Vendor: Microsoft

Exam Code:MB-220

Exam Name: Microsoft Dynamics 365 Marketing

Version: Demo

QUESTION 1

You need to create a customer journey for the promotion of the upcoming webinar on Azure Services.

You are looking through the gallery of existing customer journey templates to select appropriate one.

Which four pieces of information will help you decide on the right template? Each answer presents a part of the solution.

A. Description

B. Purpose

C. Name

D. Recurrence

E. Language

F. Owner

G. Target

Correct Answer: ABCE

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

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QUESTION 2

You are a marketing professional for AdventureWorks Cycles. You want to create a new subscription form with a new subscription list.

You have created the new subscription list, but must be able to see the subscription list selection in the designer toolbox.

When creating the new form, which form type must you select to meet the condition?

A. Landing Page

B. Event Form

C. Forward to a Friend

D. Subscription Center

Correct Answer: D

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center

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QUESTION 3

You are setting up a small workshop event. The event will have one session and one speaker.

After you create the event, session and speaker engagement record, you want to publish the event to the event portal.

Hoe should you publish the event?

A. Publish the event. The session and speaker will publish automatically.

B. Publish the session. The event and speaker will publish automatically.

C. Publish the event, session and speaker manually.

D. Publish the event and session separately. Speaker will publish automatically.

Correct Answer: D

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event-portal

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QUESTION 4

Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution,

while others might not have a correct solution.

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.

The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.

The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You create an approval process on the template records. You restrict usable templates to only those that have been approved.

Does this meet the goal?

A. Yes

B. No

Correct Answer: A

QUESTION 5

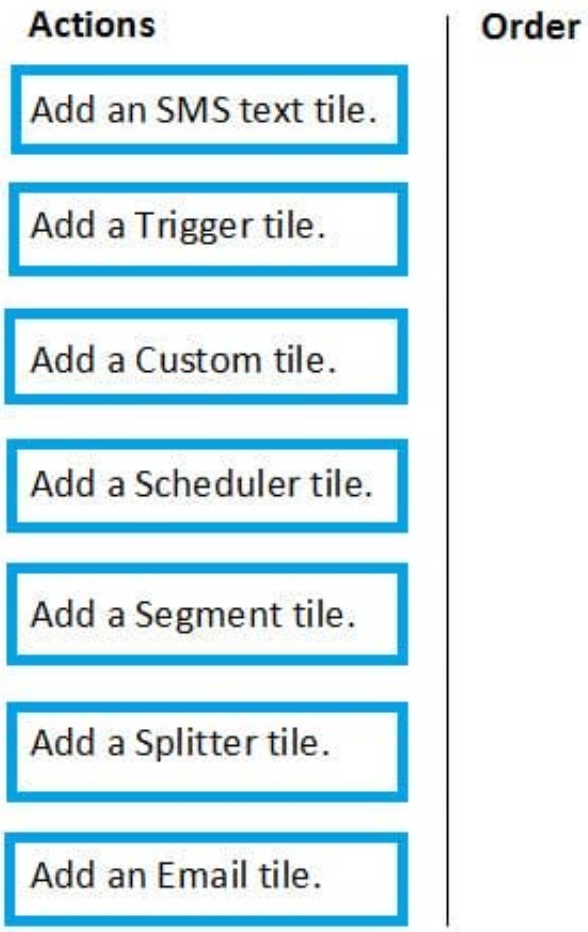
DRAG DROP

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:



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 6

Which two statements must be true in order for a User to approve marketing content? Each answer presents part of the solution.

A. The Status on the marketing content must be Approval Required.

B. The User must be in the Marketing Oversight Team or be a Marketing Professional.

C. The Status on the marketing content must be Draft.

D. The User must be in the BU Admin Team or in the Marketing Oversight business unit.

Correct Answer: AD

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature

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QUESTION 7

You are a marketer for Contoso Ltd. You are responsible for creating social media posts to debut a new webinar you are promoting. You just discovered that your post sent this morning has a typo.

You need to correct this right away.

What should you do to fix your post?

