



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

Microsoft Dynamics 365 Marketing

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### QUESTION 1

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.

Correct Answer: D

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

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### QUESTION 2

The time is currently 8pm on Thursday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising the Planned Event. Following Litware's standards, which two options should you choose when preparing this message? Each answer represents a complete solution.

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

Correct Answer: BD

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/social-posting>

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### QUESTION 3

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 reauthorize the Facebook social posting configuration to resolve the ticket.

Does this meet your goal?

- A. Yes



B. No

Correct Answer: A

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

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#### QUESTION 4

You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.

Your manager gives you a list of sponsors and their items. You need to record the information in the system.

What should you do?

A. Create the sponsors in Accounts, and add their items in Equipment. Then, add the relationship into the event.

B. Create the sponsors in Events Sponsorships. In Sponsorship Type, select Equipment and add their items as the details.

C. Create the sponsors in Accounts, and add their items in Products. Then, add the relationship into the event.

D. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

Correct Answer: B

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships>

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#### QUESTION 5

Your marketing department will be creating multiple email messages to be used in several customer journeys.

To prepare for this, you need to create content settings to determine the dynamic values to be used.

What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

A. 1

B. 2

C. 3

D. 4

Correct Answer: A

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