, not against Leads. So if we are importing a list of event visitors, we would need to import them as Contacts (not leads), and then as Event Registration records.

There is a setting on Events to autocreate a Lead for each Event Registration, but this is not enabled by default.

upvoted 2 times

Question #9 *Topic 4*

Your company's legal department informs the Chief Marketing Officer (CMO) the company needs to start using consent levels as part of its marketing activities.

The CMO asks you what options are available to help with consent management.

Which three things can you tell the CMO about the available capabilities? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Add a new custom consent level field with company-specific levels and add this in the journey consent consideration.

B. See the level of consent each contact has granted your organization on a contact record.

C. Set the consent level on lead records. Lead scoring models can then be configured to run only when leads have given a minimum-required level of consent.

D. Create marketing pages with marketing forms that encourage contacts to grant a level of consent while being unambiguously informed.

E. Configure each customer journey to process only contacts that have given a minimum-required level of consent.

Suggested Answer: *BDE*

Community vote distribution

BDE (100%)

Hancha 7 months, 1 week ago

Selected Answer: BDE

A. Add a new custom consent level field with company-specific levels and add this in the journey consent consideration:

Custom consent level fields can be created, but this is not a standard practice for consent management in Dynamics 365. The system already supports built-in consent level handling, reducing the need for custom fields.
C. Set the consent level on lead records. Lead scoring models can then be configured to run only when leads have given a minimum-required level of consent:

Consent levels are typically managed at the contact level, not the lead level, in Dynamics 365. Lead scoring models do not directly incorporate consent levels.
upvoted 1 times

Question #1 *Topic 5*

You are a marketing manager.

You need to improve the open rates for your email campaigns.

The content designer suggests you use dynamic messaging. You want the dynamic messaging to appear below the Subject in the recipient's preview pane of their email client.

Which action should you take?

A. Use the Preview Text field to enter messaging with the contact's name, to entice the user to open the email.

B. Create a custom code element that holds the following HTML information and place it near the top of the email <meta name=ג€descriptionג€ content=ג€Enter catchy messaging hereג€>

C. Add the Preview Text to the subject field, preceded by a colon.

D. Use the Preview Text element, and drag it to the top of your email in the email designer.

Suggested Answer: *B*

Community vote distribution

A (100%)

Knightie Highly Voted 1 year ago

Selected Answer: A

The answer should be A, that's what the preview text for, right?

upvoted 7 times

runtnerd Most Recent 9 months ago

I think it's A

https://learn.microsoft.com/en-us/dynamics365/marketing/dynamic-email-content

upvoted 1 times

praveen2022 1 year ago

Correct.

https://community.dynamics.com/365/marketing/f/dynamics-365-for-marketing-forum/350267/is-there-any-ability-to-configure-pre-header-text-in-emails-that-are-delivered

upvoted 2 times

ninakov 1 year, 2 months ago

If "preview text" is Pre-header field, then A

upvoted 3 times

Stivkaa1 1 year, 4 months ago

C is correct?

upvoted 1 times

Question #2 *Topic 5*

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 ג€Include Subscription Center Link.ג€

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.

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

Community vote distribution
A (100%)

RaviAjugiya Highly Voted 1 year, 6 months ago
Correct answer. Defined in article's heading 'Include a subscription center link in a marketing email'
'Select the Assist edit button The assist-edit button. for the Link field. In the assist-edit dialog, select Contextual and then ContentSettings on the first page. Select Next and then pick Property and msdyncrm_subscriptioncenter on the second page. Select OK to place the expression {{msdyncrm_contentsettings.msdyncrm_subscriptioncenter}} into the Link field.'
upvoted 6 times

Candy2002 Most Recent 8 months, 2 weeks ago
Selected Answer: A
A is correct. I tried on trial environment. It should be now something like this.
1. Click {} Personalization
2. Select Dynamic Content
3. Select ContentSettings
4. Select No relationship
5. Select Subcription Center
6. Press "Insert"
However, by using Litmus preview, you will see a ugly hyperlink.
The best way to do it in practical should be something like this.
1. Type text for "Unsubscribe"
2. Add a hyperlink to the text
3. Click "{}" (Assist Edit) in Link Field
4. Select Dynamic Content
5. Select ContentSettings
6. Select No relationship
7. Select Subcription Center
8. Press "Insert"
9. Link Field will update the expression
10. Click "OK"
upvoted 3 times

Knightie 1 year ago
Without template how to ensure it is included?
upvoted 2 times

Question #3 | *Topic 5*

DRAG DROP -

You have created an email message and believe that you are ready to go live.

