Actual exam question from Microsoft's MB-220

Question #: 1

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 2

Topic #: 1

[All MB-220 Questions]

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.

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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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 3

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 4

Topic #: 1

[All MB-220 Questions]

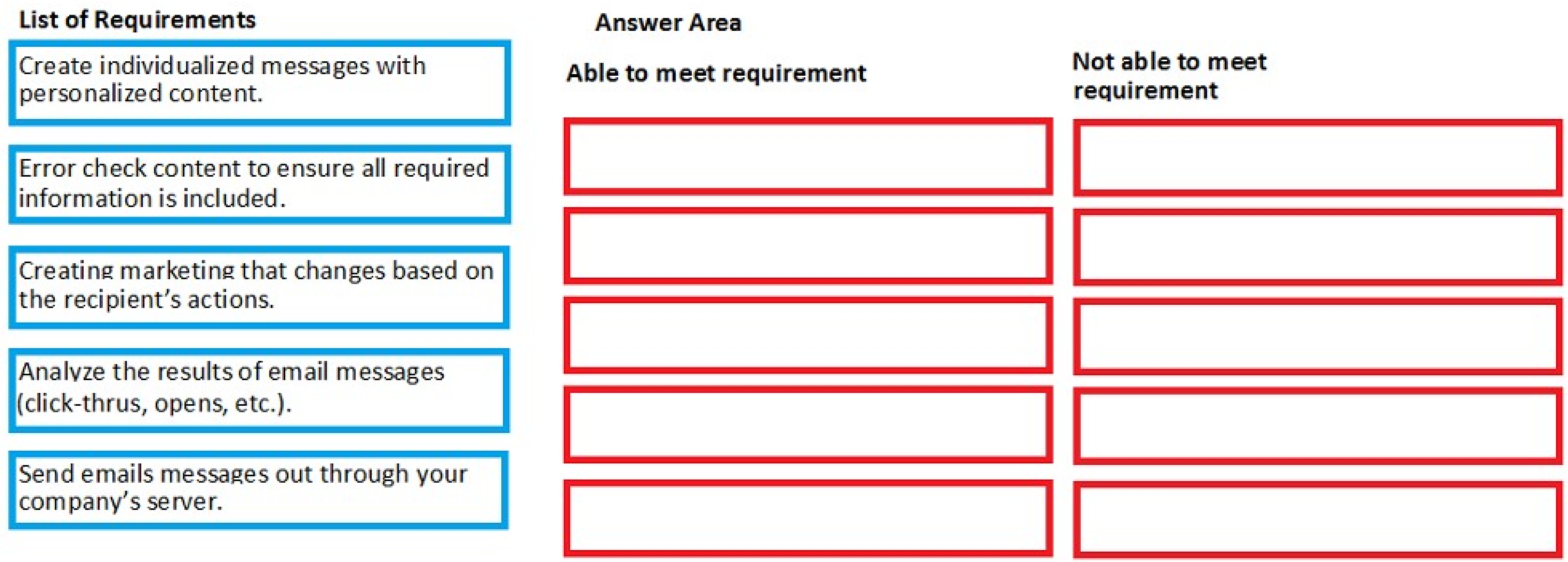
DRAG DROP -

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:



Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 5

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 6

Topic #: 1

[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 7
Topic #: 1
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 8

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 9

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 10

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 11

Topic #: 1

[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 12
Topic #: 1
[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 13

Topic #: 1

[All MB-220 Questions]

DRAG DROP -

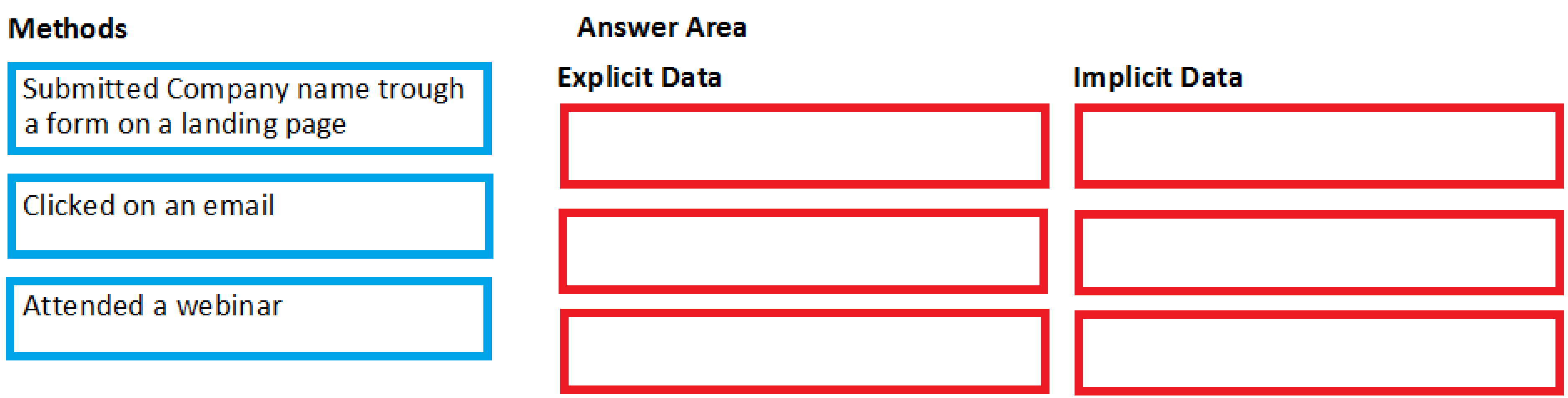
You are creating a lead scoring model.

