



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

Pass Microsoft MB-220 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.geekcert.com/mb-220.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Microsoft
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers





QUESTION 1

You are a marketing analyst at Contoso Ltd.

The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received.

They would like each survey to be a single row, with the responses as a column for their analysis.

What should you do?

- A. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in an Excel File.
- B. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey responses. Export to Excel.
- C. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey questions responses. Export to Excel.
- D. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in a CSV File.

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report>

QUESTION 2

DRAG DROP

You are a marketing professional.

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

Which three actions should you perform in sequence, to create a Subscription center form? 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.

Select a template with the market type
"Subscription Center."

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

Create a new marketing form.

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

Drag and drop your subscription list onto
your marketing form.

Order



Correct Answer:

Steps

Save and Go Live your marketing form.

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

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

Order

Create a new marketing form.

Select a template with the market type
"Subscription Center."

Drag and drop your subscription list onto
your marketing form.



Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center>



QUESTION 3

DRAG DROP

You are a Dynamics 365 Marketing functional consultant. You are setting up integration with LinkedIn Lead Gen.

You need to configure the integration in order to allow for Leads synchronization from LinkedIn to Dynamics 365 Marketing.

In sequence, which four steps should you take? To answer, move all steps from the list of steps to the answer area and arrange them in the correct order.

Select and Place:

Steps	Order
Configure a strategy to match incoming LinkedIn leads to existing leads.	
Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.	
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.	
Configure LinkedIn field mappings.	

Correct Answer:



Steps

Order

Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.

Configure a strategy to match incoming LinkedIn leads to existing leads.

Configure LinkedIn field mappings.

Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.

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

QUESTION 4

You are a Dynamics 365 Marketing functional consultant. Your company wants to:

1. control access to Marketing features that could incur extra costs, and
2. make sure no extra costs are being incurred by exceeding existing Marketing subscription limits. Which three steps should you take? Each correct answer presents part of the solution.

- A. Monitor the quantity of contacts and emails on the server.
- B. Monitor the quantity of Marketing contacts and emails.
- C. Monitor the quantity of landing pages.
- D. Monitor Litmus accounts and the number of previews.
- E. Create teams to be used in designer feature protection rules.

Correct Answer: BDE

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management> <https://docs.microsoft.com/en-us/dynamics365/marketing/designer-feature-protection>



QUESTION 5

You are a functional consultant analyzing the insights of the Marketing Page available in Dynamics 365 Marketing to collect data for a management presentation. Which element should you analyze to obtain information on the number of times the page was opened?

- A. Visits
- B. Interactions
- C. Overview
- D. Submissions

Correct Answer: A

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

[MB-220 VCE Dumps](#)

[MB-220 Exam Questions](#)

[MB-220 Braindumps](#)