Exam Questions mb-220

Microsoft Dynamics 365 for Marketing

https://www.2passeasy.com/dumps/mb-220/

NEW QUESTION 1
- (Exam Topic 1)
Based on ProseWare's licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

A. Litmus inbox Previews = 100 per month
B. Marketing Emails Sent = 1,755,983
C. Australia Business Unit has 10 regular Users and 1 Administrator User
D. Marketing Contacts = 24,500

Answer: BD

NEW QUESTION 2
- (Exam Topic 1)
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.

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	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Graphical user interface, text, application Description automatically generated
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.

NEW QUESTION 3
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant.
You need to set up a Marketing campaign for a client to demonstrate how they can engage customers in email campaigns.
To set up your demo, you will need to establish a list of contacts. You need to avoid using actual contacts. Which two methods can be used to load demo contacts for the campaign? Each correct answer presents part of the solution.

A. Create Contacts in Demo Data of Marketing Settings.
B. Create contacts manually in the Leads section of Dynamics 365 Marketing.
C. Import contacts from an Excel file.
D. Create contacts manually in the Contacts section of Dynamics 365 Marketing.

Answer: AC

NEW QUESTION 4
- (Exam Topic 4)
You are Dynamics 365 Marketing functional consultant for AdventureWorks Cycles.
You are configuring the system and storing marketing files in the Dynamics 365 Marketing content library. Which three file formats are supported in the content library? Each correct answer presents a complete
solution.

A. .bmp
B. .jpg

C. .pdf
D. .tiff
E. .gif

Answer: ACE

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-asset-library

NEW QUESTION 5
- (Exam Topic 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.
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

Answer: B

Explanation:

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

NEW QUESTION 6
- (Exam Topic 4)
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

Answer: BC

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

NEW QUESTION 7
- (Exam Topic 4)
Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.
You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.
Solution: You enable social media in the default marketing settings to resolve the ticket. Does this meet your goal?

A. Yes
B. No

Answer: B

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media

NEW QUESTION 8
- (Exam Topic 4)
Note: This question is part of a series of questions that present the same scenario. Each 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 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

Answer: B

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

NEW QUESTION 9
- (Exam Topic 4)
You are the administrator at Contoso, Ltd. You need to create a marketing email to notify customers when a card has been abandoned on the company website.
Which five actions in sequence are required to create an email that is ready to send? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Go to Marketing Execution > Marketing emails and create a new email.	
Run an error check on your message and correct errors until your email is error-free.	
Add email-from name to address and reply-to address.	
Preview your message by using the Preview tab and by sending tests messages.	
On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".	
Design your message by using the drag-and-drop designer or HTML editor.	
Select Go-Live.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-marketing-email

NEW QUESTION 10
- (Exam Topic 4)
You are a Dynamics administrator that is setting up Dynamics for Marketing for your organization.
You need to configure Dynamics for Marketing to work with your webinar provider and create a webinar event.
Which four steps should you take, in sequence, to complete your task? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	Order
Create an event and set the Format to Webinar or Hybrid.	
Add Credentials to the Webinar Configuration Record.	
Add credentials to the webinar provider record.	
Set up an account with the webinar provider.	
Create a webinar provider record and webinar configuration record in Dynamics for Marketing.	
Create an event and set the Event Type to Webinar or Hybrid.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/events-settings https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-webinar

NEW QUESTION 10
- (Exam Topic 4)
The sales team needs guidance on adding Contacts to existing segments.
Which three statements accurately describe those process? Each answer represents a complete solution.

A. Those who do not have access to the segment entity cannot add a contact record to a segment.
B. A Contact can be added to a static segment while viewing the contact record.
C. A Contact can be added to several segments at once.
D. Those who do not have access to the segment entity can add a contact record to a segment.
E. A Contact can be added to a dynamic segment while viewing the contact record.

Answer: BCD

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/manage-segments-from-contacts

NEW QUESTION 14
- (Exam Topic 4)
You are a marketing professional who needs to have a segment that is based on a single marketing list.
Which five actions must 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.