Before doing so, you want to Check for Errors in the designer.

Which items are optional or required in order to pass the error check test? To answer, drag each answer option on the left to the appropriate item on the right.

Each answer option 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:

Answer Area

Item	Requirement	
Required	Subscription Center Link	
Optional	Sender's physical address	
	Subject Line (static or dynamic)	
	Dynamic message content	

Suggested Answer:

Answer Area

Item	Requirement	
Required	Subscription Center Link	Required
Optional	Sender's physical address	Required
	Subject Line (static or dynamic)	Required
	Dynamic message content	Optional

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/email-check-golive

ceejaybee 1 year ago

in exam, Dec 2022

upvoted 2 times

V12345678910 1 year, 5 months ago

it's only required for commercial messages, question does not state that we're sending a commercial message

upvoted 3 times

Knightie 1 year, 6 months ago

there is no reason that subscription center is required.

upvoted 1 times

Knightie 1 year, 6 months ago

Just checked, the Subscription Center link is auto added for commercials email created from template. It is required. Fine.

upvoted 3 times

Candy2002 1 year, 2 months ago

Yes. It is required. For most of the countries, the General Data Protection Policy must require you to add in subcription center, so that member can opt-out in anytime.

It is more like an marketing / legal knowledge but theoretically it is not required in system.

upvoted 1 times

Question #4 Topic 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 hosted on the Dynamics 365 server.
Does this meet the goal?

A. Yes

B. No

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

TwelveConsulting 8 months, 3 weeks ago
I imagine this was a straight forward no.
upvoted 1 times

superhero12341 2 years ago
I hope this was a straight forward no.
upvoted 2 times

ashish2012 2 years, 3 months ago
I guess this was a straight forward no.
upvoted 1 times

MaartenNORRIQ 2 years, 5 months ago
it's pretty straight forwards i guess, it's no
upvoted 1 times

jakub_kangur 2 years, 6 months ago
I assume this was a straight forward no.
upvoted 2 times

AppleDash 2 years, 10 months ago
I hope this was a straight forward no.
upvoted 1 times

DennisWypior 3 years, 1 month ago
I think this was a straight forward no.
upvoted 4 times

Navicci 3 years, 7 months ago
I guess this was a straight forward no.
upvoted 4 times

Question #5 *Topic 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

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

Community vote distribution
B (100%)

RSW Highly Voted 4 years, 6 months ago
This answer is no as only marketing emails are able to be used in customer journeys
upvoted 28 times

ilty Most Recent 10 months ago
To send traditional email you can use WF. With journeys you can send Marketing Emails but I am not sure you can also send common emails via your own mailboxe. Someone knows the answer?
upvoted 1 times

[Removed] 2 years, 2 months ago
Selected Answer: B
No is common sense for me
upvoted 1 times

Candy2002 2 years, 2 months ago
100% No
upvoted 1 times

souzarafael 2 years, 7 months ago
Selected Answer: B
No for sure.
upvoted 1 times

ninakov 2 years, 8 months ago
Selected Answer: B
only marketing emails can be used in customer journey
upvoted 1 times

PlenaSmart 2 years, 9 months ago
Selected Answer: B
Marketing Emails for Customer Journeys
upvoted 1 times

fhqhfhqh 3 years ago
Selected Answer: B
The answer is B. No
upvoted 2 times

Fyrus 3 years, 5 months ago
I was worried when i first saw the site's answer... thanks for the comment sessione. It's NO to me

upvoted 2 times

DennisWypior 3 years, 7 months ago

I think this is a straight forward no!

upvoted 2 times

Gill 3 years, 11 months ago

The lookup under 'Send an email' in the marketing journey designer is 'Marketing Email'

upvoted 2 times

AveryGT 4 years, 5 months ago

'No' is the answer as you can't use something like Traditional (Outlook) Emails in a customer journey.

upvoted 4 times

MrEz 9 months ago

maybe using a power automate flow or workflow you could manage that: it is like one can drive a car into a river. one could. but it does not explain the difference between them.

upvoted 1 times

Question #6 *Topic 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 results as click-thrus, opens and forwards are recorded for Traditional Emails.
Does this meet the goal?