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:



Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 14
Topic #: 1
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 15

Topic #: 1

[All MB-220 Questions]

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

- Click-Throughs
- Clicks (unique)
- Opens (unique)
- Forwards
- No Statistic Exists

Question

- What is the total number of clicks on a specific email link?
- What is the total number of sent messages where the recipient clicked at least one link one time?
- What are the total number of emails that were opened by a contact at least on time?
- What is the total number of times an email was forwarded by the recipient by using the forward link on the email?
- What is the total number of times an email was forwarded using the email client forward button?

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 16

Topic #: 1

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 17

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 18

Topic #: 1

[All MB-220 Questions]

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	Data Points	
Marketing Email Messages	Shows the total number you can still send this month, and the total number you have sent.	
Marketing Contacts	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.	
Total Contacts in Database	Shows the total number stored in your database.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 19
Topic #: 1
[All MB-220 Questions]

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	Order
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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 20

Topic #: 1

[All MB-220 Questions]

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	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 21

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 22

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 23

Topic #: 1

[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 24

Topic #: 1

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 25

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 27
Topic #: 1
[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 30
Topic #: 1
[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 31
Topic #: 1
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 32

Topic #: 1

[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 33
Topic #: 1
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 34
Topic #: 1
[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 36

Topic #: 1

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 37
Topic #: 1
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 38

Topic #: 1

[All MB-220 Questions]

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

- Select +**New**, and enter a name and description for the configuration.
- In the default Dynamics 365 Marketing app, go to **Real-time marketing** and select **Push notifications** in the **Channels** group.
- Select **Check configuration**, and share the credential validation with your app developer.
- In the default Dynamics 365 Marketing app, go to **Settings**, and select **Push notifications** in the **Customer Engagement** group.
- 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.

Order

1
2
3
4

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 39
Topic #: 1
[All MB-220 Questions]

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.

Actions	Order
Add an area to the site map and configure the properties.	
Select **Save** and select **Publish**.	
Add a subarea to the site map and configure the properties.	
Add a group to the site map and configure the properties.	
Select **Open the Site Map Designer**.	
Create a new model-driven app and select **Classic App Designer.**	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 40

Topic #: 1

[All MB-220 Questions]

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	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 42

Topic #: 1

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 45
Topic #: 1
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 46
Topic #: 1
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 1

Topic #: 2

[All MB-220 Questions]

DRAG DROP -

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

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

NOTE: Each correct selection is worth one point.

Select and Place:

Tools

Flow | Designer | Query

Type of Design

Type of Design	
Combine segments using logical operators.	
Define conditions to filter out contacts.	
Text defining a database search.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 2

Topic #: 2

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 3

Topic #: 2

[All MB-220 Questions]

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	Orders
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.	

Actual exam question from Microsoft's MB-220

Question #: 4

Topic #: 2

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 5

Topic #: 2

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 6

Topic #: 2

[All MB-220 Questions]

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:

Answer area

Steps	Order
Save and Go Live your marketing form.	
Select a template with the market type “Subscription Center.”	
Select a template with the form type “Forward a Friend.”	
Create a new marketing form.	
Locate your subscription list in the Subscription Center portion of the tool box.	
Drag and drop your subscription list onto your marketing form.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 7

Topic #: 2

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 8

Topic #: 2

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 9
Topic #: 2
[All MB-220 Questions]

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.

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 10
Topic #: 2
[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 12

Topic #: 2

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 13

Topic #: 2

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 14

Topic #: 2

[All MB-220 Questions]

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	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 15

Topic #: 2

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 16
Topic #: 2
[All MB-220 Questions]

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:

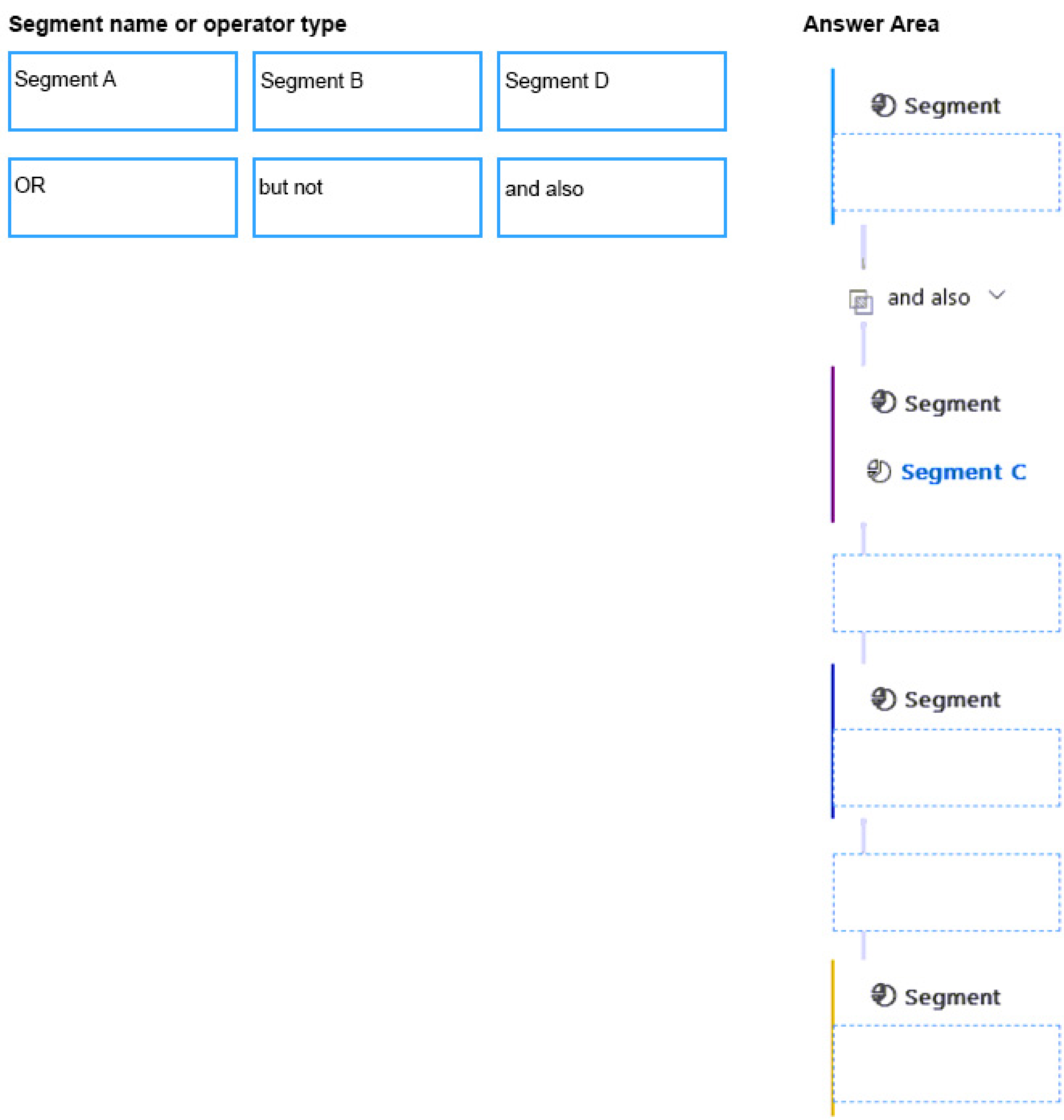
• Include all members of Segment B
• Include all members of Segment C who are members of segment D
• Exclude any members of Segment A