Actions	Orders
Select a Subscription Marketing List.	
Set segment source to Subscription Marketing List.	
Add a segment group tile.	
Set up a Journey.	
Add a child segment tile.	
Select the properties of the child segment tile.	
Select the properties of the segment group tile.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journe

NEW QUESTION 19
- (Exam Topic 4)
You are creating a multi-day conference event that is attended by attendees. The attendees will require hotel accommodations.
You need to block off rooms for single occupancy, double occupancy and suites at the hotel. Which method should you use to accomplish your task?

A. Create a hotel record and then a hotel room allocation record for each room type.
B. Create a hotel record and then a single hotel room reservation record for all room types.
C. Create a hotel record and then a single hotel room allocation record for all room types.
D. Create a hotel record and then a hotel room reservation record for each room type.

Answer: A

Explanation:

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/invite-register-house-event-atte

NEW QUESTION 20
- (Exam Topic 4)
You are a marketing professional for Contoso, Ltd.
You are creating a marketing form and want to add a subscription list. As you go through the tool box, you see the subscription list. You notice that there are not as many lists as expected.
Which criteria should be used to allow a subscription list to be visible in the toolbox.

A. Published Marketing Lists where the subscription field is set to True
B. Active Marketing lists where the subscription field is set to False
C. Published Marketing Lists where the subscription field is set to False
D. Active Marketing Lists where the subscription field is set to True

Answer: D

Explanation:

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add

NEW QUESTION 25
- (Exam Topic 4)
You are a marketing administrator for Contoso Ltd.
You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number.
When the form is submitted, you need to ensure that:
If the contact or lead already exists, their record is updated. If the contact or lead does not exist, their record is created. What should you do?

A. Set "Update contact/leads" to Contact and Lead.
B. Set "Generate Leads Without Matching" to Yes.
C. Set "Store Form Submission' to Yes.
D. Verify that "Lead Matching Strategy" and "Contact Matching Strategy" are set correctly.

Answer: A

Explanation:

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

NEW QUESTION 29
- (Exam Topic 4)
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 preferenc
E. Then, display the appropriate translated section.

Answer: C

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

NEW QUESTION 34
- (Exam Topic 4)
You are a marketing manager.
You need to improve the open rates for your email campaigns.
The content designer suggests you use dynamic messaging. You want the dynamic messaging to appear below the Subject in the recipient's preview pane of their email client.
Which action should you take?

A. Use the Preview Text field to enter messaging with the contact's name, to entice the user to open the email.
B. Create a custom code element that holds the following HTML information and place it near the top of the email <meta name="description" content="Enter catchy messaging here">
C. Add the Preview Text to the subject field, preceded by a colon.
D. Use the Preview Text element, and drag it to the top of your email in the email designer.

Answer: B

NEW QUESTION 38
- (Exam Topic 4)
You are setting up a simple webinar with a webinar provider.
For this event, you can leverage two speakers. Additionally, you will assign one room and will publish the event to your event portal for your audience to register for the session.
Which five actions should you perform in sequence to configure the webinar? 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.

Answer Area

Actions	Order
Enter information for the venue, building, and rooms.	
Enter the Webinar Name and Provider.	
Add the credentials for your account with the Webinar Provider.	
Enter the speaker information.	
Select the Event Type.	
Save	
Enter information about the Sessions.	
Create a new Webinar Configuration.	
Go to Settings > Advanced settings > Event management > Webinar configurations.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Application Description automatically generated with medium confidence
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/events-settings

NEW QUESTION 41
- (Exam Topic 4)
You use Dynamics 365 for Marketing to obtain detailed analytical views to help you understand your impact and learn which marketing instruments work best for your audience.
You need to track response data regarding how your contacts react to your various marketing initiatives. Which three sources of analytical data are available to you regarding your marketing initiatives? (Choose
three.) Each answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Insights by Contact will be available to you on individual contact records and on the account with which the contact is associated.
B. The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.
C. The insights aggregating results from all emails sent in a certain timeframe will be available on your Email Marketing Dashboard.
D. Survey insights measured over all respondents will be available on the Survey Insights form.
E. Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

Answer: ABC

NEW QUESTION 42
- (Exam Topic 4)
Read each of the backup concepts below and determine which are correct or incorrect.
To answer, drag the Answer to the appropriate Backup Concept. 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.