A. Yes

B. No

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

DennisWypior 7 months ago
Straight forward no!
upvoted 3 times

DetRegnar 10 months, 2 weeks ago
Correct.
upvoted 1 times

Question #7 *Topic 5*

DRAG DROP -

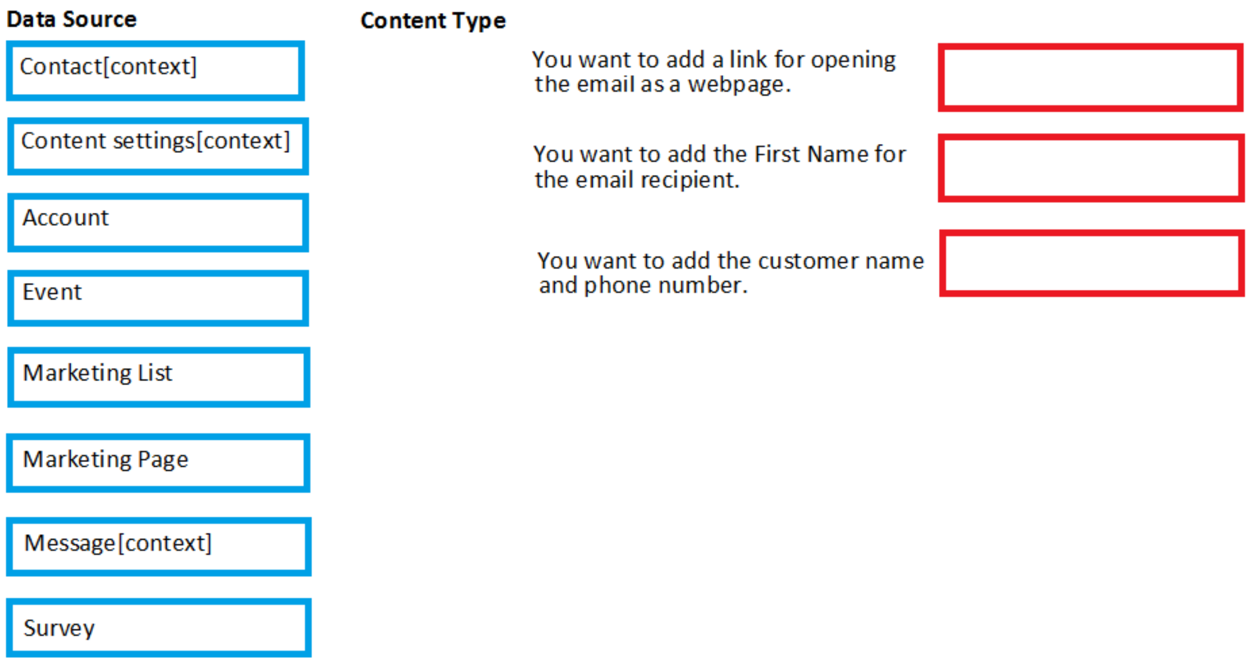
You are a content creator and you often need to add dynamic content to your emails.

You need to be able to know which data source to use to add various types of content available using assist-edit.