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.



Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 18

Topic #: 2

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 19
Topic #: 2
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 20
Topic #: 2
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 1

Topic #: 3

[All MB-220 Questions]

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	Order
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”.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 2
Topic #: 3
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 3

Topic #: 3

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 4

Topic #: 3

[All MB-220 Questions]

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

- 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.

Order

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 5

Topic #: 3

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 6

Topic #: 3

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 7

Topic #: 3

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 8

Topic #: 3

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 9
Topic #: 3
[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 10

Topic #: 3

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 11

Topic #: 3

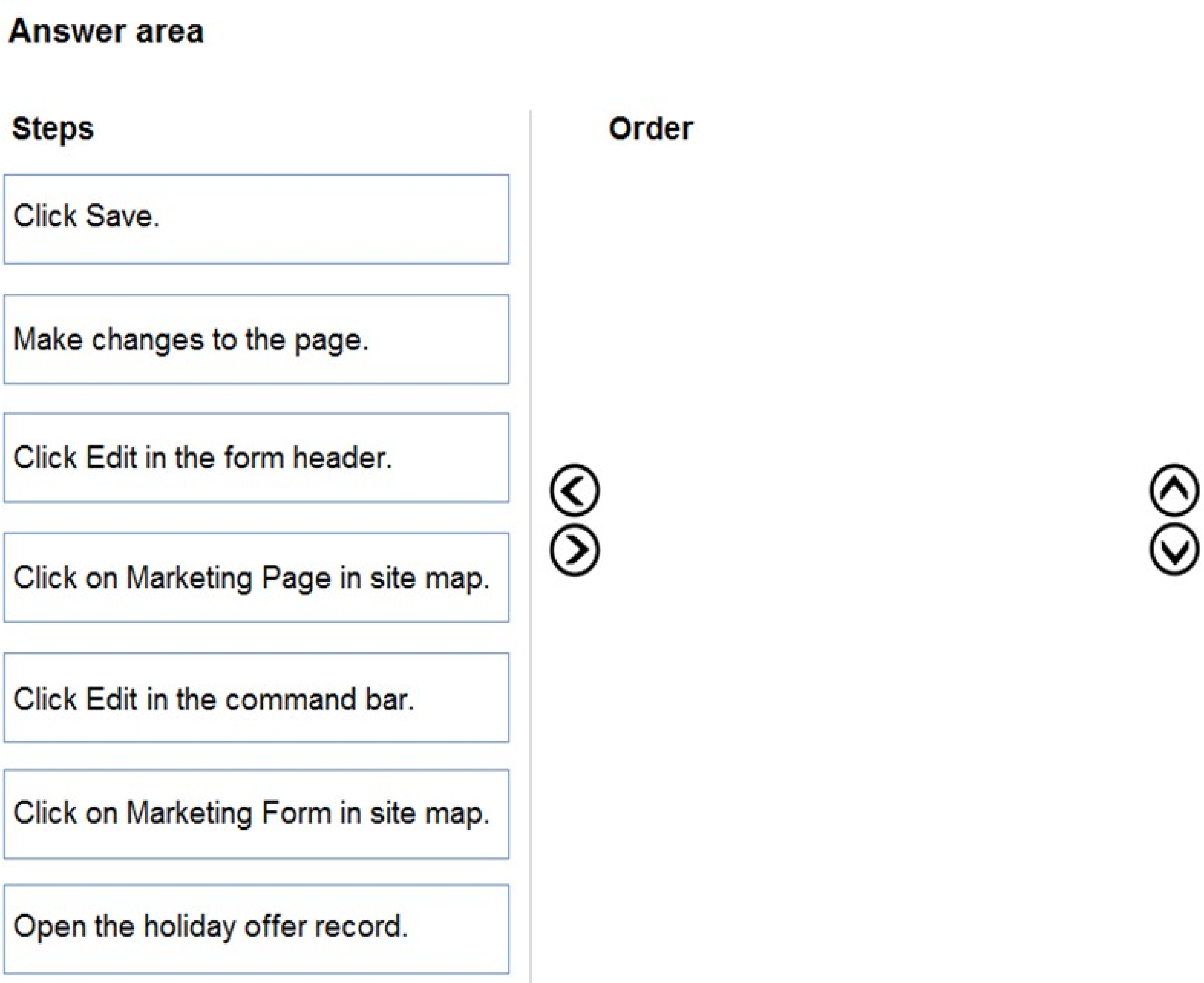
[All MB-220 Questions]