Elements	Statements	
Correct	Automatic System Backups contain interaction records and image files.	
Incorrect	Automatic system backups are stored for up to 28 days.	
	On-Demand Backups can be created any time.	
	Restoring a backup to another instance will delete image files.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/manage-marketing-environments#create-and-restore-b https://docs.microsoft.com/en-us/power-platform/admin/backup-restore-environments

NEW QUESTION 43
- (Exam Topic 4)
You are creating a marketing list.
You need the marketing list to be available for the subscription center. You set the marketing list to be a subscription list.
What will the Marketing List Member Type Be?

A. Account
B. Lead
C. Customer
D. Contact

Answer: D

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

NEW QUESTION 47
- (Exam Topic 4)
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

Answer: BDE

NEW QUESTION 49
- (Exam Topic 4)
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.

Required or Best Practice	Item	
	A Subscription center link	
Required	The Sender's physical street	
	A subject	
Best Practice	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	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Graphical user interface, application Description automatically generated
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing https://docs.microsoft.com/en-us/dynamics365/marketing/create-marketing-email

NEW QUESTION 53
- (Exam Topic 4)
You are the manager of Internet sales for your company.
You have been asked to create and distribute a post-purchase survey to both registered and guest customers purchasing on your site.
Which three things will be true about the distribution of your survey? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. When distributing your Dynamics 365 for Marketing Survey, you may invite either anonymous or non-anonymous respondents.
B. An optional invitation email, utilizing either a direct email or an email template, may be sent to each potential non-anonymous respondent.
C. As an option, the design of your survey can include a limitation that restricts multiple completions by a single non-anonymous respondent.
D. All respondents will receive the exactly same hyperlink to connect them to the survey that you are inviting them to complete.

Answer: ABC

Explanation:

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

NEW QUESTION 54
- (Exam Topic 4)
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.

Answer: D

NEW QUESTION 59
- (Exam Topic 4)
You want to create a method that will alert sales people when a lead is ready to be sold to.
This method should automatically move the lead to the Sales-Acceptance stage of the lead life-cycle. Which four steps must you take, in order to complete your task? (Choose four.) To answer, move the

appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	Order
Set the Sales Ready Score on the Summary Tab.	
Create a Lead Scoring Model.	
Click Publish.	
Set the Sales Ready Score on the Action tile.	
Add a condition and action tile.	
Set the Sales Ready Score on the Grades Tab.	
Click Go Live.	

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 63
- (Exam Topic 4)
You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent it out through email for responses.
You would like to export the responses for further analysis. Which export file format should be used to complete this task?

A. csv
B. pdf
C. xml
D. docx

Answer: A

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

NEW QUESTION 67
- (Exam Topic 4)
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 Equipmen
B. Then, add the relationship into the event.
C. Create the sponsors in Events Sponsorship
D. In Sponsorship Type, select Equipment and add their items as the details.
E. Create the sponsors in Accounts, and add their items in Product
F. Then, add the relationship into the event.
G. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

Answer: B

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

NEW QUESTION 70
- (Exam Topic 4)
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.

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.

A. Mastered
B. Not Mastered

Answer: A

Explanation:

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.

Images and Keywords

Landing Page

Subscription Form

Forward to a Friend Form

NEW QUESTION 71
- (Exam Topic 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.
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 click the Go Live button.
Does this resolve your issue?

A. Yes
B. No

Answer: A

Explanation:

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

NEW QUESTION 73
- (Exam Topic 4)
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.

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

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 77
- (Exam Topic 4)
You are a marketing analyst at Contoso, Ltd. The sales manager wants to utilize a real-time survey embedded in a web page to feed data into customer records. The survey manager would like to distribute the survey through email.
You need to ensure that when the user opens the survey it loads within the corporate website. In the survey, you go to Send and then Embed Survey.
What should you do next to embed your survey?

A. Select Pop Up Window and place the generated code in your website.
B. Select In-Line and place the generated code in your website.
C. Select Button and place the generated code in your website.
D. Place the generated code in your website.