A. Reactivate the post, edit, and then select Schedule. Select the time of the original post to overwrite it.

B. Reactivate the post, edit, and then select Post Now to immediately update the post.

C. Edit the Post. The post will automatically update in the social media platform.

D. Delete the post and recreate it. Posts are read only once posted.

Correct Answer: D

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

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QUESTION 8

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 9

DRAG DROP You are a functional consultant at Contoso Ltd. Contoso would like to use Dynamics 365 Marketing to conduct a Webinar Event next week. An event portal is created for event management purposes. After creating the

event record, the company requires a payment gateway to accept

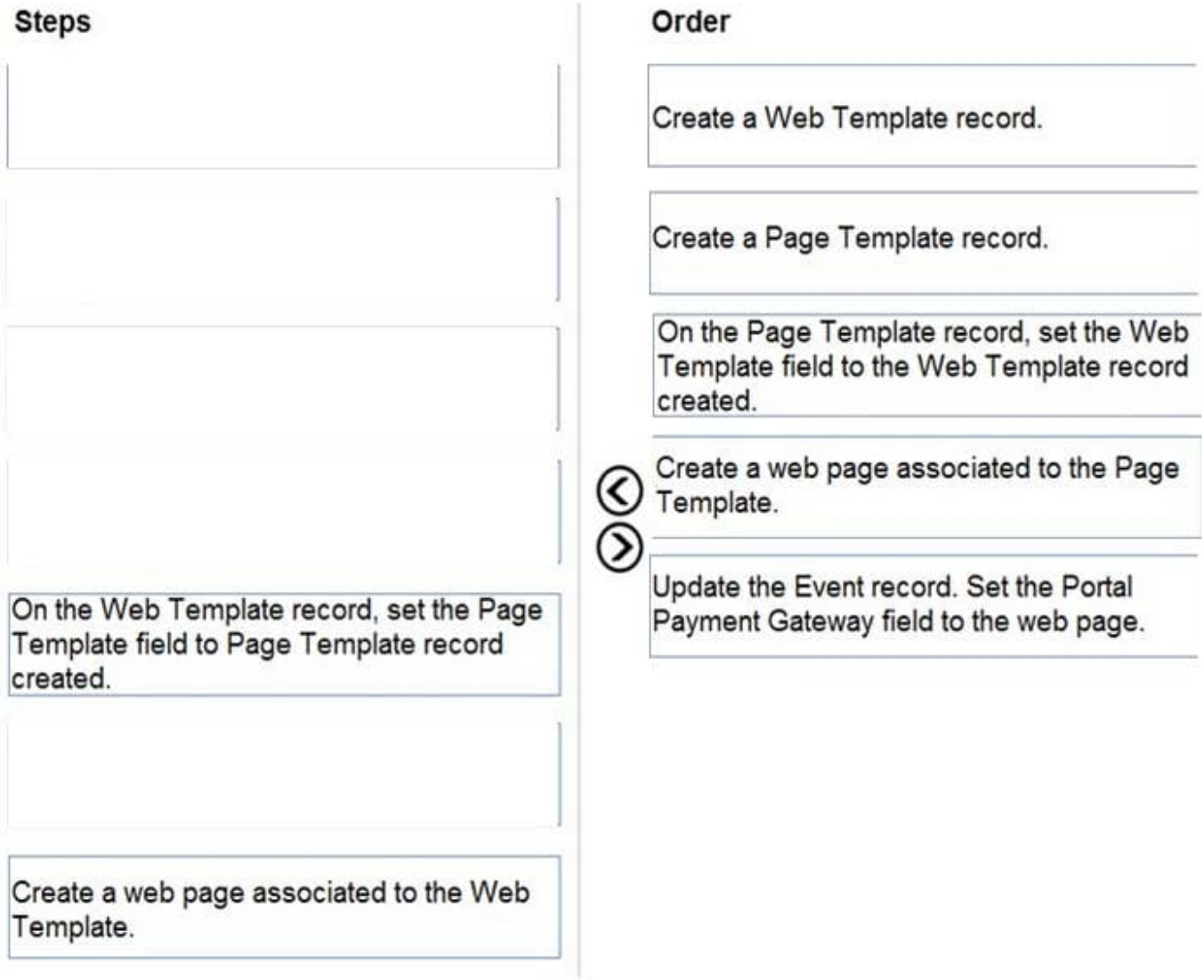
registration payment. You need to configure the payment gateway and set the event to use it.

Which five actions 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.

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:

Correct Answer:



Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/event-payment-gateway

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QUESTION 10

DRAG DROP

Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below.

