



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing





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QUESTION 1

You are a Dynamics 365 Marketing functional consultant.

Marketing pages must conform to corporate branding standards. You need to ensure they all use the same style sheet.

How can you add the style sheet?

- A. Add it to the Portal Settings.
- B. Click on HTML in the Page Designer in the marketing pages.
- C. Add it to the Portal Integration tab of the marketing page.
- D. Add it to a content block, then add the content block to the marketing page.

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/content-blocks>

QUESTION 2

DRAG DROP

You are a marketing administrator who is training a new marketer.

As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.

Which design element type is required for Landing Pages and Forward to a Friend Pages? To answer, drag the design element type to the appropriate page. Each form option 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:



Design Element

- Forward to a Friend Button
- Submit Button
- Do not bulk email Button

Page

- Only Forward a Friend Pages
- Only Landing Pages
- Both Forward a Friend and Landing Pages

Correct Answer:

Design Element

Page

- Only Forward a Friend Pages
- Only Landing Pages
- Both Forward a Friend and Landing Pages

Forward to a Friend Button

Do not bulk email Button

Submit Button

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

QUESTION 3

DRAG DROP

You are a content creator and you often need to add dynamic content to your emails.

You need to be able to know which data source to use to add various types of content available using assist-edit.

Which data source should you use to add the content types listed? To answer, drag the appropriate data source to the appropriate content type. Each data source may be used once, more than once and 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:

Data Source

-
-
-
-
-
-
-
-

Content Type

You want to add a link for opening the email as a webpage.

You want to add the First Name for the email recipient.

You want to add the customer name and phone number.

Correct Answer:

Data Source

-
-
-
-
-
-
-
-

Content Type

You want to add a link for opening the email as a webpage.

You want to add the First Name for the email recipient.

You want to add the customer name and phone number.

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

QUESTION 4



DRAG DROP

You are an event coordinator for Contoso, Ltd.

You are creating a multi-day conference event that will include three tracks with four sessions in each track. These sessions and tracks will need to be visible on your event website.

Which four steps must you complete, in sequence, to complete your task? 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

- Associate applicable sessions and tracks.
- Set event publish status to "Live".
- Click "Go Live" on the command bar.
- Create an event/events.
- Create sessions and internal track records.
- Create sessions and external track records.

Order



Correct Answer:



Steps

[Empty box]

[Empty box]

Click "Go Live" on the command bar.

[Empty box]

Create sessions and internal track records.

[Empty box]

Order

Create an event/events.

Create sessions and external track records.

⏪ Associate applicable sessions and tracks.

⏩ Set event publish status to "Live".

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event> <https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal#publish-event>

QUESTION 5

You are a marketing professional.

You have created a marketing form and want content items to automatically fill in for the customer.

What is a valid form for prefill?

- A. Pre-fill Form
- B. Survey Form
- C. Journey Form
- D. Subscription Center Form

Correct Answer: D

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