



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

You are creating a new marketing page showing a holiday offer.

You have completed your page, and now you want it to be viewable by everyone on the Internet.

Which action should you perform to accomplish your goal?

- A. Press the Save button.
- B. Press the Activate button.
- C. Press the Publish button.
- D. Press the Go Live button.

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/create-landing-page>

QUESTION 2

You are responsible for setting up all marketing pages, events, emails and customer journeys associated with the planned event. How many events will you set up?

- A. Two events; one formatted as webinar and the other formatted as on-site only.
- B. One event formatted as on-site only.
- C. Two events; one formatted as simulcast and the other formatted as on-site only.
- D. One event with Format set to Hybrid.

Correct Answer: D

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

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- B. The Newsletter Email tile will give you an error saying the email is being sent out of date range.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

You are a Dynamics 365 Marketing functional consultant.

The marketing department wants to see customer journeys, appointments, and events in a single calendar, rather than as a list.

What should be enabled and configured to achieve this goal?

- A. the Marketing Calendar Control on the designated entities
- B. the Calendar Control on the designated forms
- C. the Calendar Control on the designated entities
- D. the Marketing Calendar Control on the designated forms

Correct Answer: A

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

QUESTION 5

You are creating a customer survey and you want to get good responses.

You need to analyze the responses to provide actions to best suit your organization.

Which three responses are considered best practice? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Define an objective for your survey so that you can ensure that all questions serve that objective.
- B. Make your surveys long so that you customers can get a chance to provide as much information as possible.
- C. Be sure to mention the estimated time to complete, along with a brief overview in your invitation.
- D. Previewing or testing your survey is unnecessary because your survey tool will automatically catch errors.
- E. Try to organize the survey in a way that groups all related questions together in sections.

Correct Answer: ACE

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>



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