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:



Actual exam question from Microsoft's MB-220
Question #: 12
Topic #: 3
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 13

Topic #: 3

[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 14
Topic #: 3
[All MB-220 Questions]

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:

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 15
Topic #: 3
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 16

Topic #: 3

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 17
Topic #: 3
[All MB-220 Questions]

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

- Go Live with the form template.
- Select the marketing form template by marketing form type “Landing Page”.
- Set the form type to “Landing Page”.
- Create a new marketing form type.
- Save the form template.
- Create a new form template.

Order

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 18
Topic #: 3
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 19

Topic #: 3

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 20

Topic #: 3

[All MB-220 Questions]

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

- On the **Properties** pane, go to **Field attributes** > **Filter by** and select **Set up relationships**.
- Select the child set that you want to nest into the parent field and create the mappings.
- 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.
- Set the parent and child options that will be connected.
- Select the child set that you want to nest into the parent field.

Order

1
2
3
4

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 21
Topic #: 3
[All MB-220 Questions]

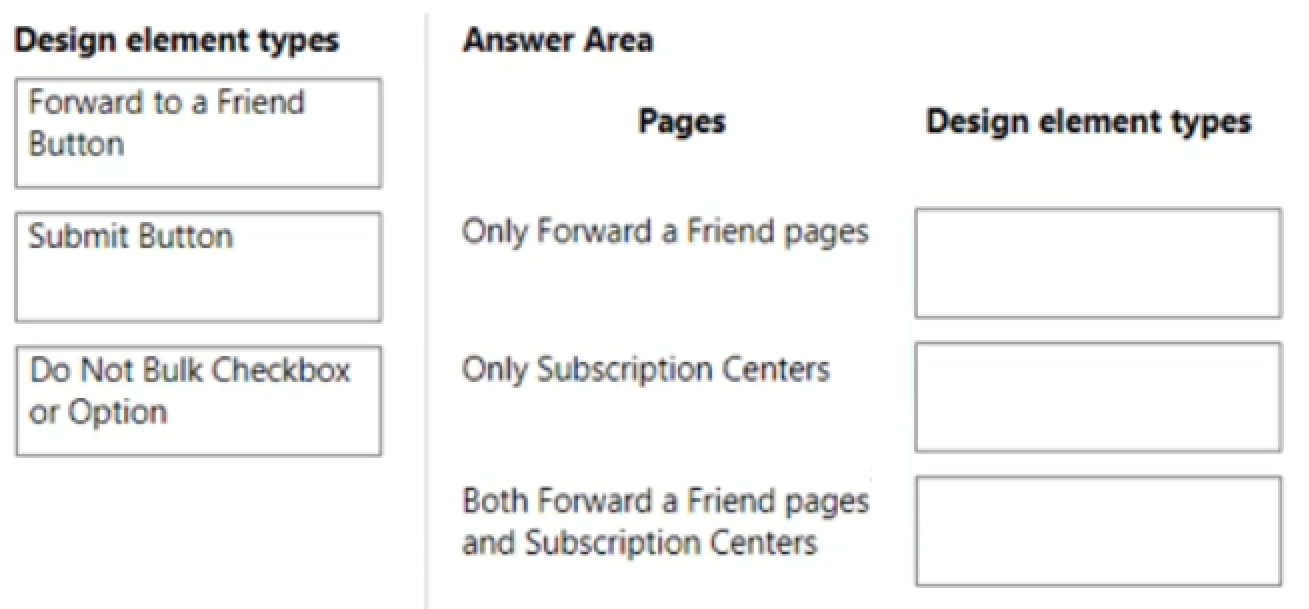
DRAG DROP
-

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.



Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 22
Topic #: 3

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 23
Topic #: 3
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 26
Topic #: 3
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 27

Topic #: 3

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 1
Topic #: 4
[All MB-220 Questions]

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	**Order**
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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 2

Topic #: 4

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 3

Topic #: 4

[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 4

Topic #: 4

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 5

Topic #: 4

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 6

Topic #: 4

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 7
Topic #: 4
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 8

Topic #: 4

[All MB-220 Questions]

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.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 1

Topic #: 5

[All MB-220 Questions]

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=ι€descriptionι€ content=ι€Enter catchy messaging hereι€>

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 2

Topic #: 5

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 3

Topic #: 5

[All MB-220 Questions]

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	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 4

Topic #: 5

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 5

Topic #: 5

[All MB-220 Questions]

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.

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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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 6

Topic #: 5

[All MB-220 Questions]

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.

