



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Dynamics 365 Marketing error checker. Which of these items are required and which are simply best practices? To answer, drag the appropriate answer source to the correct email element. Each answer may be used once, or more than once. You may need to drag the split bar

between panes or scroll to view content. NOTE: Each correct selection is worth one point. Select and Place:

Required or Best Practice

Required

Best Practice

Item

A Subscription center link

The Sender's physical street

A subject

A valid From address

Email size must be below 128KB

A personalized greeting in the subject using the {{contact.firstname}} token

Both an HTML and Text version of the email

Correct Answer:



Required or Best Practice

Required

Best Practice

Item

A Subscription center link

Required

The Sender's physical street

Required

A subject

Required

A valid From address

Required

Email size must be below 128KB

Best Practice

A personalized greeting in the subject using the {{contact.firstname}} token

Best Practice

Both an HTML and Text version of the email

Best Practice

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing>
<https://docs.microsoft.com/en-us/dynamics365/marketing/create-marketing-email>

QUESTION 2

The time is currently 6:30pm on Monday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising an event. Following ProseWare's standards, which two options will you choose when preparing this message? Each answer represents a partial solution.

- A. Schedule Time is set to tomorrow at 9 am.
- B. Post Vi
- C. Schedule Time is set to immediate.
- D. Post Visibility is set to Public.

Correct Answer: AD

QUESTION 3

You are creating a customer journey that sends an email newsletter to a subscription list advertising a limited time offer.

The customer journey start and end dates are May 24 through May 29. The customer journey is configured to send the email, wait one (1) week, then send a follow-up email reminding customers to take advantage of the offer in the



newsletter.

Which error should you expect to see in the customer journey designer?

- A. The Audience tile will give you an error saying the journey cannot proceed due to date misconfiguration.
- B. The Newsletter Email tile will give you an error saying the email is being sent out of date range.
- C. The Follow-up Email tile will give you an error saying it cannot be sent outside the specified journey date range.
- D. The Wait tile will give you an error saying the tile is set to expire after the journey end date.

Correct Answer: D

QUESTION 4

DRAG DROP

You are an administrator working on a marketing campaign.

You need to understand the various types of digital content that are available for use with marketing.

Which Content Types match with the Purposes that are listed? To answer, drag the appropriate Content Type to the correct purpose. Each Content 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:



Content Type

Images and Keywords

Landing Page

Subscription Form

Forward to a Friend Form

Marketing Email Messages

Templates

Purpose

Pictures and words to be added to marketing content

General-purpose form for collecting contact information

Allows contacts to view and edit their opt-in / opt-out information

Accepts email address(es) in order to send info to colleagues.

Four empty red-bordered boxes for selecting content types.

Correct Answer:

Content Type

Images and Keywords

Landing Page

Subscription Form

Forward to a Friend Form

Marketing Email Messages

Templates

Purpose

Pictures and words to be added to marketing content

General-purpose form for collecting contact information

Allows contacts to view and edit their opt-in / opt-out information

Accepts email address(es) in order to send info to colleagues.

Four blue-bordered boxes containing the correct content types: Images and Keywords, Landing Page, Subscription Form, and Forward to a Friend Form.



QUESTION 5

DRAG DROP

Your company is expanding its service offering to people who live in Europe.

You must configure your marketing system for compliance with European privacy requirements.

Which three activities 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:

| Activity | Order |
|---|-------|
| Configure Contact records to store levels of consent. | |
| View consent-level change history. | |
| Identify data structures that contain personal information. | |
| Enable GDPR features in Dynamics 365 for marketing. | |
| Bulk edit all contacts to set consent level. | |

Correct Answer:



Activity

Configure Contact records to store levels of consent.

View consent-level change history.

Order

Identify data structures that contain personal information.

Enable GDPR features in Dynamics 365 for marketing.

Bulk edit all contacts to set consent level.

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

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