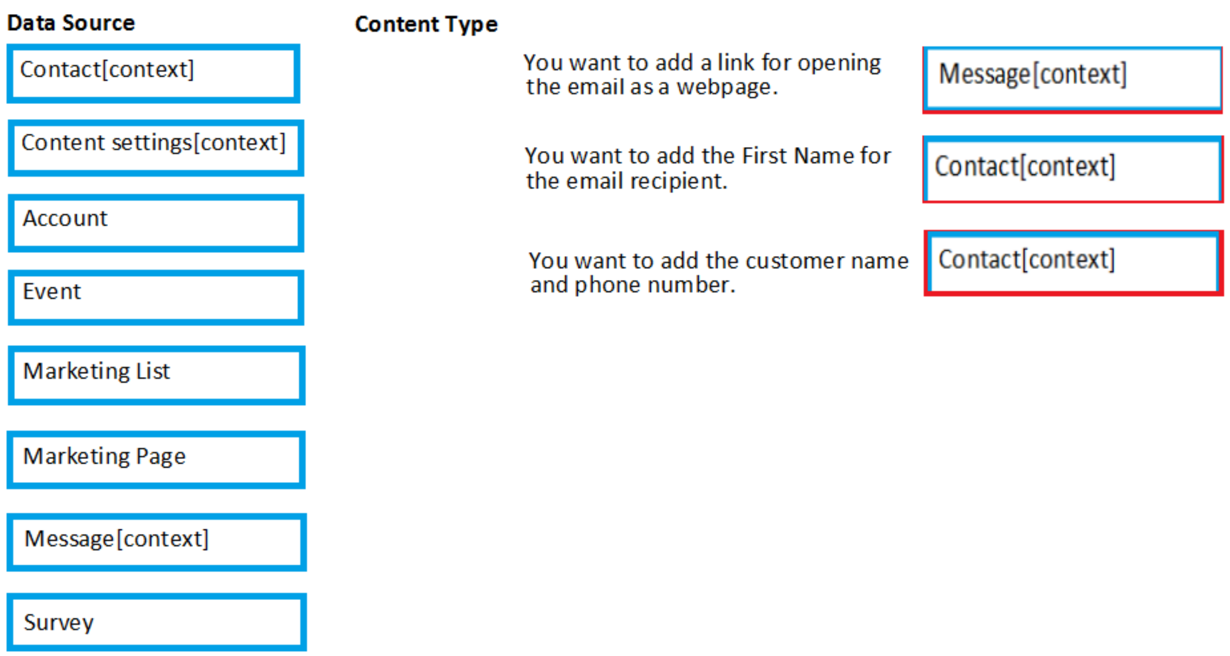
Which data source should you use to add the content types listed? To answer, drag the appropriate data source to the appropriate content type. Each data source may be used once, more than once and not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Suggested Answer:



References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content

DennisWypior Highly Voted 1 year, 1 month ago

Answer is correct: dynamic content means contextual, therefore message (context) and 2x contact (context) are correct

upvoted 8 times

Fyrus Most Recent 11 months ago

Correct. All email [context] options are:

ConfirmationObjectDescription

ConfirmationObjectName

ConfirmationObjectValue

ConfirmationRedirectURL

ConfirmationRequestType

ViewAsWebpageURL

(copied and paste from CRM)

upvoted 3 times

DetRegnar 1 year, 4 months ago

I believe correct.

I tested to add these sources in my environment and came into same conclusions.

upvoted 3 times

Question #8 *Topic 5*

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

Suggested Answer: *CDE*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content-settings

ned Highly Voted 4 years, 9 months ago
Answer is correct.. Here question is about you setting up default content settings
upvoted 13 times

ianthonye Highly Voted 4 years, 7 months ago
Answer is correct.
Entities available under dynamic content are Contact, Content Settings, FormDoiSubmission and Message.

Case entity is not available so B is not part of the answer.
Company Phone Number is not captured in the Content Settings.

So CDE is correct. Can you also confirm. Thank you.
upvoted 11 times

Jgbro Most Recent 2 years, 5 months ago
Correct,
" Content settings are sets of standard and required values that are available for use in marketing email messages. Each includes a subscription-centre link, a forward-to-a-friend link, social-media links, your postal address, and other information that can be placed into the message as dynamic values by using the assist-edit feature." from docs.
upvoted 1 times

Gill 3 years, 11 months ago
This question is obviously expecting you to answer from the perspective of Default Content Settings. However, I would love to know how you expected to work that out from only the question. Very badly worded.
upvoted 6 times

Gill 3 years, 11 months ago
This question is badly worded. It is obviously referring to the Content settings, but the question implies variables within the email
upvoted 2 times

Zeus6 4 years ago
Answer is correct - see section "Identify a subscription center in content settings" in this link https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center#identify-the-content-settings-to-use-in-a-customer-journey...it specifically calls out dynamics values and how 'Name' and 'Default' are the only items that are not dynamic
upvoted 2 times

Jay23 4 years, 5 months ago
CDE is correct to me .
upvoted 5 times

cAMP 4 years, 8 months ago
I disagree. Dynamic values are a different thing to default content settings. I'd say ABC
upvoted 2 times

iThem 4 years, 7 months ago

I disagree.
https://docs.microsoft.com/en-gb/dynamics365/marketing/dynamic-email-content#content-settings%20%20%20Previous%20QuestionsNext%20Questions

Please Read from "To view, edit, or create a content-settings record:..."

