MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

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.

You are a marketer at Contoso Inc.

In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.

You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.

Solution: You refresh the satisfaction metrics report.

Does this solution meet the goal?

A. Yes

B. No

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics

QUESTION 2

You are creating a customer journey.

You want to control the actions based on choices the contact makes and control the speed at which those actions happen.

Which three types of tiles are available to control the flow to meet your needs? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Splitter

B. Decision point

C. Internal action item

D. Trigger

E. Scheduler

Correct Answer: BDE

QUESTION 3

To meet privacy and reporting standards, which three items does Litware require for segments? Each answer represents a complete solution.

A. Segments must include sorting by privacy requirements.

B. Segments should be Dynamic.

C. Segments should be Static.

D. Contacts blocked due to quotas will be added to a new segment.

E. Segments must include sorting by the Building Location entity.

Correct Answer: BDE

1.

A custom entity called Building Location is used as a reference for every contact. All segments need to include sorting by this entity.

2.

Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped. If the Contact stopped because Litware, Inc. reached the send quota for the month, the blocked Contacts should be added to a new segment and retried on the first of the following month.

3.

Segments must be dynamic in order to comply with GDPR regulations. Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

QUESTION 4

You are a marketing analyst at Contoso, Ltd. The sales manager wants to utilize a real-time survey embedded in a web page to feed data into customer records. The survey manager would like to distribute the survey through email.

You need to ensure that when the user opens the survey it loads within the corporate website. In the survey, you go to Send and then Embed Survey.

What should you do next to embed your survey?

A. Select Pop Up Window and place the generated code in your website.

B. Select In-Line and place the generated code in your website.

C. Select Button and place the generated code in your website.

D. Place the generated code in your website.

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/embed-web-page

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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 trough 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 trough 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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