



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

As a Marketing Administrator you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization.

What are two ways the system can create leads from the same marketing contact? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.
- B. It can automatically create one per visit to a landing page that is configured to create leads automatically.
- C. It can automatically create one per interaction that indicates a level of interest in a product or service.
- D. It can automatically create only one; each marketing contact equates to one lead.

Correct Answer: AB

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle>

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 setting up a simple webinar with a webinar provider.

For this event, you can leverage two speakers. Additionally, you will assign one room and will publish the event to your event portal for your audience to register for the session.

Which five actions should you perform in sequence to configure the webinar? 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:

| Actions | Order |
|---|-------|
| Enter information for the venue, building, and rooms. | |
| Enter the Webinar Name and Provider. | |
| Add the credentials for your account with the Webinar Provider. | |
| Enter the speaker information. | |
| Select the Event Type. | |
| Save | |
| Enter information about the Sessions. | |
| Create a new Webinar Configuration. | |
| Go to Settings > Advanced settings > Event management > Webinar configurations. | |

Correct Answer:



Actions

Enter information for the venue, building, and rooms.

Enter the speaker information.

Select the Event Type.

Enter information about the Sessions.

Order

Go to Settings > Advanced settings > Event management > Webinar configurations.

Add the credentials for your account with the Webinar Provider.

Create a new Webinar Configuration.

Enter the Webinar Name and Provider.

Save

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

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>



QUESTION 5

You are a marketing automation consultant. Your client wants to understand the benefits of using the natural language feature in Dynamics 365 Marketing. Which two statements explain why your client may want to use the Natural Language feature? Each correct answer presents part of the solution.

- A. Using the Natural Language feature allows marketers to build marketing journeys using simple words to specify touch points in the customer journey.
- B. Using the Natural Language feature allows marketers to build segments using simple words to specify what audience they want to target.
- C. When looking at a Marketing Journey created by another user, the Natural Language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.
- D. When looking at a segment created by another user, the Natural Language feature makes it easier to understand the logic of the segment and decide whether it meets the target profile for a campaign.

Correct Answer: AB

Reference: <https://docs.microsoft.com/en-us/dynamics365-release-plan/2021wave2/marketing/dynamics365-marketing/use-natural-language-create-targeted-segments>
<https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language>

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