



Microsoft

Exam Questions mb-220

Microsoft Dynamics 365 for Marketing

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NEW QUESTION 1

- (Exam Topic 1)

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

- A. Litmus inbox Previews = 100 per month
- B. Marketing Emails Sent = 1,755,983
- C. Australia Business Unit has 10 regular Users and 1 Administrator User
- D. Marketing Contacts = 24,500

Answer: BD

NEW QUESTION 2

- (Exam Topic 2)

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 appropriate one.

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

Answer: ABCE

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/journey-templates>

NEW QUESTION 3

- (Exam Topic 3)

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.

Answer: BDE

Explanation:

- 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.
- 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.

NEW QUESTION 4

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant.

You need to set up a Marketing campaign for a client to demonstrate how they can engage customers in email campaigns.

To set up your demo, you will need to establish a list of contacts. You need to avoid using actual contacts. Which two methods can be used to load demo contacts for the campaign? Each correct answer presents part of the solution.

- A. Create Contacts in Demo Data of Marketing Settings.
- B. Create contacts manually in the Leads section of Dynamics 365 Marketing.
- C. Import contacts from an Excel file.
- D. Create contacts manually in the Contacts section of Dynamics 365 Marketing.

Answer: AC

NEW QUESTION 5

- (Exam Topic 4)

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.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Graphical user interface, text, application, email Description automatically generated
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms>

NEW QUESTION 6

- (Exam Topic 4)
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

Answer: BC

Explanation:
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads>

NEW QUESTION 7

- (Exam Topic 4)
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.

Actions

Select a Subscription Marketing List.

Set segment source to Subscription Marketing List.

Add a segment group tile.

Set up a Journey.

Add a child segment tile.

Select the properties of the child segment tile.

Select the properties of the segment group tile.

Orders

- A. Mastered
B. Not Mastered

Answer: A

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journe>

NEW QUESTION 8

- (Exam Topic 4)

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

Answer: B

Explanation:

References:

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

NEW QUESTION 9

- (Exam Topic 4)

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.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 10

- (Exam Topic 4)

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.

Answer: D

Explanation:

Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/create-landing-page>

NEW QUESTION 10

- (Exam Topic 4)

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

Enter information for the venue, building, and rooms.

Enter the Webinar Name and Provider.

Add the credentials for your account with the Webinar Provider.

Enter the speaker information.

Select the Event Type.

Save

Enter information about the Sessions.

Create a new Webinar Configuration.

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

Order

⏪

⏩

⏴

⏵

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Application Description automatically generated with medium confidence
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/events-settings>

NEW QUESTION 13

- (Exam Topic 4)
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.

Elements

Correct

Incorrect

Statements

Automatic System Backups contain interaction records and image files.

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.

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/manage-marketing-environments#create-and-restore-b> <https://docs.microsoft.com/en-us/power-platform/admin/backup-restore-environments>

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NEW QUESTION 17

- (Exam Topic 4)

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

Answer: BDE

NEW QUESTION 20

- (Exam Topic 4)

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.

Required or Best Practice	Item	
<div>Required</div>	A Subscription center link	<div></div>
<div>Best Practice</div>	The Sender's physical street	<div></div>
	A subject	<div></div>
	A valid From address	<div></div>
	Email size must be below 128KB	<div></div>
	A personalized greeting in the subject using the {{contact.firstname}} token	<div></div>
	Both an HTML and Text version of the email	<div></div>

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Graphical user interface, application Description automatically generated

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing> <https://docs.microsoft.com/en-us/dynamics365/marketing/create-marketing-email>

NEW QUESTION 24

- (Exam Topic 4)

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.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 26

- (Exam Topic 4)

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

Answer:

D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/content-blocks>

NEW QUESTION 27

- (Exam Topic 4)

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

Answer: ABD

NEW QUESTION 32

- (Exam Topic 4)

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 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 results report. Does this solution meet the goal?

- A. Yes
- B. No

Answer: B

Explanation:

Reference:

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

NEW QUESTION 35

- (Exam Topic 4)

You are a marketing analyst at Contoso, Ltd. The sales manager wants to utilize a real-time survey embedded in a web page to feed data into customer records.

The survey manager would like to distribute the survey through email.

You need to ensure that when the user opens the survey it loads within the corporate website. In the survey, you go to Send and then Embed Survey.

What should you do next to embed your survey?

- A. Select Pop Up Window and place the generated code in your website.
- B. Select In-Line and place the generated code in your website.
- C. Select Button and place the generated code in your website.
- D. Place the generated code in your website.

Answer: B

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/embed-web-page>

NEW QUESTION 37

- (Exam Topic 4)

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.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Graphical user interface, text, application Description automatically generated
Reference:
<https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-lead-score-options>

NEW QUESTION 42

- (Exam Topic 4)
You are a marketer for Contoso Ltd. You plan to create a survey asking how much people like Contoso’s products. You need to ask a series of single answer questions and have a rating scale for the answers, so the respondent can select a value from the scale to answer each question,
Which type of question should you add to your survey?

- A. Net Promoter Score
- B. Rating
- C. Choice
- D. Likert

Answer: D

Explanation:
Reference:
<https://docs.microsoft.com/en-us/dynamics365/customer-voice/available-question-types>

NEW QUESTION 47

- (Exam Topic 4)
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.

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.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 49

- (Exam Topic 4)

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.

List of Requirements	Answer Area	
	Able to meet requirement	Not able to meet requirement
Create individualized messages with personalized content.		
Error check content to ensure all required information is included.		
Creating marketing that changes based on the recipient's actions.		
Analyze the results of email messages (click-thrus, opens, etc.).		
Send emails messages out through your company's server.		

- A. Mastered
B. Not Mastered

Answer: A

Explanation:

References:

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

NEW QUESTION 50

- (Exam Topic 4)

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

Answer: B

NEW QUESTION 55

- (Exam Topic 4)

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.

Answer: D

NEW QUESTION 56

- (Exam Topic 4)

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 "Allow".
C. The lead must be associated with an account record.
D. Bulk Email must be set to "Allow".

Answer: AD

NEW QUESTION 60

- (Exam Topic 4)

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 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

Answer: A

Explanation:

Reference:

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

NEW QUESTION 64

- (Exam Topic 4)

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

Answer: B

Explanation:

References:

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

NEW QUESTION 65

- (Exam Topic 4)

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. N
- B. The customer journey template is locked for editing while it is Live, Editable.
- C. Yes, if you set the customer journey as Stopped and modify the template.
- D. Yes, if you set the customer journey as Live, Editable and modify the template.
- E. N
- F. The customer journey cannot be edited without being at least temporarily stopped.

Answer: A

Explanation:

Reference:

<https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live#customer-journey-go-live-operations-and-stat>

NEW QUESTION 70

- (Exam Topic 4)

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. Interactions
- B. Overview
- C. Submissions

Answer: A

Explanation:

Reference:

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

NEW QUESTION 73

- (Exam Topic 4)

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

Answer: D

Explanation:

References:

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>

NEW QUESTION 75

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