



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

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:

Steps

Create a web page associated to the Page Template.

On the Page Template record, set the Web Template field to the Web Template record created.

Create a Web Template record.

Create a Page Template record.

On the Web Template record, set the Page Template field to Page Template record created.

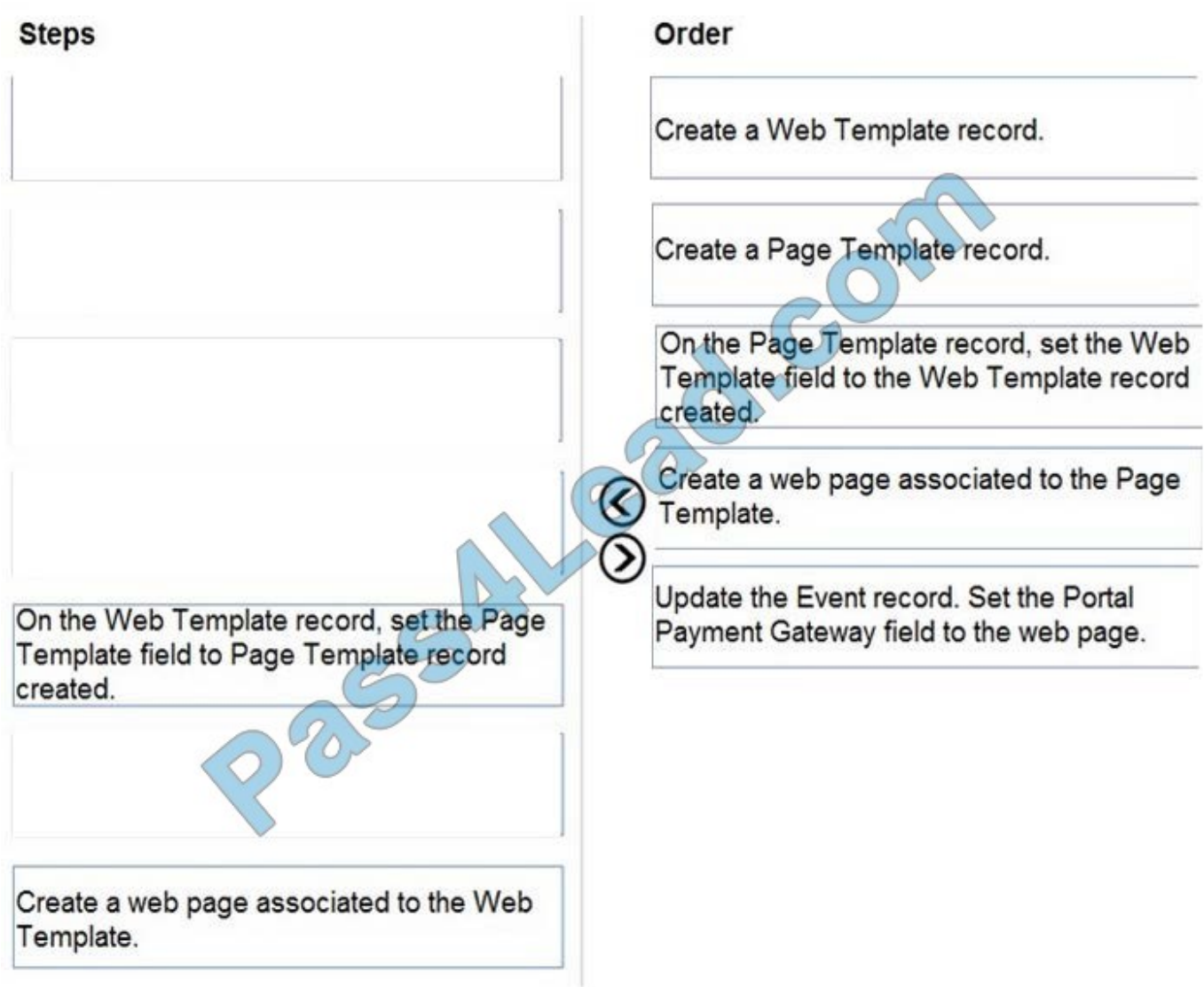
Update the Event record. Set the Portal Payment Gateway field to the web page.

Create a web page associated to the Web Template.

Order



Correct Answer:



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

QUESTION 2

You have been tasked with creating a Customer Journey Template that will be used as a starting point by others. Your template must be in French, run every 6 months, and be used to send emails to all of the Contacts and group the journeys by the contacts account.

Which template contains all of the necessary elements to meet these requirements?

- A. Purpose: Sales, Target: Contacts, Language: French, Is recurring: Yes
- B. Purpose: Multipurpose, Target: Accounts, Language: French, Is recurring: Yes
- C. Purpose: Multipurpose, Target: Contacts, Language: French, Is recurring: Yes
- D. Purpose: Sales, Target: Accounts, Language: French, Is recurring: No

Correct Answer: B



The Target must be set to Accounts for the required grouping (and recurring must be Yes).

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

QUESTION 3

You are a marketing professional for Contoso, Ltd.

You want to create a marketing page that will utilize standardized content that can be used across emails, pages and forms. You elect to use the content block for this.

