



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

Microsoft Dynamics 365 Marketing

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### QUESTION 1

Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution,

while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.

The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You examine all existing templates. Upon identifying those that do not meet standards, you make appropriate adjustments to the non-conforming templates.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

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### QUESTION 2

#### DRAG DROP

You are a marketing professional.

You need to create a marketing form that will include a subscription list you have already created. The marketing form will be finalized by a colleague.

Which three 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.

Select and Place:



**Steps**

Save and Go Live your marketing form.

Create a new marketing form.

Drag and drop your subscription list into your marketing form.

Select a template with a market type "Landing Page".

Locate your subscription list in the Subscription Center portion of the tool box.

Select a template with the market type "Forward a Friend".

**Order**

Correct Answer:

**Steps**

Save and Go Live your marketing form.

Create a new marketing form.

Drag and drop your subscription list into your marketing form.

Select a template with a market type "Landing Page".

Locate your subscription list in the Subscription Center portion of the tool box.

Select a template with the market type "Forward a Friend".

**Order**

Create a new marketing form.

Locate your subscription list in the Subscription Center portion of the tool box.

Drag and drop your subscription list into your marketing form.

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form>

**QUESTION 3**

**DRAG DROP**

You are setting up a conference event that will have a capacity of 500 people.

You want to enable a waitlist for the event so that if more than 500 people register and someone cancels their registration, the event will automatically register the next available person on the list.

Which three steps should you take, in sequence, to complete your task? (Choose three.) 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:

**Steps**

Create an event.

Navigate to the Venue Constraints section.

Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.

Navigate to the Registration and Attendance Tab.

Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.

**Order**

Correct Answer:

**Steps**

Navigate to the Registration and Attendance Tab.

Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.

**Order**

Create an event.

Navigate to the Venue Constraints section.

Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.

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

**QUESTION 4**

You are Dynamics 365 Marketing functional consultant for AdventureWorks Cycles.

You are configuring the system and storing marketing files in the Dynamics 365 Marketing content library.

Which three file formats are supported in the content library? Each correct answer presents a complete solution.

A. .bmp

B. .jpg

C. .pdf

D. .tiff

E. .gif



Correct Answer: ACE

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-asset-library>

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### QUESTION 5

You are a Dynamics 365 Marketing functional consultant at Contoso Ltd.

You need to configure the LinkedIn Lead Gen feature.

What are the two pre-requisites that must be applied before you are able to proceed with the configuration? Each correct answer presents part of the solution.

- A. Create a strategy to match LinkedIn incoming leads to existing leads.
- B. Have LinkedIn Profile with Campaign Manager enabled.
- C. Grant the rightful users with the LinkedIn Lead Gen Forms Administrator or LinkedIn Lead Gen Forms Salesperson security roles.
- D. Send a request to LinkedIn to allow the synchronization.
- E. Have a LinkedIn Profile with Lead Gen Administrator enabled.

Correct Answer: BC

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

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

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