Correct Answers :

C. Subscription-center link
"Subscription centre: Specify an existing marketing page that is set up as a subscription centre. All marketing email messages must include a valid subscription-centre link taken from a content-settings record. ..."

D. Your company's postal address
"Address main: Enter the main part of your organisation's postal address. All marketing email messages must include a valid main address taken from a content-settings record. ..."

E. Social media links
"LinkedIn URL, Twitter URL, Facebook URL, and YouTube URL: For each of these social-media services, enter the URL for the landing page for your organisation."

So, CDE I thnik Also

upvoted 9 times

blopper 3 years, 11 months ago

Question doesn't ask about content-setting.. but dynamic valuess. The only 2 valid dyanmic value in the question are: Subscription center & Case options

upvoted 2 times

Power_Ninja 2 years, 7 months ago

And "your Company phone" because you can hop from Contact to Account and get the phone number.

upvoted 1 times

MrEz 9 months ago

First, it asks for "type of", i expected something like "decimal", "integer" or any type. the answers to chose from are no types. "Which three types..."

i went for a,c,d but assuming focusing on dynamic references to the rescue. maybe the others are right, they acutually mean content-settings which are something different for me.

upvoted 1 times

Question #9 *Topic 5*

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

- 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.

Order

Suggested Answer:

Actions

- 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.

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

iThem Highly Voted 4 years, 7 months ago

Correct Answer

upvoted 14 times

Jimiish Highly Voted 4 years, 6 months ago

Wrong Answer:

I think Preview should come before error check.

https://docs.microsoft.com/en-gb/dynamics365/marketing/create-marketing-email
upvoted 7 times

Fyrus 3 years, 5 months ago
Why do you want to preview is you don't know if it will need chages due some errors?
upvoted 2 times

jmarques 4 years, 6 months ago
I think the answer is correct because its not only preview, the option says: "Preview your message by using the Preview Tab and by sending tests messages". The tests messages could only be sent if we check erros first.
upvoted 14 times

MrEz Most Recent 9 months ago
outbound marketing
upvoted 1 times

Gill 3 years, 11 months ago
In this question, 'card' should surely be 'cart'
upvoted 2 times

Gill 3 years, 11 months ago
The two superfluous options
- On the email summary tab, mark the email's legal designation – either commercial or transactional
and
- Add a email-from name, to-address and reply-to address

are set by default in a new email - check the summary tab. However, good practice is that you would check these, and if necessary change them.
upvoted 5 times

Question #10 *Topic 5*

You are preparing an email message that will be attached to a journey for contacts that live in a certain city and have recently looked at your product page for outdoor furniture. While going live with the message, you receive a warning that the message is too large.

You need to avoid the warning.

What should you do?

A. Make the message size less than 128 kb.

B. Make the message size less than 256 kb.

C. Make sure that the message has no more than 1000 characters.

D. Make the message size less than 100 kb.

Suggested Answer: *A*

Harish1509 12 months ago
128kb is correct
upvoted 2 times

Nyanne 1 year, 4 months ago
Correct answer is D - max size is 100kb
https://learn.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing#be-mindful-of-the-size-of-your-html-content
upvoted 3 times

TwelveConsulting 1 year, 2 months ago
The question is a bit tricky, according to your link :
- The max recommended size is 100kb
- The Warning message is displayed at 128kb

I'd say D like you, but not 100% sure. If you just want to avoid the message, 128 would be ok.
upvoted 2 times

Question #11 | Topic 5

DRAG DROP

-

You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Dynamics 365 Marketing error checker.

Which of these items are required and which are simply best practices? To answer, drag the appropriate answer source to the correct email element. Each answer may be used once, or more than once. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Answer Area

Required or Best Practice

- Required
- Best Practice

Item	
A Subscription center link	
The Sender's physical street	
A subject	
A valid From address	
Email size must be below 128KB	
A personalized greeting in the subject using the {{contact.firstname}} token	
Both an HTML and Text version of the email	

Suggested Answer:

Answer Area

Required or Best Practice

Required

Best Practice

Item	
A Subscription center link	Required
The Sender's physical street	Required
A subject	Required
A valid From address	Required
Email size must be below 128KB	Best Practice
A personalized greeting in the subject using the {{contact.firstname}} token	Best Practice
Both an HTML and Text version of the email	Best Practice

MrEz 8 months, 2 weeks ago

same as question 18

upvoted 1 times

Orne 1 year, 2 months ago

Answer seems correct to me.