Which two elements are available to you when creating a content block? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. image element
- B. divider element
- C. text element
- D. form element

Correct Answer: AC

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/content-blocks>

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 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 5

DRAG DROP

You are a Dynamics 365 Marketing functional consultant.

You need to configure Dynamics 365 Marketing for lead scoring.

Which configuration settings will allow you to accomplish the desired results? To answer, drag the appropriate configuration setting to the correct desired result. Each configuration setting 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:

Configuration settings

Set Automatic Marketing Qualification to Yes.

Set Automatic Marketing Qualification to No.

Set Automatic Sales Ready to Yes.

Set Automatic Sales Ready to No.

Set Automatic Lead Score Cleanup to Yes.

Set Automatic Lead Score Cleanup to No.

Desired result

Delete all scores calculated by the stopped lead-scoring model.

Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.

Automatically advance leads when a score generated by the lead-scoring model is received.

Continue to show the scores for stopped models.

Correct Answer:



Configuration settings

Set Automatic Marketing Qualification to No.
Set Automatic Sales Ready to No.

Desired result

Delete all scores calculated by the stopped lead-scoring model.

Set Automatic Lead Score Cleanup to Yes.

Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.

Set Automatic Sales Ready to Yes.

Automatically advance leads when a score generated by the lead-scoring model is received.

Set Automatic Marketing Qualification to Yes.

Continue to show the scores for stopped models.

Set Automatic Lead Score Cleanup to No.

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-lead-score-options>

QUESTION 6

You are a marketing professional for Contoso, Ltd.

You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration

account to register for the event.

Why might the event require you to register anonymously, despite the setting above?

- A. Your portal is a site hosted externally.
- B. Your portal is a site hosted by Dynamics 365 Portals.
- C. Your portal is Dynamics Native Portal.
- D. You must republish the event.

Correct Answer: A

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

QUESTION 7

DRAG DROP 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.

Select and Place:

Required or Best Practice

Required

Best Practice

Item

A Subscription center link

The Sender's physical street

A subject

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

Correct Answer:



Required or Best Practice

Required

Best Practice

Item

A Subscription center link

Required

The Sender's physical street

Required

A subject

Required

A valid From address

Required

Email size must be below 128KB

Best Practice

A personalized greeting in the subject using the {{contact.firstname}} token

Best Practice

Both an HTML and Text version of the email

Best Practice

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

QUESTION 8

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.

Correct Answer: A

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

QUESTION 9



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.

Your marketing team is asking you questions about how marketing emails can be used for the campaigns they wish to launch.

You need to explain how these types of messages differ from the person-to-person messaging they already use in order to correctly help your marketing team to understand the difference between Traditional Emails and Marketing Emails.

Solution: You tell the team that results as click-thrus, opens and forwards are recorded for Traditional Emails.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

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

QUESTION 10

As a marketing automation consultant, you are creating a Customer Journey for a Marketing Event.

You would like to send an email inviting VIP customers to register. For customers who do not register you want to send a follow-up email one (1) week later reminding them to register.

Which four tiles are required to assemble this Journey? Each correct answer presents part of the solution.

A. Audience

B. If Registered

C. Phone Call

D. Create Lead

E. Wait for

F. Send an Email

Correct Answer: ABEF

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/create-simple-customer-journey>



QUESTION 11

DRAG DROP

You are an event coordinator for Contoso, Ltd.

You are creating a multi-day conference event that will include three tracks with four sessions in each track. These sessions and tracks will need to be visible on your event website.

Which four steps must you complete, 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:

Steps

- Associate applicable sessions and tracks.
- Set event publish status to "Live".
- Click "Go Live" on the command bar.
- Create an event/events.
- Create sessions and internal track records.
- Create sessions and external track records.

Order



Correct Answer:



Steps

Click "Go Live" on the command bar.
Create sessions and internal track records.

Order

Create an event/events.
Create sessions and external track records.
Associate applicable sessions and tracks.
Set event publish status to "Live".

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event> <https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal#publish-event>

QUESTION 12

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>

**QUESTION 13**

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 lower the Sales Ready Score.

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 14

DRAG DROP

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.

Select and Place:



Steps

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.

Order

Pass4Lead.com

Correct Answer:



Steps

Set the Sales Ready Score on the Summary Tab.

Click Publish.

Set the Sales Ready Score on the Action tile.

Order

Create a Lead Scoring Model.

Add a condition and action tile.

Set the Sales Ready Score on the Grades Tab.

Click Go Live.

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

QUESTION 15

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

Correct Answer: B

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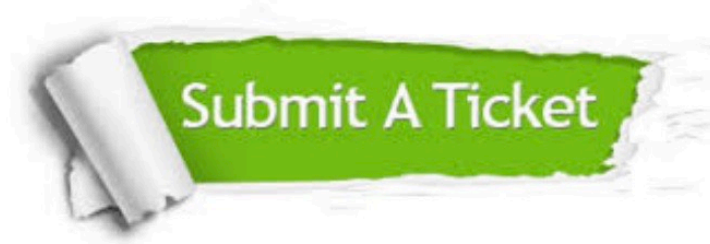
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