To answer, drag the Staff to the appropriate Activity. Each Staff item 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

Staff	Activities	
Marketing Professionals	Analyze Marketing Page performance	
All Marketing Users	Investigate blocked emails	
Marketing Oversight Business Unit members	Use Customer Insights for reporting	
BU Admin Team members	Go Live	
Marketing Administration Business Unit members	Request Approval	

Correct Answer:

Answer Area

Staff	Activities	
Marketing Professionals	Analyze Marketing Page performance	Marketing Administration Business Unit members
All Marketing Users	Investigate blocked emails	Marketing Administration Business Unit members
Marketing Oversight Business Unit members	Use Customer Insights for reporting	Marketing Professionals
BU Admin Team members	Go Live	Marketing Professionals
Marketing Administration Business Unit members	Request Approval	Marketing Professionals

Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.

Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped Contacts.

Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

QUESTION 11

DRAG DROP

You are an administrator working on a marketing campaign.

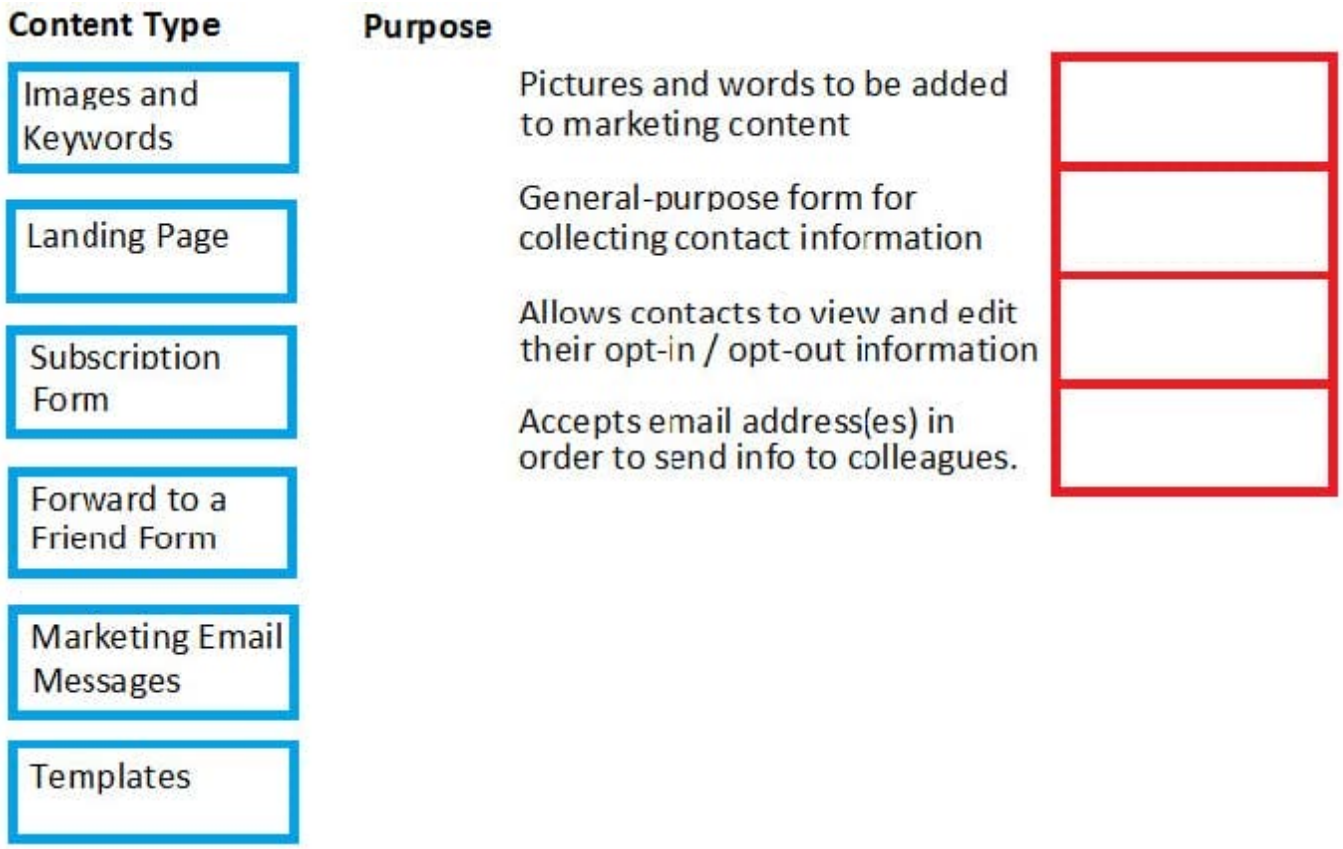
You need to understand the various types of digital content that are available for use with marketing.

