



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

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

Correct Answer: C

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

QUESTION 2

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

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.

Order

Correct Answer:



Actions

Empty box

Add a Custom tile.

Empty box

Empty box

Add a Splitter tile.

Empty box

Order

Add a Segment tile.

Add an Email tile.

Add a Trigger tile.

Add a Scheduler tile.

Add an SMS text tile.

QUESTION 3

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.

Correct Answer: D

QUESTION 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

Correct Answer: BDE

QUESTION 5

DRAG DROP

Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below.

To answer, drag the Staff to the appropriate Activity. Each Staff 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:

Answer Area

Staff

Marketing Professionals

All Marketing Users

Marketing Oversight
Business Unit members

BU Admin Team members

Marketing Administration
Business Unit members

Activities

Analyze Marketing Page performance

Investigate blocked emails

Use Customer Insights for reporting

Go Live

Request Approval



Correct Answer:

Answer Area

Staff

- Marketing Professionals
- All Marketing Users
- Marketing Oversight Business Unit members
- BU Admin Team members
- Marketing Administration Business Unit members

Activities

- Analyze Marketing Page performance
- Investigate blocked emails
- Use Customer Insights for reporting
- Go Live
- Request Approval

- Marketing Administration Business Unit members
- Marketing Administration Business Unit members
- Marketing Professionals
- Marketing Professionals
- Marketing Professionals

Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.

Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped Contacts.

Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

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