MB-220 Q&As

Microsoft Dynamics 365 Marketing

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QUESTION 1

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working

as of yesterday.

Solution: You enable social media in the default marketing settings to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

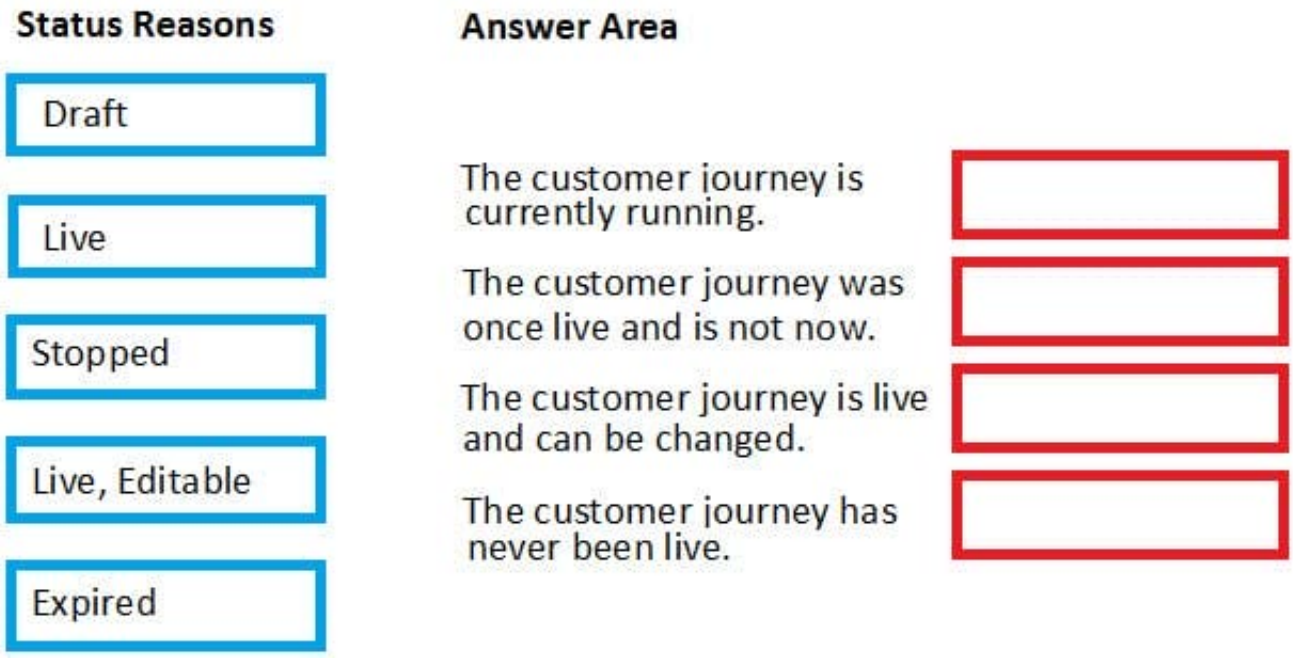
Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media

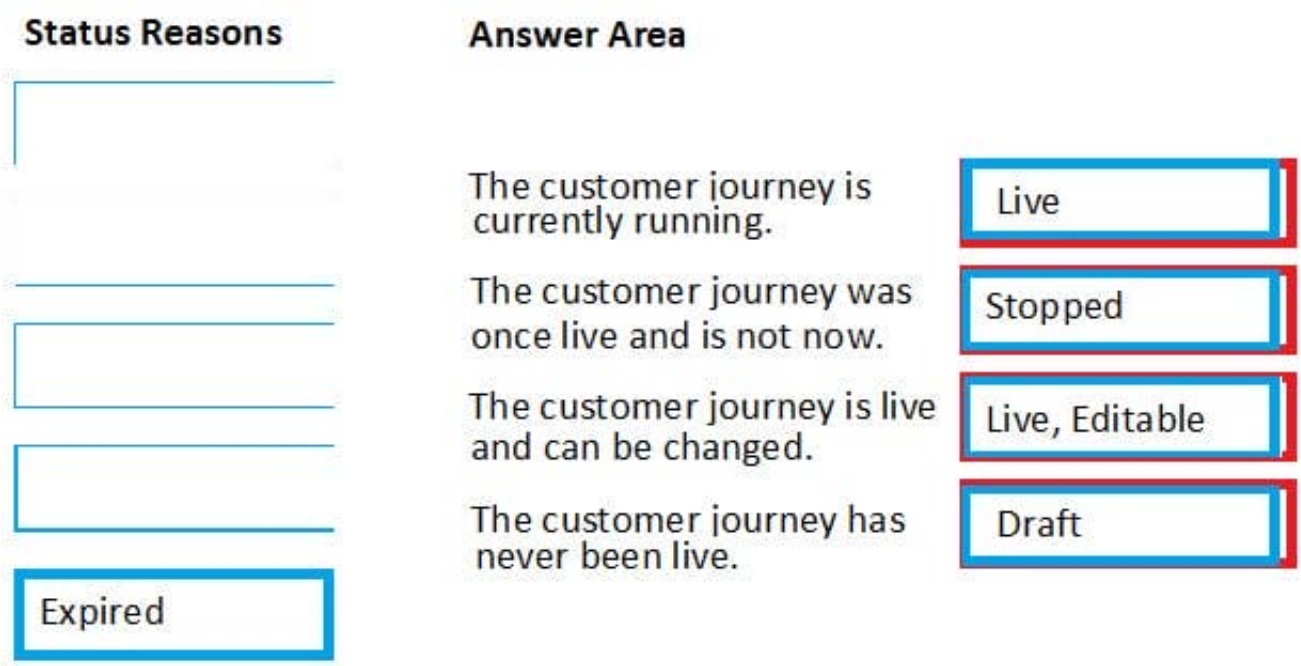
QUESTION 2

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:



Correct Answer:



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

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