MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

You are a marketer with Contoso. You are preparing an email message that will be attached to a journey for contacts that live in Washington State and have recently looked at your product page for lawn furniture.

While going live with the message, you receive a warning that the message is too large.

Which action can you take to remove the warning?

A. Make the message size less than 128 kb.

B. Make the message size less than 256 kb.

C. Make sure that the message has no more than 1000 characters.

D. Make the message size less than 100 kb.

Correct Answer: A

Best practice says the email should be less than 100 kb for deliverability reasons. However, the question is asking how you can remove the warning. The warning happens when the email size exceeds 128 kb.

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

QUESTION 2

Your company is interested in gaining additional insight into customer journeys.

You have been tasked with analyzing contacts insights.

From the options presented, which three types of interactions are analyzed in Dynamics 365 for Marketing for contacts and lead? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Web interactions

B. Event interactions

C. Survey interactions

D. Appointment interactions

E. Telephone interactions

Correct Answer: ABC

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories

QUESTION 3

DRAG DROP

You are a marketing administrator.

You need to edit a web page that contains a form used for holiday offers. The page and form are visible to the outside world.

Which five steps, in order, are needed to complete your task? (Choose five.) 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

Navigate to Marketing Form.

Click Edit in the header.

Click Edit in the command bar.

Click Save.

Make changes to the page.

Navigate to Marketing Page.

Click Go Live.

Open the applicable record.

Order

Correct Answer:

Steps

Navigate to Marketing Form.

Click Edit in the header.

Open the applicable record.

Order

Navigate to Marketing Page.

Click Edit in the command bar.

Make changes to the page.

Click Save.

Click Go Live.

QUESTION 4

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 add the NPS question as a metric in the survey.

Does this solution meet the goal?

A. Yes

B. No

Correct Answer: A

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

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QUESTION 5

DRAG DROP

You have created an email message and believe that you are ready to go live.

Before doing so, you want to Check for Errors in the designer.

Which items are optional or required in order to pass the error check test? To answer, drag each answer option on the left to the appropriate item on the right. Each answer option 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:

Correct Answer:

Item	Requirement	
Required	Subscription Center Link	Required
Optional	Sender's physical address	Required
	Subject Line (static or dynamic)	Required
	Dynamic message content	Optional

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/email-check-golive

QUESTION 6

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 tie 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 7

DRAG DROP

Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.

To answer, drag the Assessment to the appropriate Lead. Each Assessment 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 content.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Assessments	Leads	
Sales Ready	A Lead with a score of 315	
Not Sales Ready	An existing Marketing Contact who registers for an event	
	A Lead who clicked a Twitter message and has spent $412 with ProseWare previously	
	A Lead with a score of 175	
	Litmus inbox previews	

Correct Answer:

Answer Area

Assessments	Leads	
Sales Ready	A Lead with a score of 315	Sales Ready
Not Sales Ready	An existing Marketing Contact who registers for an event	Not Sales Ready
	A Lead who clicked a Twitter message and has spent $412 with ProseWare previously	Not Sales Ready
	A Lead with a score of 175	Not Sales Ready
	Litmus inbox previews	Not Sales Ready

QUESTION 8

DRAG DROP

You are a functional consultant at Contoso, Ltd. Your company has a current Dynamics 365 Marketing instance and would like to migrate to a new instance. In order to save time, management has decided to replicate the current instance

configuration and data using the Configuration Migration tool for Dynamics 365.

You have to validate that both instances (source and destination) are on the same version, and then perform the transfer.

Which four steps must you take, in sequence, to achieve your goal? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in the correct order.

Select and Place:

Steps

| Use the Configuration Migration tool to generate a database schema based on your source instance. |

| Export the custom solution from your source, and then import it on your destination instance. |

| Remove all services for Marketing, event management, and Dynamics 365 Connector for LinkedIn Lead Gen forms from the source instance. |

| Export data from the source instance using the Configuration Migration tool together with the schema. |

| Download the Configuration Migration tool for Dynamics 365. |

| Import the exported zip bundle onto the destination instance using the Configuration Migration tool. |

Order

Correct Answer:

Steps

Export the custom solution from your source, and then import it on your destination instance.

Remove all services for Marketing, event management, and Dynamics 365 Connector for LinkedIn Lead Gen forms from the source instance.

Order

Download the Configuration Migration tool for Dynamics 365.

Use the Configuration Migration tool to generate a database schema based on your source instance.

Export data from the source instance using the Configuration Migration tool together with the schema.

Import the exported zip bundle onto the destination instance using the Configuration Migration tool.

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/transfer-data

QUESTION 9

DRAG DROP

You have been asked to create a customer journey that meets this goal: Send an email to all cat owners, then follow up with a text message to those contacts who opened the email, waiting one day between actions.

Which five actions should you perform, in sequence, to meet the requirements? (Choose five.) 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:

Actions	Order
Add an SMS text tile.	
Add a Trigger tile.	
Add a Custom tile.	
Add a Scheduler tile.	
Add a Segment tile.	
Add a Splitter tile.	
Add an Email tile.	

Correct Answer:

Actions	Order
	Add a Segment tile.
	Add an Email tile.
Add a Custom tile.	Add a Trigger tile.
	Add a Scheduler tile.
	Add an SMS text tile.
Add a Splitter tile.	

QUESTION 10

DRAG DROP

You are a marketing administrator who is training a new marketer.

As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.

Which design element type is required for Landing Pages and Forward to a Friend Pages? To answer, drag the design element type to the appropriate page. Each form option 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:

Design Element	Page	
Forward to a Friend Button	Only Forward a Friend Pages	
Submit Button	Only Landing Pages	
Do not bulk email Button	Both Forward a Friend and Landing Pages	

Correct Answer:

Design Element	Page	
	Only Forward a Friend Pages	Forward to a Friend Button
	Only Landing Pages	Do not bulk email Button
	Both Forward a Friend and Landing Pages	Submit Button

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

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QUESTION 11

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

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QUESTION 12

You have created a customer journey to send an Event Registration Invite to the customers in Norway. You confirm that you selected the correct Marketing Email record with the Norwegian language, and that you are using the correct

Segment while creating the customer journey.

As part of going Live with your customer journey, you select "Check for Errors" in the command bar.

Which three checks does this command perform? Each correct answer presents a complete solution.

A. Checks for common errors and shows an error message with advice for fixing them.

B. Performs language checks to ensure localization.

C. Checks for active links to the marketing services that host your email messages.

D. Checks to ensure prerequisites are met.

E. Makes sure all required marketing emails and pages are assigned and published.

F. Makes sure all required target segment(s) meet your goals.

Correct Answer: ADE

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns

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QUESTION 13

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.

Correct Answer:

Content Type

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.

Images and Keywords

Landing Page

Subscription Form

Forward to a Friend Form

QUESTION 14

DRAG DROP

You are a functional consultant that needs to create a new marketing form landing page.

You want this form structure to be available for multiple future forms.

Which five actions should you perform in sequence to complete your task? 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:

Actions	Order
Go Live with the form template.	
Select the marketing form template by marketing form type "Landing Page".	
Set the form type to "Landing Page".	
Create a new marketing form type.	
Save the form template.	
Create a new form template.	

Correct Answer:

Actions	Order
Go Live with the form template.	Create a new marketing form type.
	Set the form type to "Landing Page".
	Create a new form template.
	Select the marketing form template by marketing form type "Landing Page".
	Save the form template.

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

QUESTION 15

Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition. Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

A. based on age

B. clicking on an email advertisement

C. an event for which the contact registered

D. based on zip code

Correct Answer: BC

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads

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