



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP 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.

Select and Place:

Steps

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.

Order



Correct Answer:



Steps

On the Web Template record, set the Page Template field to Page Template record created.

Create a web page associated to the Web Template.

Order

Create a Web Template record.

Create a Page Template record.

On the Page Template record, set the Web Template field to the Web Template record created.

⬅ Create a web page associated to the Page Template.

➡ Update the Event record. Set the Portal Payment Gateway field to the web page.

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

QUESTION 2

DRAG DROP

You are a functional consultant working at a company that is running campaigns on LinkedIn.

You have been tasked with syncing leads from LinkedIn to Dynamics 365 Marketing.

You would like all leads acquired from your LinkedIn campaigns to create a new Lead and Contact record in Dynamics 365 Marketing. You do not want duplicates created when they are existing Leads and Contacts in the system.

Which five steps should you perform in sequence? To answer, move the appropriate steps from the list of steps to the answer area and arrange them in the correct order.

Select and Place:



Steps

Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.

Define a strategy for matching LinkedIn leads with existing leads.

Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.

Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.

Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.

Enable LinkedIn Sales Navigator.

Activate your LinkedIn Lead Matching Strategy.

Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.

Enable LinkedIn Lead Gen Integration in Advanced Settings.

Order

Correct Answer:



Steps

-
-
- Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.
- Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.
-
- Enable LinkedIn Sales Navigator.
-
- Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.
-

Order

- Enable LinkedIn Lead Gen Integration in Advanced Settings.
- Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.
- Define a strategy for matching LinkedIn leads with existing leads.
-
- Activate your LinkedIn Lead Matching Strategy.
-
- Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.

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

QUESTION 3

Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe. How should you define who to include in this Customer Journey?

- A. Create a Dynamic segment.
- B. Edit the contacts in your database.
- C. Create a Segment Type.
- D. Create a Static segment.

Correct Answer: A

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions>

QUESTION 4

Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition. Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution. NOTE: Each correct



selection is worth one point.

- A. based on age
- B. clicking on an email advertisement
- C. an event for which the contact registered
- D. based on zip code

Correct Answer: BC

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

QUESTION 5

DRAG DROP

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.

Select and Place:

Methods

- Submitted Company name through a form on a landing page
- Clicked on an email
- Attended a webinar

Answer Area

Explicit Data

Implicit Data

Correct Answer:



Methods

Answer Area

Explicit Data

Submitted Company name through a form on a landing page

Implicit Data

Clicked on an email
Attended a webinar

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

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