Answer: B

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/embed-web-page

NEW QUESTION 79
- (Exam Topic 4)
When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected.
Which five actions are required, in sequence, to create a complete customer journey? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions

Establish the target segment.

Set general options.

Go live with the customer journey.

Select a customer journey template.

Configure tile settings.

Create an activity marketing template.

Add tiles from the Toolbox.

Order

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journe

NEW QUESTION 80
- (Exam Topic 4)
Your marketing department has given you a list of requirements.
Which requirements will you be able to meet by utilizing the tools in Dynamics 365 for Marketing? To answer, drag the appropriate requirement to the correct column. Each requirement 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.

List of Requirements

Create individualized messages with personalized content.

Error check content to ensure all required information is included.

Creating marketing that changes based on the recipient's actions.

Analyze the results of email messages (click-thrus, opens, etc.).

Send emails messages out through your company's server.

Answer Area

Able to meet requirement	Not able to meet requirement

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/prepare-marketing-emails

NEW QUESTION 84
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant.
You have created a Subscription Form that lives on a marketing page in a marketing website. The form is active, and you need to see how many submissions have been received.
In which three places can you find information on form submissions? Each correct response presents a complete solution.

A. Website Insights
B. Customer Journey Insights
C. Marketing Form Insights
D. Customer Voice submissions
E. Marketing Page Insights

Answer: ACE

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

NEW QUESTION 89
- (Exam Topic 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 examine all existing templates. Upon identifying those that do not meet standards, you make
appropriate adjustments to the non-conforming templates. Does this meet the goal?

A. Yes
B. No

Answer: B

NEW QUESTION 92
- (Exam Topic 4)
Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.
You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.
Solution: You reauthorize the Facebook social posting configuration to resolve the ticket.
Does this meet your goal?

A. Yes
B. No

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media

NEW QUESTION 95
- (Exam Topic 4)
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.

Answer: AB

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365-release-plan/2021wave2/marketing/dynamics365-marketing/use- https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language

NEW QUESTION 99
- (Exam Topic 4)
You are responsible for all outgoing marketing emails at Contoso, Ltd.
You are tasked with the best practices aimed at increasing delivery and interaction rates.
Which question is answered by the email insight statistic listed? To answer, drag the email statistic to the question answered by that statistic. Each statistic may be

used one, 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.

Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	

A. Mastered
B. Not Mastered

Answer: A

Explanation:

Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	Click-Throughs
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	Clicks (unique)
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	Opens (unique)
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	Forwards
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	No Statistic Exists

NEW QUESTION 102
- (Exam Topic 4)
You are an event coordinator for Contoso, Ltd, and are creating a multi-day tradeshow event.
You need to set up an event team that will consist of Contoso, Ltd employees, vendors, partners and customers.
Which two kinds of records should you associate to the event team member? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Customer
B. User
C. Contact
D. Account

Answer: BC

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

NEW QUESTION 106
- (Exam Topic 4)
You are a marketer for Contoso Ltd. You are releasing a new product and want to create a way for users to receive product updates and announcements.
Which three 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.

Actions	Order
Set the name and type.	
Create a subscription list by clicking New Subscription List.	
Set the name.	
Save the record.	
Create a marketing list by clicking New Marketing List.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Application Description automatically generated with low confidence
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center

NEW QUESTION 107
- (Exam Topic 4)
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 Schedul
B. Select the time of the original post to overwrite it.
C. Reactivate the post, edit, and then select Post Now to immediately update the post.
D. Edit the Pos
E. The post will automatically update in the social media platform.
F. Delete the post and recreate i
G. Posts are read only once posted.

Answer: D

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

NEW QUESTION 108
- (Exam Topic 4)
Your sales team often request reports on Lead Source Effectiveness. They want to know which marketing campaigns, events, and web contacts generate the most qualified leads, and ultimately the most revenue.
How can you use tools in Dynamics 365 Marketing to generate this report?

