MB-220 Q&As

Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP

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

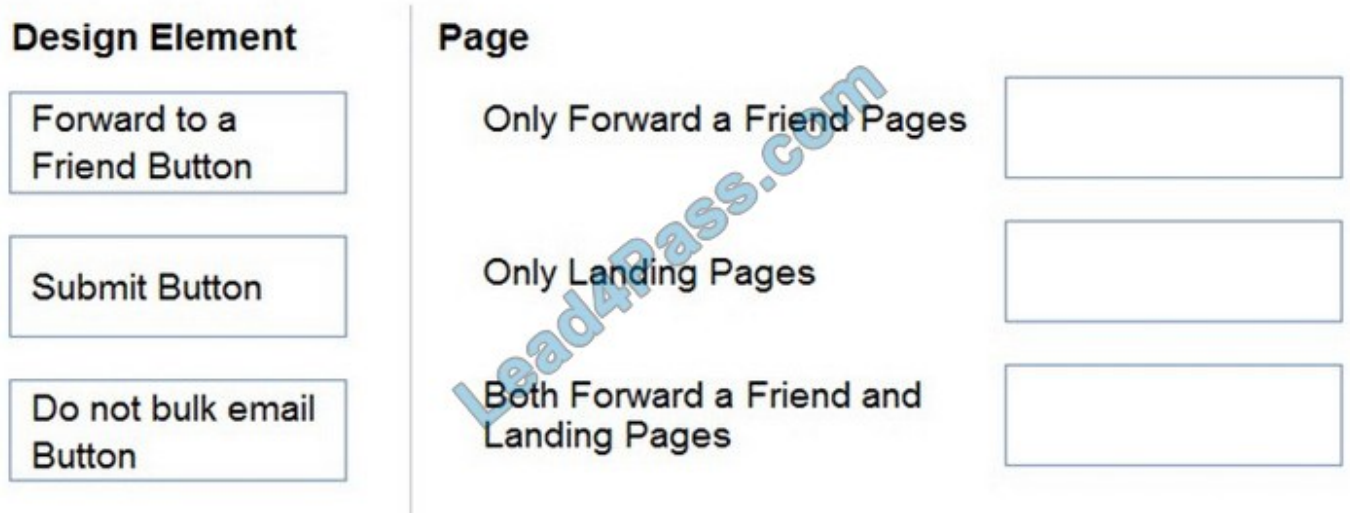
As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.

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

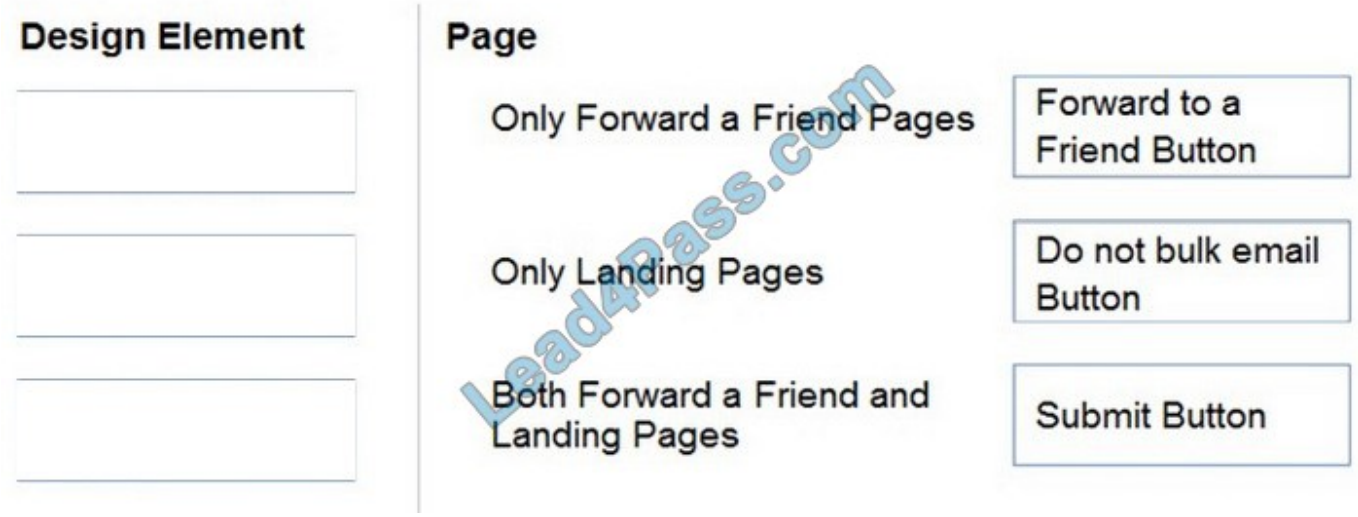
drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