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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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 7

Topic #: 5

[All MB-220 Questions]

DRAG DROP -

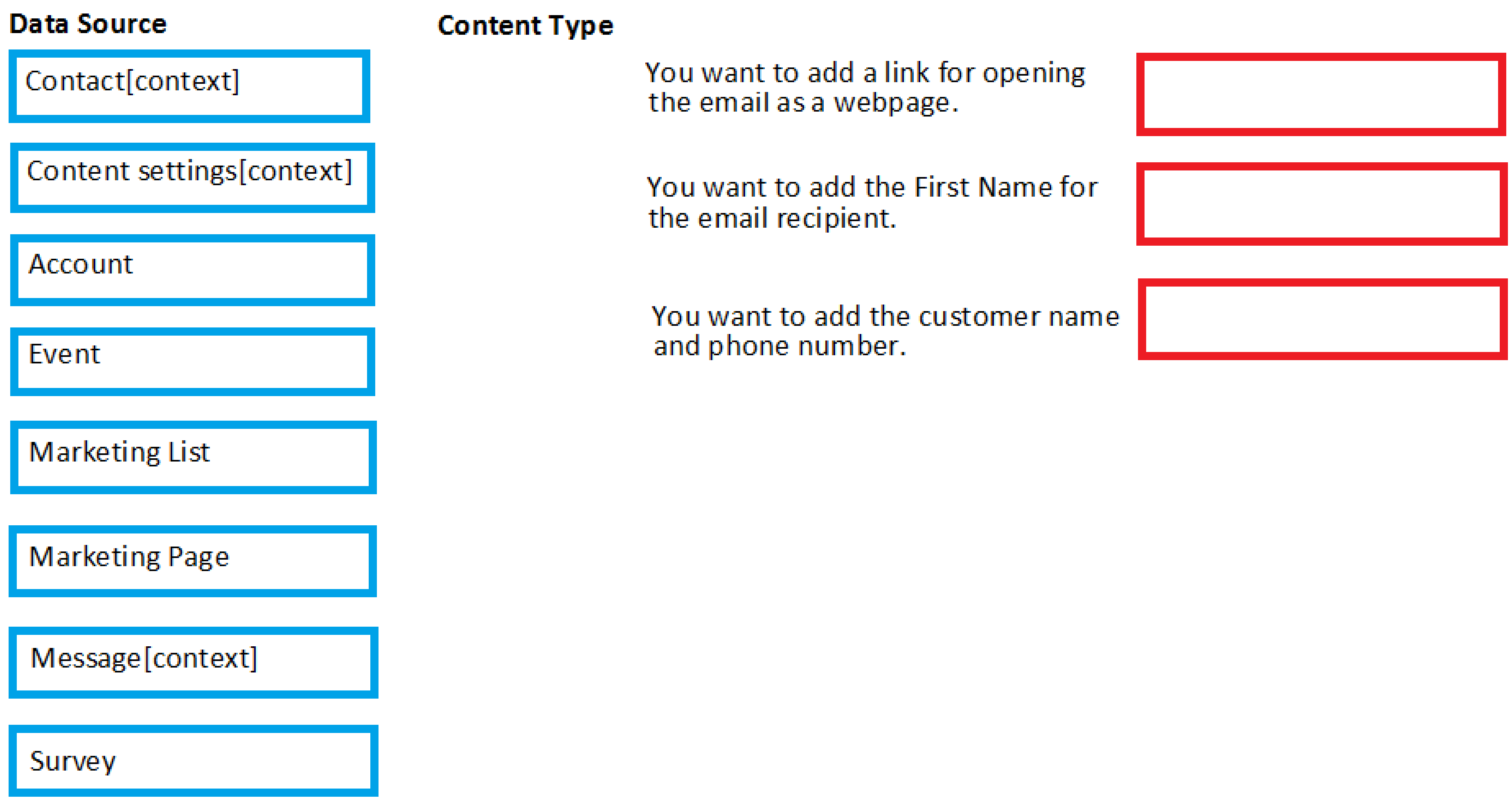
You are a content creator and you often need to add dynamic content to your emails.

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:



Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 8

Topic #: 5

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 9

Topic #: 5

[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 10

Topic #: 5

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 11
Topic #: 5
[All MB-220 Questions]

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	Item	
Required	A Subscription center link	
Best Practice	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	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 12
Topic #: 5
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 13
Topic #: 5
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 14
Topic #: 5
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 15

Topic #: 5

[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 16
Topic #: 5
[All MB-220 Questions]

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.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 17
Topic #: 5
[All MB-220 Questions]

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 18
Topic #: 5
[All MB-220 Questions]

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 Microsoft Dynamics 365 Marketing error checker.

You need to differentiate the required items from the best practice items.

Which of these items are required and which are best practices? To answer, drag the appropriate required or best practice indicator 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 match is worth one point.

Required or best practice

- Required
- Best Practice

Answer Area

Email elements	Required or best practice
A valid From name	
The Sender's physical address	
A valid From address	
Email size must be below 128KB	
Both an HTML and Text version of the email	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 19
Topic #: 5
[All MB-220 Questions]

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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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 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.

In preparing for the Buenos Aires event you need to resolve the issue the content design team had during the Amsterdam event.

What should you do?

A. Disable the full-page-edit mode in the email settings.

B. Add the HTML line to the section of the imported emails.

C. Enable the drag-and-drop feature for imported emails to YES in the email settings.

D. Ensure that the creative agency add

...

to the container blocks in the HTML.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 1
Topic #: 6
[All MB-220 Questions]

As a marketing automation consultant, you are creating a Customer Journey for a Marketing Event.
You would like to send an email inviting VIP customers to register. For customers who do not register you want to send a follow-up email one (1) week later reminding them to register.
Which four tiles are required to assemble this Journey? Each correct answer presents part of the solution.

A. Audience

B. If Registered

C. Phone Call

D. Create Lead

E. Wait for

F. Send an Email

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 2
Topic #: 6
[All MB-220 Questions]

You are a Dynamics 365 Marketing functional consultant.
You need to create a customer journey to capture responses. You complete all the configuration tasks in Dynamics 365 Marketing. However, upon monitoring the journey statistics you notice that nothing was triggered.
What should you do to fix this issue?

