

## Exam Questions mb-220

Microsoft Dynamics 365 for Marketing

<https://www.2passeasy.com/dumps/mb-220/>



### NEW QUESTION 1

- (Exam Topic 1)

The time is currently 6:30pm on Monday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising an event. Following ProseWare's standards, which two options will you choose when preparing this message? Each answer represents a partial solution.

- A. Schedule Time is set to tomorrow at 9 am.
- B. Post Visibility is set to Connections.
- C. Schedule Time is set to immediate.
- D. Post Visibility is set to Public.

**Answer:** AD

### NEW QUESTION 2

- (Exam Topic 1)

Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.

To answer, drag the Assessment to the appropriate Lead. Each Assessment 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.

Assessments	Leads
<div>Sales Ready</div>	A Lead with a score of 315
<div>Not Sales Ready</div>	An existing Marketing Contact who registers for an event
	A Lead who clicked a Twitter message and has spent \$412 with ProseWare previously
	A Lead with a score of 175
	Litmus inbox previews

- A. Mastered
- B. Not Mastered

**Answer:** A

#### Explanation:

Graphical user interface, text, application, email Description automatically generated

### NEW QUESTION 3

- (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 4

- (Exam Topic 3)

The Planned Event currently has 146 registrations. In order to meet all of Litware's standards for registration, which two statements are true?

Each answer represents a complete solution.

- A. When space becomes available, the first person on the waitlist will be offered an invitation to register.
- B. Once capacity has been reached, a speaker whose additional person hasn't been registered yet will be placed on the waitlist.
- C. Once capacity has been reached, the first person on the waitlist will be automatically registered for the event when space becomes available.
- D. Another 2 registrations can be accepted.
- E. After that, registrations will be added to the waitlist.

**Answer:** CD

#### Explanation:

Reference:

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

#### NEW QUESTION 5

- (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 6

- (Exam Topic 3)

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.

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

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

#### NEW QUESTION 7

- (Exam Topic 4)

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 "Include Subscription Center Link."
- 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.

**Answer:** A

**Explanation:**

Reference:

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

**NEW QUESTION 8**

- (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 refresh the satisfaction metrics 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 9**

- (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 10**

- (Exam Topic 4)

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

**Answer: B**

**Explanation:**

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/segmentation-lists-subscription>

**NEW QUESTION 10**

- (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 11**

- (Exam Topic 4)

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.

**Answer: BC**

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration> <https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration>

**NEW QUESTION 12**

- (Exam Topic 4)

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="description" content="Enter catchy messaging here">

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.

**Answer: B**

**NEW QUESTION 14**

- (Exam Topic 4)

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.



Data Source	Content Type	
Contact[context]	You want to add a link for opening the email as a webpage.	
Content settings[context]	You want to add the First Name for the email recipient.	
Account		
Event	You want to add the customer name and phone number.	
Marketing List		
Marketing Page		
Message[context]		
Survey		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 16

- (Exam Topic 4)  
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.

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".	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 18

- (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 results as click-thrus, opens and forwards are recorded for Traditional Emails. 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 19

- (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 able to be used in customer journeys. Does this meet the goal?

- A. Yes
- B. No

Answer: A

Explanation:

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

NEW QUESTION 24

- (Exam Topic 4)

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.

Type

Long Answer

Rating

Multiple Response

Ranking

Net Promoter Score

Smile Ratings

Short Answer

Descriptive Text

Scenario

Open-ended question

How many stars would you give us for the service we provided?

Choose all that apply.

Put these things in the order of importance.

How likely are you to tell your friends about us?

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 28

- (Exam Topic 4)

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.

**Answer:** ABC

#### NEW QUESTION 32

- (Exam Topic 4)

You are the manager of Internet sales for your company.

You have been asked to create and distribute a post-purchase survey to both registered and guest customers purchasing on your site.

Which three things will be true about the distribution of your survey? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. When distributing your Dynamics 365 for Marketing Survey, you may invite either anonymous or non-anonymous respondents.
- B. An optional invitation email, utilizing either a direct email or an email template, may be sent to each potential non-anonymous respondent.
- C. As an option, the design of your survey can include a limitation that restricts multiple completions by a single non-anonymous respondent.
- D. All respondents will receive the exactly same hyperlink to connect them to the survey that you are inviting them to complete.

**Answer:** ABC

#### Explanation:

References:

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

#### NEW QUESTION 34

- (Exam Topic 4)

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.

**Answer:** D

#### NEW QUESTION 36

- (Exam Topic 4)

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.

#### 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.



- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

References:

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

**NEW QUESTION 38**

- (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 43**

- (Exam Topic 4)

You are a marketing analyst at Contoso Ltd.

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

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

- A. Open the project in Dynamics 365 Customer Voic
- B. Select the survey in the reports section, and select export al
- C. The responses are downloaded in an Excel File.
- D. Use Advanced Find to query the CD
- E. Set the "Look For" to Dynamics 365 Customer Voice survey response
- F. Export to Excel.
- G. Use Advanced Find to query the CD
- H. Set the "Look For" to Dynamics 365 Customer Voice survey questions response
- I. Export to Excel.
- J. Open the project in Dynamics 365 Customer Voic
- K. Select the survey in the reports section, and select export al
- L. The responses are downloaded in a CSV File.

