

100% Money Back
Guarantee

Vendor:Microsoft

Exam Code:MB-220

Exam Name:Microsoft Dynamics 365 Marketing

Version:Demo

QUESTION 1

DRAG DROP

You are creating a survey using a Dynamics 365 for Marketing Surveys. You need to include multiple question types.

Which survey question types presents the best choice for each scenario/example presented? To answer, drag the appropriate survey question to the scenario/example. Each survey question type may be used once, more than once or not at

all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:

Type	Scenario	
Long Answer	Open-ended question	<input type="text"/>
Rating	How many stars would you give us for the service we provided?	<input type="text"/>
Multiple Response	Choose all that apply.	<input type="text"/>
Ranking	Put these things in the order of importance.	<input type="text"/>
Net Promoter Score	How likely are you to tell your friends about us?	<input type="text"/>
Smile Ratings		
Short Answer		
Descriptive Text		

Correct Answer:

Type	Scenario	
	Open-ended question	Long Answer
	How many stars would you give us for the service we provided?	Rating
	Choose all that apply.	Multiple Response
	Put these things in the order of importance.	Ranking
Short Answer	How likely are you to tell your friends about us?	Net Promoter Score
Descriptive Text		

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>

QUESTION 2

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

Correct Answer: B

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

QUESTION 3

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 tile 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.

Correct Answer: D

QUESTION 4

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

A. 4 marketing emails and 4 customer journeys

B. 5 marketing emails and 5 customer journeys

C. 2 marketing emails and 2 customer journeys

D. 1 marketing emails and 1 customer journey

Correct Answer: B

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

QUESTION 5

DRAG DROP

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

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

To answer, drag the Type of Info to the appropriate Record Type. Each item may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

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

Correct Answer:

Types of Info

Account record

Sponsorship record

Hotel record

Case record

Record Types

Sponsoring Company's email

Sponsorship Type

Logo that will be on the pens at the event

Venue address

Number of rooms available to registrants

Reason for invitation to this event

Account record

Sponsorship record

Sponsorship record

Hotel record

Hotel record

Case record

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

QUESTION 6

You are a marketing professional for Contoso, Ltd.

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

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

- A. Published Marketing Lists where the subscription field is set to True
- B. Active Marketing lists where the subscription field is set to False
- C. Published Marketing Lists where the subscription field is set to False
- D. Active Marketing Lists where the subscription field is set to True

Correct Answer: D

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

QUESTION 7

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

Correct Answer: A

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

QUESTION 8

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 Inc.

In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.

You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.

Solution: You add the NPS question as a metric in the survey.

Does this solution meet the goal?

- A. Yes
- B. No

Correct Answer: A

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

QUESTION 9

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.

Correct Answer:

Status Reasons

-
-
-
-
- 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.

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

QUESTION 10

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

Correct Answer: A

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

QUESTION 11

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

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

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

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

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

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

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

Correct Answer: AB

Incorrect answers:

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

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

QUESTION 12

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

A. on your organization's private website, with the login information needed to access it

B. on any publicly-available website, with the URL listed in the Event Management Settings

C. on your organization's website, with the URL listed on the Default Configuration Set

D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Correct Answer: D

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