A. Publish the journey to go-live.

B. Enable an audit trail to capture the events.

C. Check the security role.

D. Enable logs to find the root cause.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 3
Topic #: 6
[All MB-220 Questions]

You are creating a customer journey that sends an email newsletter to a subscription list advertising a limited time offer.
The customer journey start and end dates are May 24 through May 29. The customer journey is configured to send the email, wait one (1) week, then send a follow-up email reminding customers to take advantage of the offer in the newsletter.
Which error should you expect to see in the customer journey designer?

A. The Audience tile will give you an error saying the journey cannot proceed due to date misconfiguration.

B. The Newsletter Email tile will give you an error saying the email is being sent out of date range.

C. The Follow-up Email tie will give you an error saying it cannot be sent outside the specified journey date range.

D. The Wait tile will give you an error saying the tile is set to expire after the journey end date.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 4

Topic #: 6

[All MB-220 Questions]

DRAG DROP -

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

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

Select and Place:

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 5

Topic #: 6

[All MB-220 Questions]

Your marketing department will be creating multiple email messages to be used in several customer journeys.

To prepare for this, you need to create content settings to determine the dynamic values to be used.

What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

A. 1

B. 2

C. 3

D. 4

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 6

Topic #: 6

[All MB-220 Questions]

DRAG DROP -

You have been asked to create a report that shows your company's customer journeys by status reason.

Which Status Reasons correspond to the descriptions? To answer, drag the appropriate Status Reason to the correct description. Each Status Reason may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:

Status Reasons

- Draft
- Live
- Stopped
- Live, Editable
- Expired

Answer Area

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 7

Topic #: 6

[All MB-220 Questions]

In preparing for going live with your customer journey you select `Check for Errors` in the command bar.

Which three functions does this command provide? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. checks for common errors and shows an error message with advice for fixing them

B. makes sure all required marketing emails and pages are assigned and published

C. checks to ensure prerequisites are met

D. checks for active links to the marketing services that host your email messages

E. makes sure all required target segment(s) meet your goals

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 8

Topic #: 6

[All MB-220 Questions]

DRAG DROP -

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

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

Select and Place:

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

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 9

Topic #: 6

[All MB-220 Questions]

You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use.

Which pieces of information will help you decide which template to use?

A. Target, Recurrence, Purpose, Name

B. Purpose, Target, Recurrence, Description

C. Language, Purpose, Target, Recurrence

D. Language, Owner, Target, Recurrence

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 10
Topic #: 6
[All MB-220 Questions]

You have a customer journey that sends an email, creates a phone call activity and sends a text message.
Which set of actions must you take to activate your customer journey?

A. Validate, then Go Live.

B. Check for Errors, then Publish

C. Validate, then Publish.

D. Check for Errors, then Go Live.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 11

Topic #: 6

[All MB-220 Questions]

You are creating a customer journey.

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

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

NOTE: Each correct selection is worth one point.

A. Splitter

B. Decision point

C. Internal action item

D. Trigger

E. Scheduler

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 12
Topic #: 6
[All MB-220 Questions]

DRAG DROP -
When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected.
Which five actions are required, in sequence, to create a complete customer journey? 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
Establish the target segment.	
Set general options.	
Go live with the customer journey.	
Select a customer journey template.	
Configure tile settings.	
Create an activity marketing template.	
Add tiles from the Toolbox.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 13

Topic #: 6

[All MB-220 Questions]

You have been tasked with creating a customer journey for leads located in the Northwestern United States.

Which two conditions must be true in order for the lead to receive your customer journey? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. The lead must be associated with a contact record.

B. Follow Email must be set to ג€Allowג€.

C. The lead must be associated with an account record.

D. Bulk Email must be set to ג€Allowג€.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 14
Topic #: 6
[All MB-220 Questions]

Your company currently has a customer journey that is running.

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

Will you be able to accomplish this task?

A. No. The customer journey template is locked for editing while it is Live, Editable.

B. Yes, if you set the customer journey as Stopped and modify the template.

C. Yes, if you set the customer journey as Live, Editable and modify the template.

D. No. The customer journey cannot be edited without being at least temporarily stopped.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 15
Topic #: 6
[All MB-220 Questions]

You have been tasked with creating a Customer Journey Template that will be used as a starting point by others. Your template must be in French, run every 6 months, and be used to send emails to all of the Contacts and group the journeys by the contacts account.

Which template contains all of the necessary elements to meet these requirements?

A. Purpose: Sales, Target: Contacts, Language: French, Is recurring: Yes

B. Purpose: Multipurpose, Target: Accounts, Language: French, Is recurring: Yes

C. Purpose: Multipurpose, Target: Contacts, Language: French, Is recurring: Yes

D. Purpose: Sales, Target: Accounts, Language: French, Is recurring: No

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 16
Topic #: 6
[All MB-220 Questions]

Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe.

How should you define who to include in this Customer Journey?

A. Create a Dynamic segment.

B. Edit the contacts in your database.

C. Create a Segment Type.

D. Create a Static segment.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 17
Topic #: 6
[All MB-220 Questions]

You are Dynamics 365 Marketing functional consultant for AdventureWorks Cycles.

You are configuring the system and storing marketing files in the Dynamics 365 Marketing content library.

Which three file formats are supported in the content library? Each correct answer presents a complete solution.

A. .bmp
B. .jpg
C. .pdf
D. .tiff
E. .gif

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 18

Topic #: 6

[All MB-220 Questions]

You are working with Dynamics 365 Customer Voice. You are creating a survey that will be distributed for anonymous response.