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

QUESTION 2

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso is expanding to other countries/regions and you need to translate one of your English surveys into French. Which step should you take to translate the survey so that all of your existing segments and journeys remain intact?

A. Update the existing survey, and translate the labels to French.

B. Clone the survey, and translate all labels to French.

C. Set the form to multilingual, add French, and then translate the labels.

D. Create a branched survey that asks the language preference. Then, display the appropriate translated section.

Correct Answer: C

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/create-multilingual-survey

QUESTION 3

You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.

Your manager gives you a list of sponsors and their items. You need to record the information in the system.

What should you do?

A. Create the sponsors in Accounts, and add their items in Equipment. Then, add the relationship into the event.

B. Create the sponsors in Events Sponsorships. In Sponsorship Type, select Equipment and add their items as the details.

C. Create the sponsors in Accounts, and add their items in Products. Then, add the relationship into the event.

D. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships

QUESTION 4

You are a functional consultant working with Dynamics 365 Customer Voice.

You are tasked with planning a survey that will be distributed for anonymous response.

Which action is required during survey variable configuration to capture the Email of the anonymous respondent?

A. Enable the Anonymous responses in the distribution settings.

B. Turn on track email in the distribution settings.

C. Add the Email variable in the Personalization customization.

D. Turn on the toggle for Save value in the Email variable.

Correct Answer: D

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/personalize-survey

QUESTION 5

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 6

You have been tasked with creating the structure necessary to include dynamic content in email messages.

Which three types of items can be placed in a message as dynamic values? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Your company\\'s phone number

B. Values from a specific Case record

C. Subscription-center link

D. Your company\\'s postal address

E. Social media links

Correct Answer: CDE

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content-settings

QUESTION 7

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.

You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.

After a week you notice that no one has received any scores from your model.

Solution: You add an action tile.

Does this resolve your issue?

A. Yes

B. No

Correct Answer: B

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

QUESTION 8

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 results 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 9

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 10

Your landing page must include your privacy banner to let your customers know that you take their privacy seriously. Once enabled, where will the full text of your privacy policy be stored?

A. on your organization\\'s private website, with the login information needed to access it

B. on any publicly-available website, with the URL listed in the Event Management Settings

C. on your organization\\'s website, with the URL listed on the Default Configuration Set

D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Correct Answer: D

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-settings

QUESTION 11

You are a marketing professional who needs to create a new field for a marketing page.

You want some text to be in the field when the customer opens the page so that they have an idea of what to enter.

Which field should hold this "ghost text"?

A. Label

B. Prefill

C. Default Value

D. Placeholder

Correct Answer: D

QUESTION 12

DRAG DROP

You need to create a lead scoring model based upon fixed rules as well as behavior rules.

