



# MB-220<sup>Q&As</sup>

Microsoft Dynamics 365 Marketing

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### QUESTION 1

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

Correct Answer: B

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

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### QUESTION 2

You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent it out through email for responses.

You would like to export the responses for further analysis.

Which export file format should be used to complete this task?

- A. csv
- B. pdf
- C. xml
- D. docx

Correct Answer: A

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

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### QUESTION 3

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