During survey variable configuration, you need to ensure that you capture the Job Title of the anonymous respondent.

Which two actions should you perform? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Enable Anonymous responses in the distribution settings.

B. Turn on the toggle for Save value in the Job Title variable.

C. Enable Save survey progress in the distribution options.

D. Add the Job Title variable in the Personalization customization.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 19
Topic #: 6
[All MB-220 Questions]

Your company recently collected contact information from booth visitors at an industry conference. After the conference, you create a customer journey that emails the new contacts, inviting them to a webinar.

While your customer journey is still active, you want to identify reasons why some recipients fail to complete the journey.

What are two steps you should take? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Look for tiles in your journey that have logged users as Processing.

B. Look for tiles in your journey that have logged users as Stopped.

C. View the Incomplete journeys report to determine the possible reasons.

D. View Insights > Stopped Contacts to see emails the system failed to send due to technical problems.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 20
Topic #: 6
[All MB-220 Questions]

You are a marketing analyst at Contoso, Ltd. The sales manager surveyed the current customers regarding their satisfaction level with their last support call.

The sales manager wants to review individual responses to each question on a survey.

After selecting the survey name in the Reports section of Microsoft Dynamics 365 Customer Voice, what are two ways to obtain survey responses? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Double-click a respondent's name to see their individual responses.

B. Select Respondents, and then select the survey name to display all responses.

C. Navigate to display a graphical representation of all responses.

D. Select Export All in the report, and all responses are downloaded in a CSV file.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 21
Topic #: 6
[All MB-220 Questions]

The marketing department wants to set up a real-time trigger-based journey to thank contacts who made a donation toward a specific cause. To achieve this, the donation process will initiate a Microsoft Dynamics 365 Marketing trigger. This process will include the URL of the individual hero banner of the cause.

You need to ensure that the image from the event trigger is added to the email and displays correctly.

Which two steps do you need to perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Add a predefined token where you use the URL field from the trigger as a personalization token. Then set the image as the label.

B. Add an image element, and open the HTML editor of the designer. Find the relevant image element, and replace the URL of the “src” attribute with {{image}}.

C. Within a text box, add the pre-defined token with the image field. This will add the {{image}} token into the text box and replace it with the hero banner.

D. Ensure the attribute name of the field with the URL is set to “image” when setting up the trigger.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 22

Topic #: 6

[All MB-220 Questions]

DRAG DROP

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Your company is running a campaign for a new product. The outbound marketing journey includes an outbound marketing email-based product announcement.

Your advertising agency comes up with two call-to-action images for the email.

You want to test which of the images is more successful at enticing recipients to click on the image to learn more. To start, you create a marketing email.

Which five steps should you take, in sequence, to enable an A/B test for your email to be used inside a customer journey? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in the correct order.

Steps

- Select **Test Type** as **Body**.
- Add a code block to the email canvas.
- Modify the call-to-action image in Version B.
- Select **Test Type** as **Subject**.
- Add the call-to-action image for testing in version A.
- Select Go **Live**.
- Create a dynamic content block.
- Select the **A/B test** button in the top-right corner of the email editor to open the **A/B test** panel.

Order

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 23

Topic #: 6

[All MB-220 Questions]

Your marketing department created a recurring outbound customer journey so the contacts are reprocessed at regular intervals during the active period. The marketing manager indicates that the customer journey with a future end date has been in a Stopped state.

The marketing manager wants to enable the contacts to continue being reprocessed in the journey.

What should you do?

A. Update the recurring interval.

B. Manually update the state to Live.

C. Select Check for Errors and then select Go Live.

D. Increase the Iterations count value.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 24

Topic #: 6

[All MB-220 Questions]

DRAG DROP

-

Your company has been using Microsoft Dynamics 365 Marketing for a few months. The Chief Marketing Officer (CMO) asks you to enable real-time customer journey orchestration. The CMO wants to set up an abandoned shopping cart journey using a trigger from the company's online store.

You need to update your current Dynamics 365 Marketing version and enable the real-time customer journey orchestration.

Which four steps need to occur 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
Open the **Advanced Settings** of your Dynamics 365 Marketing instance.	
Select **Manage + update** to update the Dynamics 365 Marketing installation.	
In the **Real-time marketing features** tile, select **Install**.	
Navigate to **Overview > Versions**.	
From Dynamics 365 Marketing, switch to the **Settings** area.	

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 25
Topic #: 6
[All MB-220 Questions]

Your company wants to send out an SMS text message to confirm a customer's purchase using a real-time journey.

You need to set the correct designation type.

What should you do?

A. Within the real-time journey text message tile, set the designation to Transactional.

B. Within the text messaging editor for Text Messages, set the designation to Transactional.

C. Within the real-time journey text message tile, set the designation to Commercial.

D. Within the text messaging editor for Text Messages, set the designation to Commercial.

Show Suggested Answer

Actual exam question from Microsoft's MB-220

Question #: 26

Topic #: 6

[All MB-220 Questions]

You are creating a new outbound journey that will create a lead when a contact has opened the welcome email, and registered to attend the Widget 9000 announcement event.

You need to configure the If/Then tile, and include both the email and event sources for the condition.

What should you do?

A. In the marketing email, add the event as a property. The If/Then tile will have both sources as options.

B. In the If/Then tile, add the event as a source. The email will already exist as a source.

C. In the journey, add the event tile. The If/Then tile will have both sources as options.

D. In the email tile, add the webinar event as an email element. The if/then tile will have both sources as options.

Show Suggested Answer

Actual exam question from Microsoft's MB-220
Question #: 27
Topic #: 6
[All MB-220 Questions]

Case study -

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About the Organization -

Contoso, Ltd. is an award-winning IT and Business skills training provider. They provide online and on-site training across Europe, North America, and Japan. They have won several awards throughout their 20-year span in the training industry.