A. Navigate to Leads, click on Insights, then select the Lead Source Effectiveness tab.
B. Navigate to Leads, select the appropriate Lead View, click on Run Report, and select Lead Source Effectiveness.
C. Navigate to Contacts, select the appropriate Contact View, click on Run Report, and select Lead Source Effectiveness.
D. Under Customer Journeys, go to the insights section for each journey that generates Leads, download the appropriate data, and aggregate it into a separate spreadsheet.

Answer: B

Explanation:
Reference:
https://neilparkhurst.com/2019/02/27/mb-210-microsoft-dynamics-365-for-sales-sales-reports/

NEW QUESTION 110
- (Exam Topic 4)
You are a functional consultant working at a company that is running campaigns on LinkedIn. You have been tasked with syncing leads from LinkedIn to Dynamics 365 Marketing.

You would like all leads acquired from your LinkedIn campaigns to create a new Lead and Contact record in Dynamics 365 Marketing. You do not want duplicates created when they are existing Leads and Contacts in the system.

Which five steps should you perform in sequence? To answer, move the appropriate steps from the list of steps to the answer area and arrange them in the correct order.

Steps	Order
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.	
Define a strategy for matching LinkedIn leads with existing leads.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.	
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.	
Enable LinkedIn Sales Navigator.	
Activate your LinkedIn Lead Matching Strategy.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.	
Enable LinkedIn Lead Gen Integration in Advanced Settings.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Graphical user interface, text Description automatically generated with medium confidence
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration

NEW QUESTION 115
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant.
You need to create a customer journey to capture responses. You complete all the configuration tasks in Dynamics 365 Marketing. However, upon monitoring the journey statistics you notice that nothing was triggered.
What should you do to fix this issue?

A. Publish the journey to go-live.
B. Enable an audit trail to capture the events.
C. Check the security role.
D. Enable logs to find the root cause.

Answer: A

Explanation:
Reference:
https://github.com/MicrosoftDocs/dynamics-365-customer-engagement/blob/main/ce/marketing/customer-journ

NEW QUESTION 118
- (Exam Topic 4)
Your company currently has a customer journey that is running.
You have been tasked with making changes to the template without interrupting the customer journey. Will you be able to accomplish this task?

A. N
B. The customer journey template is locked for editing while it is Live, Editable.
C. Yes, if you set the customer journey as Stopped and modify the template.
D. Yes, if you set the customer journey as Live, Editable and modify the template.
E. N
F. The customer journey cannot be edited without being at least temporarily stopped.

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live#customer-journey-go-live-operations-and-stat

NEW QUESTION 120
- (Exam Topic 4)
You are a marketing professional who is creating a marketing page.
Which three design elements are available to you? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

A. Divider Element
B. Text Element
C. Content Block Element
D. Event Element
E. Survey Element

Answer: ABC

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages

NEW QUESTION 125
- (Exam Topic 4)
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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 127
- (Exam Topic 4)
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.

Steps

Order

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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 132
- (Exam Topic 4)
Your marketing department will be creating multiple email messages to be used in several customer journeys. To prepare for this, you need to create content settings to determine the dynamic values to be used.
What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

A. 1
B. 2
C. 3
D. 4

Answer: A

Explanation:

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

NEW QUESTION 136
- (Exam Topic 4)
You are creating a lead scoring model.
You need to set up scoring, based on both explicit data and implicit data.
Which scenario represents the appropriate data type? To answer, drag each scenario to the appropriate data type. Each data 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.

Methods

Submitted Company name trough a form on a landing page

Clicked on an email

Attended a webinar

Answer Area

Explicit Data	Implicit Data

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://community.dynamics.com/crm/b/zsoltzombiksblog/archive/2016/03/06/lead-scoring-rules-and-examples

NEW QUESTION 139
- (Exam Topic 4)
You are a functional consultant at Contoso. The EMEA sales manager wants you to configure Contoso's landing page settings to capture activities by existing leads and contacts located in Belgium.
You already configured the Default Marketing Page Configuration for Landing pages. What should you do next to achieve your goal?

A. Update the Belgian landing page Matching Strategy.
B. Update the Default Matching Strategy located in Landing Page settings.
C. Update the Matching Strategy for the landing page in the Customer Journey.
D. Update the Default Matching Strategy located in Marketing settings.

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages

NEW QUESTION 141
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