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/create-marketing-email

upvoted 2 times

TwelveConsulting 1 year, 2 months ago

Correct.

upvoted 1 times

Question #12 *Topic 5*

The legal department in your company indicates that new contacts *cannot* receive commercial tagged emails unless they opted in to receive them.

As part of the onboarding journey for new customers, you send a transactional email requesting that the customers opt in and informing them of the new privacy policy.

You need to be sure that you can send out the opt-in message without sending accidental commercial messages.

What do you need to set as default values on the preference attributes on a contact?

A. Bulk email is set to Allow.
Email is set to Allow.

B. Bulk email is set to Allow.
Email is set to Do not allow.

C. Bulk email is set to Do not allow.
Email is set to Allow.

D. Bulk email is set to Do not allow.
Email is set to Do not allow.

Suggested Answer: *D*

Community vote distribution

C (100%)

kalarepka Highly Voted 1 year, 7 months ago

Selected Answer: C

It should be C, without permission for emails, you can't send even transactional messages to customers.

upvoted 7 times

MrEz Most Recent 9 months ago

C for sure

upvoted 1 times

Orne 1 year, 2 months ago

Regarding to the link https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/email-properties I would say that C is the correct solution.

upvoted 1 times

Adrienn_Lantos 1 year, 8 months ago

Why is it not C? You need send them an email to confirm their preferences so email should be allowed.

upvoted 3 times

Question #13 *Topic 5*

Your marketing team sends a dally newsletter to email subscribers.

Your manager wants to see a visual heat map report displaying the area of the email body that receives the most clicks.

What should you do in the marketing email Insights tab?

A. Select the Delivery tab and download the heat map .PDF file.

B. Gather the data from the Insights tab, then create a heat map image of the email highlighting the most-clicked regions.

C. Select the Links tab and take a screen capture of the Click map for your report.

D. Select the Interactions tab and export to Microsoft Excel.

Suggested Answer: *A*

Community vote distribution

C (100%)

Adrienn_Lantos Highly Voted 1 year, 7 months ago

According to this: https://learn.microsoft.com/en-us/dynamics365/marketing/insights it's the Links tab so the correct answer must be C.

upvoted 5 times

MrEz Most Recent 9 months ago

C; but i first got side tracked by " take a screen capture" i thought a screenshot from the clicks ;-)

upvoted 1 times

JinShi 1 year, 5 months ago

Selected Answer: C

Yes. C

upvoted 2 times

morgutrin 1 year, 8 months ago

Yes, it's C

upvoted 3 times

Will_Sharpe 1 year, 9 months ago

Selected Answer: C

Is this not C?

upvoted 4 times

Question #14 *Topic 5*

After sending out your last few email newsletters, you discover that the newsletters that were received by customers did not always match your design in Dynamics 365. Additionally, some discrepancies occurred across different devices and email software.

You need to examine the outbound email designer to see how the email will appear in a wide variety of target email clients and platforms.

Where can you do this?

A. 1. Navigate to Designer > HTML.
2. Verify the email looks correct in the Basic Preview tab.

B. 1. Navigate to Designer > Preview and test > Inbox Preview.
2. Verify the email HTML source for the email is correct.

C. 1. Navigate to Designer > Toolbox > Styles.
2. Send yourself a test message to view in your email client.

D. 1. Navigate to Designer > Preview and test > Basic Preview.
2. Verify the email looks correct in the Inbox Preview tab.

Suggested Answer: *B*

Community vote distribution

D (100%)

wwhung 7 months, 1 week ago

Selected Answer: D

Preview and test -> verify the look in different devices

upvoted 2 times

wwhung 7 months, 2 weeks ago

In latest UI: Email designer -> Preview and test -> Screen Sizes (regarded as basic?)/ Email clients (regarded as advanced?)

Ref: https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/email-preview

upvoted 1 times

q3rqefas 9 months, 3 weeks ago

B is correct.