**Answer:** D

**Explanation:**

Reference:

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

**NEW QUESTION 45**

- (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.	
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.	
Set Automatic Sales Ready to Yes.	Automatically advance leads when a score generated by the lead-scoring model is received.	
Set Automatic Sales Ready to No.	Continue to show the scores for stopped models.	
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 50  
- (Exam Topic 4)

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.

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.	

- A. Mastered
- B. Not Mastered

Answer: A

**Explanation:**  
Text, table Description automatically generated with medium confidence  
Reference:  
<https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center>

#### NEW QUESTION 55

- (Exam Topic 4)

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.

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.	

- A. Mastered
- B. Not Mastered

**Answer:** A

#### Explanation:

References:

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

#### NEW QUESTION 59

- (Exam Topic 4)

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

**Answer:** ACE

#### Explanation:

Reference:

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

#### NEW QUESTION 63

- (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 66

- (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 67

- (Exam Topic 4)

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.

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

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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



NEW QUESTION 70

- (Exam Topic 4)

You are a Dynamics 365 Marketing functional consultant. 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 Dynamics 365 Marketing. In sequence, which four steps should you take? To answer, move all steps from the list of steps to the answer area and arrange them in the correct order.

Steps

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.

Order

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>

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v

- 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/linkedin-lead-gen-integration> <https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration>

NEW QUESTION 75

- (Exam Topic 4)

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

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.

Order

<

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v

- A. Mastered

B. Not Mastered

**Answer:** A

**Explanation:**

Application Description automatically generated with low confidence

Reference:

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

**NEW QUESTION 80**

- (Exam Topic 4)

You are a functional consultant working with Dynamics 365 Customer Voice.

You are tasked with planning a survey that will be distributed for anonymous response.

Which action is required during survey variable configuration to capture the Email of the anonymous respondent?

- A. Enable the Anonymous responses in the distribution settings.
- B. Turn on track email in the distribution settings.
- C. Add the Email variable in the Personalization customization.
- D. Turn on the toggle for Save value in the Email variable.

**Answer:** D

**Explanation:**

Reference:

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

**NEW QUESTION 85**

- (Exam Topic 4)

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

**Answer:** ABC

**Explanation:**

References:

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

**NEW QUESTION 89**

- (Exam Topic 4)

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

**Answer:** ABEF

**Explanation:**

Reference:

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

**NEW QUESTION 93**

- (Exam Topic 4)

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.

**Answer:** B

**Explanation:**

Reference:

<https://neilparkhurst.com/2019/02/27/mb-210-microsoft-dynamics-365-for-sales-sales-reports/>

**NEW QUESTION 94**

- (Exam Topic 4)

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

**Answer: D**

**Explanation:**

Reference:

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

**NEW QUESTION 95**

- (Exam Topic 4)

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.

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.	

- A. Mastered
- B. Not Mastered

**Answer: A**

**Explanation:**

References:

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

**NEW QUESTION 97**

- (Exam Topic 4)

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.

**Answer: A**

**Explanation:**

Reference:

<https://github.com/MicrosoftDocs/dynamics-365-customer-engagement/blob/main/ce/marketing/customer-journ>

NEW QUESTION 100

- (Exam Topic 4)

You have a subscription to Dynamics 365 for Marketing.  
You need to recommend which analytics tools should be used for each channel measured by your subscription. Which analytics tools should be used for seeing the data by contact or by lead? 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.

Tools	Content
Insights	interaction timeline for all channels
Email interactions	open and click through information
Event interactions	check-in-list
Marketing form interactions	name of the record on which user-entered updates are saved
Web interactions	anonymous visitor information

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 103

- (Exam Topic 4)

You are a functional consultant at Contoso Ltd.  
Contoso would like to use Dynamics 365 Marketing to conduct a Webinar Event next week. An event portal is created for event management purposes. After creating the event record, the company requires a payment gateway to accept registration payment. You need to configure the payment gateway and set the event to use it.  
Which five 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.  
NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Steps	Order
Create a web page associated to the Page Template.	
On the Page Template record, set the Web Template field to the Web Template record created.	
Create a Web Template record.	
Create a Page Template record.	
On the Web Template record, set the Page Template field to Page Template record created.	
Update the Event record. Set the Portal Payment Gateway field to the web page.	
Create a web page associated to the Web Template.	



- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

Reference:

<https://docs.microsoft.com/en-us/dynamics365/marketing/event-payment-gateway>

**NEW QUESTION 105**

- (Exam Topic 4)

As a Marketing Administrator you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization. What are two ways the system can create leads from the same marketing contact? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.
- B. It can automatically create one per visit to a landing page that is configured to create leads automatically.
- C. It can automatically create one per interaction that indicates a level of interest in a product or service.
- D. It can automatically create only one; each marketing contact equates to one lead.

**Answer:** AB

**Explanation:**

References:

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle>

**NEW QUESTION 108**

- (Exam Topic 4)

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.

**Methods**

Submitted Company name trough  
a form on a landing page

Clicked on an email

Attended a webinar

**Answer Area**

**Explicit Data**

**Implicit Data**

- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

References:

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

**NEW QUESTION 110**

- (Exam Topic 4)

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.

**Answer:** AB

**Explanation:**

Reference:

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

**NEW QUESTION 112**

- (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 117**

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