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

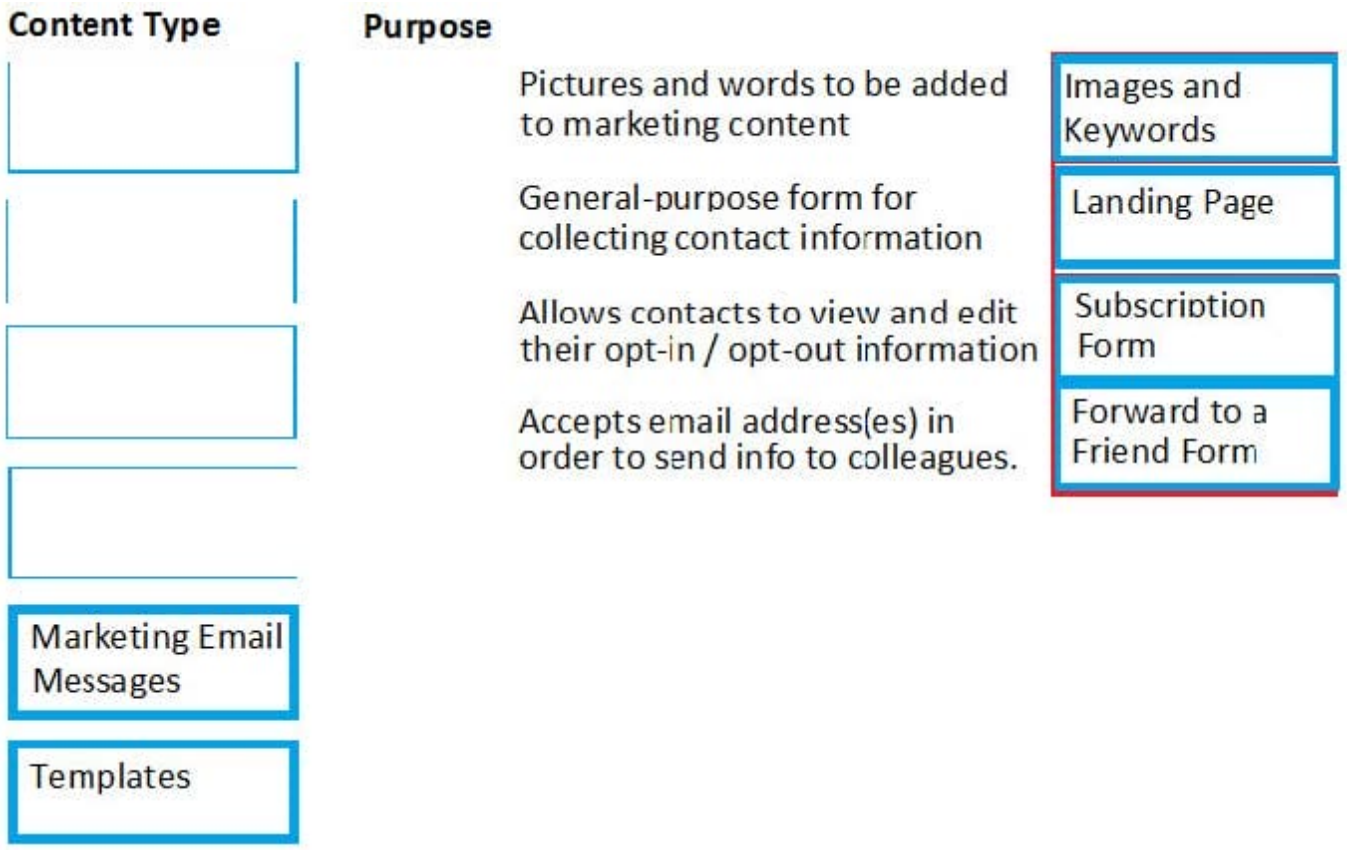
between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



QUESTION 12

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