Inbox preview: Go to the Email designer > Preview and test > Email clients tab to see real-world inbox previews that show your design exactly as it will appear in a wide variety of target email clients and platforms.

upvoted 1 times

Nyanne 10 months, 1 week ago

I would vote option D.

I don't see how you can preview HTML in the preview tool.. or even why you would look at the HTML in Preview

upvoted 3 times

Question #15 *Topic 5*

Your marketing users are running a real-time journey for all contacts with an email address. It is important to address each recipient with their first name in the email.

You need to ensure that each contact is addressed appropriately, “Valued Customer” should be used if the recipient’s first name is not captured in the system.

What should you do?

A. Enter “Valued Customer” for the Data field in the Personalization configuration. Then, enter First Name into the Default Value field.

B. Enter “Valued Customer” into the Label field in the Personalization configuration. Then, enter First Name into the Default Value field.

C. Perform a mass update to add “Valued Customer” into the First Name field. Then, select First Name for the Data field in the Personalization configuration.

D. Select First Name for the Data field in the Personalization configuration. Then, enter “Valued Customer” into the Default Value field.

Suggested Answer: *C*

Community vote distribution

D (100%)

Adrienn_Lantos Highly Voted 1 year, 7 months ago

I think it should be D... You surely don't want to add 'Valued Customer' as a first name in your database?!

upvoted 13 times

Nyanne 1 year, 4 months ago

Definitely D

upvoted 7 times

DS2306 Most Recent 11 months, 1 week ago

Selected Answer: D

For sure it has to be D

upvoted 1 times

Question #16 *Topic 5*

Your company recently installed the new real-time customer journey orchestration feature. While training marketing users, you explain that a Company Address placeholder and an Unsubscribe link are automatically added to the email footer of real-time marketing emails.

One of the users asks if they can change this information based on specific target groups.

What should you tell this user?

A. They can edit the company address and preference URL only in the associated content settings. When they select Ready to send, the app will notify them if one of these parameters is missing and block the sending of the email.

B. They can edit the company address and preference URL only in the associated content settings. When they select Ready to send, the app will notify them if one of these parameters is missing but it will not block the sending of the email.

C. They can edit the company address and preference URL directly from the email editor. When they select Ready to send, the app will notify them if one of these parameters is missing but it will not block the sending of the email.

D. They can edit the company address and preference URL directly from the email editor. When they select Ready to send, the app will notify them if one of these parameters is missing and block the sending of the email.

Suggested Answer: *A*

kalarepka Highly Voted 1 year, 7 months ago
It should be C, acording to documentation https://learn.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-email-text-consent
upvoted 7 times

MrEz 9 months ago
yes: you can edit it in the marketing email, if one is missing just warning (but it will send it without unsubscribe for commercial)
upvoted 1 times

wwhung Most Recent 1 year, 1 month ago
according to https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/real-time-marketing-email-text-consent:

As required for commercial email, a Company Address placeholder and an Preference Center placeholder link are added to the email footer automatically. The company address reflects the value set on the Compliance profile and can be edited directly from the email editor if needed. The Preference center link leads to the preference management page configured by the Compliance Profile, where customers can review and change communication preferences.
upvoted 1 times

TwelveConsulting 1 year, 2 months ago
To my understanding, the Unsubscribe link is mandatory to send an email. Allowing the system to send an email while it is missing does not seem possible to me.
I would say Correct : A
upvoted 2 times

MrEz 9 months ago
i thought that too but documentation states:
it would block/
An email message is only sent if it passes the consent checks configured by the Purpose and (optional) Topic.

The app will display warnings if, for example, you accidentally delete either the company address or link to the preference center. However, it does not block you from sending such an email. Thus, you are able to replace the given company address field with another one of your choice or add a link to a custom preference center if you like.
upvoted 1 times

Question #17 *Topic 5*

You are working with Microsoft Dynamics 365 Marketing.

The marketing department wants to know what information can be used to dynamically personalize email messages.

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

NOTE: Each correct selection is worth one point.

A. Your company's postal address

B. Social media links

C. Your company's phone number

D. Values from a specific Case record

E. Subscription-center link

Suggested Answer: *ABE*

wwhung 7 months, 1 week ago

according to https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/dynamic-email-content, the answer is correct. Company address, social media link n Subscription Center link.

upvoted 1 times

TwelveConsulting 8 months, 3 weeks ago

I would rather go with ACE

upvoted 1 times