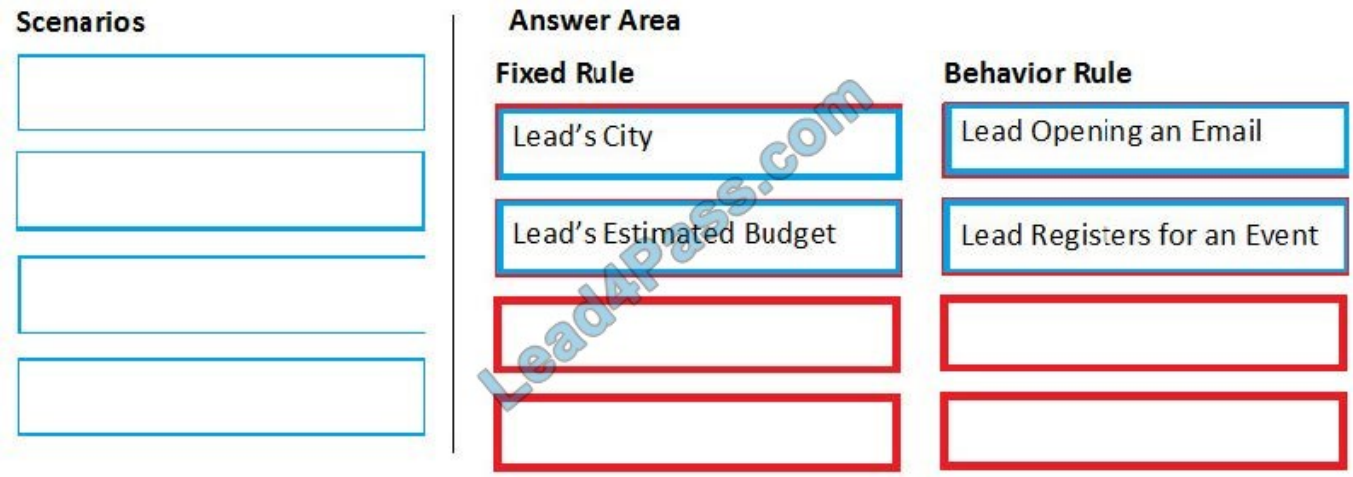
Which scenario corresponds to each rule type? To answer, drag each scenario to the appropriate rule type. Each scenario may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view

the content.

NOTE: Each correct selection is worth one point.

Select and Place:

Correct Answer:



References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/score-manage-leads

QUESTION 13

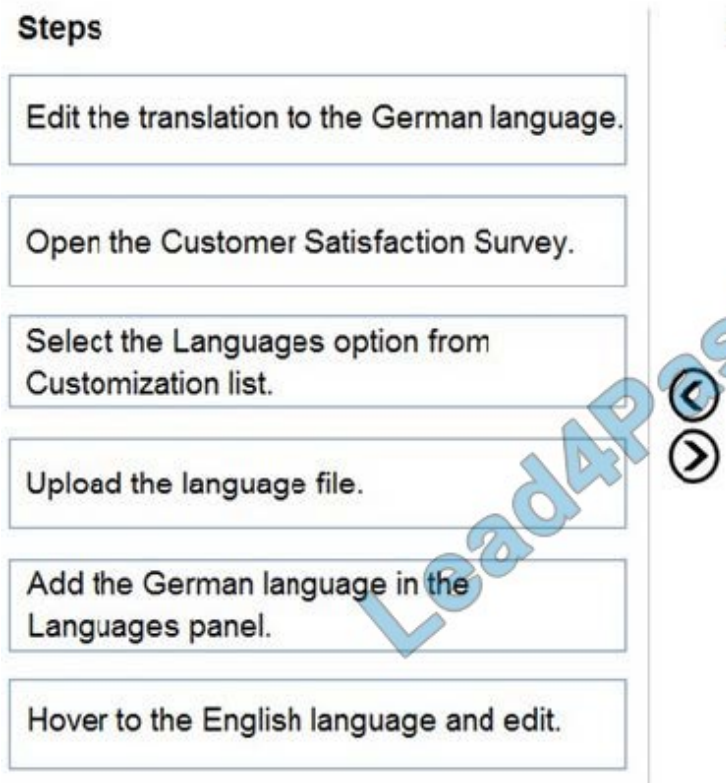
DRAG DROP

You have been asked to add the German language to the Customer Satisfaction Survey. The survey is currently only available in the default English language.