Contoso offers trainings in various topics and areas, such as Business Analyst, Digital Marketing, Oracle Apps, Microsoft Azure, Office 365, Dynamics 365 Stack, Foreign Languages, Cisco, et cetera.

Contoso has its main offices in North America, Europe and Japan. Their global headquarters are based in Redmond, Washington. Each regional office has its own sales and marketing teams, and perform focused Marketing Campaigns based on the operating region, in order to meet the local market demands. They use in-house developed applications to manage their marketing and sales efforts.

Until 2019, Contoso's business was 70% on-site and 30% online, and their marketing efforts were in line with this model. Almost 35% of their total business revenue comes from three countries/regions in Europe: Denmark, Sweden, and Norway. As part of their 2021 business plan, Contoso changed their business strategy and moved the majority of their courses online. The goal is to have all courses fully online by the end of 2021. As part of this new business strategy, Contoso started using Dynamics 365 Marketing and Dynamics 365 Sales, and wants to move away from their existing in-house applications.

Office hours are from 9:00AM to 5:00PM every day of the week, except for holidays which have no work hours. These office hours apply to all offices, using their local time zones. Contoso also has a 24/7 support team Operating out of Redmond, USA, which handles all customer-related queries from all regions.

Existing Environment -

Contoso's existing environment consists of the following applications:

• Dynamics 365 Marketing
• Dynamics 365 Sales - 120 Users
• Custom Built Customer Service Portal
• A Call Center application for the 24/7 Support Team
• Custom build CRM Application for Lead and Sales Management
• Office 365
• SharePoint integrated with D365 Sales
• Dynamics 365 App for Outlook
• Microsoft Teams

The Marketing Team -

Contoso, Ltd. has a Marketing team of 30 members throughout the organization.

• 1 - Chief Marketing Officer (Entire Organization)
• 1 - Vice President of Marketing (Entire Organization)
• 3 - Marketing Heads, one for each region (North America, Europe, and Japan)
• 6 - Marketing Managers, two for each region (North America, Europe, and Japan)
• 18 - Marketing Professionals (a team of three, reporting to each Marketing Manager)
• 1 - Dynamics 365 Marketing Functional Consultant

The Marketing Team handles the following activities:

• Customer Journeys
• Customer Segmentation
• Creating Email Templates
• Creating Marketing Pages, Forms etc.
• Event Management: Live Events and Webinars
• Region-specific Marketing content generation
• Customer Survey Management
• Social Media Management

You are a Dynamics 365 Marketing functional consultant at Contoso, Ltd. Your responsibilities include:

• Managing customer journeys and fixing any issues.
• Reviewing all marketing survey responses to measure customer satisfaction in real-time.
• Capturing and analyzing customer and employee feedback.
• Providing Contoso with all the required solutions and trainings with regards to using the Dynamics 365 Marketing application.
• Building reports and dashboards, and presenting them to the Marketing department leadership using either the standard reports and dashboards, or using Power BI.
• Helping the marketing team in the localization of their customer journeys and surveys based on the region they are working in.

Requirements -

Localization is the key -

Contoso understands that localization is the key in some of the European markets such as Denmark, Sweden, and Norway.

Contoso wants to ensure that:
• the customer journeys and surveys are executed in the local languages of the above-mentioned countries/regions.
• the Marketing Heads and Marketing Managers are restricted to the information within their operating regions.
• for some of the courses and events, special focus is placed on the above three countries/regions. The marketing team should create content and email templates, and design customer journeys accordingly.
• reports and dashboards are built to give an overview of the region-specific marketing activities.
• there is also a global dashboard available to Management.

Campaign localization is also required for Japan.

Other Critical Requirements -

Contoso organizes a lot of pre-scheduled demo sessions, limited time offers on specific courses, et cetera. They want to make sure that outdated information is not delivered to their customers.

Additionally, Contoso wants to:

• identify the days and times when each contact is most likely to be actively reading their email, and deliver their messages accordingly.
• create customer journey templates which are region- and language-specific.
• create effective inbound customer journeys so that the customers are included in the right channel based on their interactions.
• create different activity templates that can be triggered based on the customer interaction and the region they belong to.
• have the ability include specific surveys as part of the customer journey.
• have the ability to create multi-lingual surveys where the customer can choose their preferred language.
• leverage some of the standard Power BI-based reports and dashboards to measure their marketing effectiveness and understand various performance metrics.
• enable the sales team to send out surveys with minimum effort and access surveys from their Sales app.

Challenges -

These are some of the challenges Contoso is facing today. Contoso wants to address these as soon as possible.

• Time zone difference between different regions is causing major issues for their global campaigns resulting in minimal response rates.
• Localization efforts in the past have not yielded the desired results to Contoso, due the limitations in their execution.
• Reports based on performance metrics of their campaigns always required manual inputs and a lot of Excel work.
• Outbound and inbound customer journeys always required monitoring by a group of marketing team members. The team members needed to segregate the interactions based on the channels and then manually include them into the correct segments.
• User adaptation, especially in the Sale team, is very low. Contoso wants to improve this by providing ease of navigation and avoid moving between different applications to access information.

You need to create a customer journey for the promotion of the upcoming webinar on Azure Services.

You are looking through the gallery of existing customer journey templates to select the appropriate template.

Which four pieces of information will help you decide on the right template? Each answer presents a part of the solution.

A. Description
B. Purpose
C. Name
D. Recurrence
E. Language
F. Owner
G. Target

Show Suggested Answer