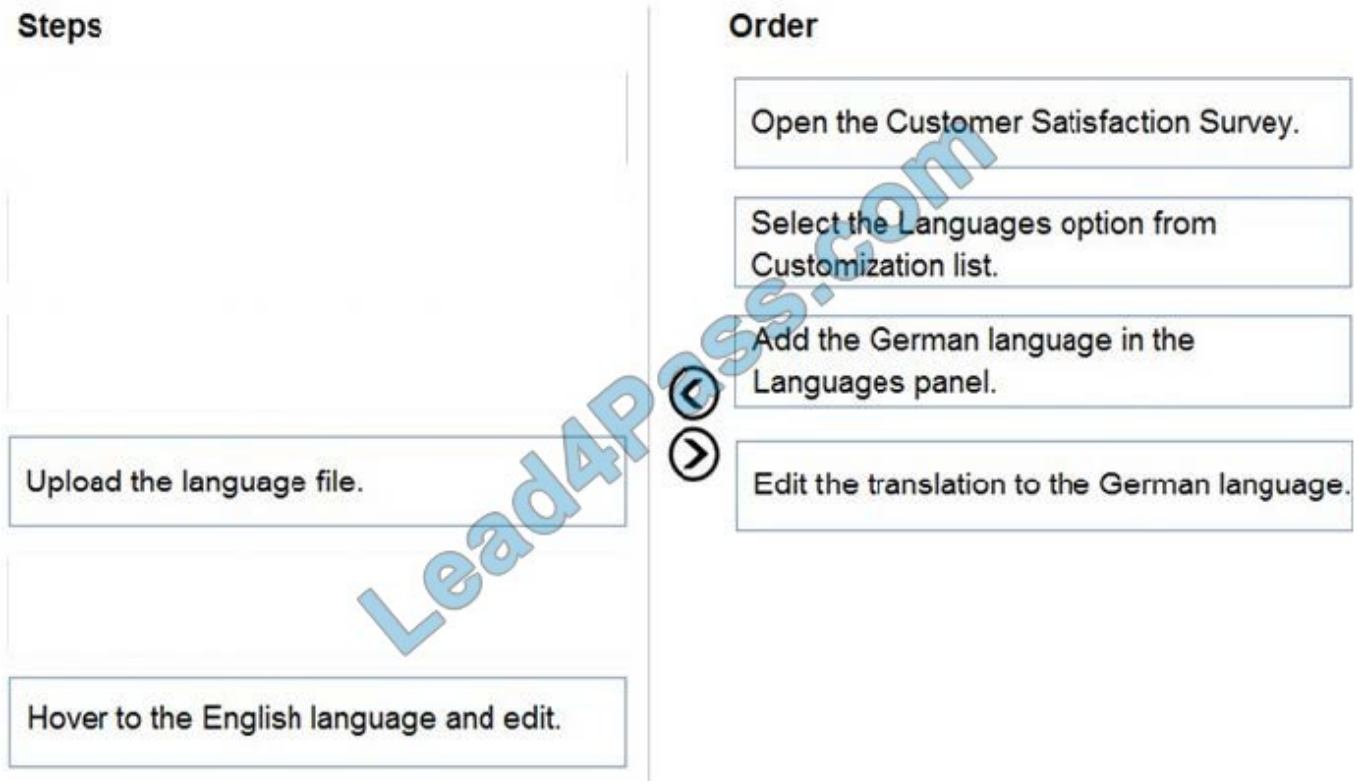
You need to configure Dynamics 365 Customer Voice to display the German language option.

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

Select and Place:



Correct Answer:



Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/create-multilingual-survey

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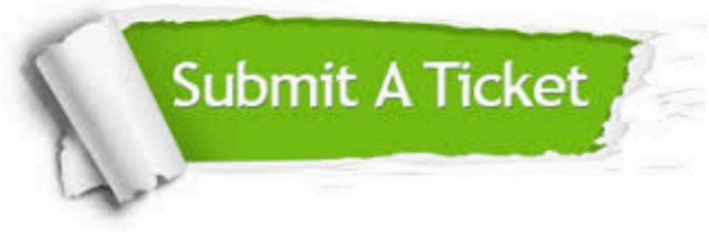

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