

# MB-220<sup>Q&As</sup>

Microsoft Dynamics 365 Marketing

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**QUESTION 1**

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 2

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>

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### QUESTION 3

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

Correct Answer: A

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

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### QUESTION 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

Correct Answer: D

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form>

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### QUESTION 5

You are a Dynamics 365 Marketing functional consultant. Your company wants to:

1.  
control access to Marketing features that could incur extra costs, and
  2.  
make sure no extra costs are being incurred by exceeding existing Marketing subscription limits. Which three steps should you take? Each correct answer presents part of the solution.
- A. Monitor the quantity of contacts and emails on the server.
  - B. Monitor the quantity of Marketing contacts and emails.
  - C. Monitor the quantity of landing pages.
  - D. Monitor Litmus accounts and the number of previews.
  - E. Create teams to be used in designer feature protection rules.

Correct Answer: BDE

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management> <https://docs.microsoft.com/en-us/dynamics365/marketing/designer-feature-protection>

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#### QUESTION 6

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.

How 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 7

In order to follow recommended guidelines, you will need to synchronize only those entities that are necessary to meet ProseWare's business objectives.

In addition to the typical entities synced automatically (contact, accounts, events, interactions, etc), which two additional entities will ProseWare need to enable for synchronization? Each answer represents a partial solution.

- A. Invoices
- B. Work Orders
- C. Differentiator
- D. Cases

Correct Answer: CD

**QUESTION 8**

DRAG DROP

You are an event coordinator for a company.

You are creating a multi-day conference event that will include multiple sessions and tracks.

For each use case shown below, which track type should be used? To answer, drag each use case to the appropriate track type. Each use case 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:

**Use Case**

- Group sessions for organization
- Group sessions by content
- Enable ticketing and registration
- Group sessions published on your event website

**Answer Area**

	Internal Track	External Track

Correct Answer:

**Use Case**

- Group sessions for organization
- Group sessions by content
- Enable ticketing and registration
- Group sessions published on your event website

**Answer Area**

**Internal Track**

- Group sessions for organization
- 
- 
- 

**External Track**

- Group sessions by content
- Enable ticketing and registration
- Group sessions published on your event website
- 

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

**QUESTION 9**

DRAG DROP

You are a marketing administrator. Your company has a form that prospective clients use for holiday offers.

You need to take down the marketing page that contains the form now that the season is over.

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

- Click Unpublish, located in the header.
- Navigate to Marketing Form.
- Open the Applicable record.
- Navigate to Marketing Page.
- Click Stop, located in the Command Bar.
- Click Unpublish located in the Command Bar.
- Click Stop, located in the header.

**Order**



Correct Answer:

**Steps**

Navigate to Marketing Form.
Open the Applicable record.
Click Unpublish located in the Command Bar.
Click Stop, located in the header.

**Order**

Navigate to Marketing Page.
Click Stop, located in the Command Bar.
Click Unpublish, located in the header.

**QUESTION 10**

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 Traditional Emails are able to be used in customer journeys.

Does this meet the goal?

A. Yes

B. No

Correct Answer: A



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

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### QUESTION 11

The time is currently 6:30pm on Monday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising an event. Following ProseWare's standards, which two options will you choose when preparing this message? Each answer represents a partial solution.

- A. Schedule Time is set to tomorrow at 9 am.
- B. Post Vi
- C. Schedule Time is set to immediate.
- D. Post Visibility is set to Public.

Correct Answer: AD

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### QUESTION 12

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**

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.

**Order**

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 13**

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

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

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 14

##### 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:

Steps	Order
Edit the translation to the German language.	
Open the Customer Satisfaction Survey.	
Select the Languages option from Customization list.	⏪
Upload the language file.	⏩
Add the German language in the Languages panel.	
Hover to the English language and edit.	

Correct Answer:

### Steps

Upload the language file.

Hover to the English language and edit.

### Order

Open the Customer Satisfaction Survey.

Select the Languages option from Customization list.

⏪ Add the German language in the Languages panel.

⏩ Edit the translation to the German language.

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

### QUESTION 15

#### 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:

**Scenarios**

- Lead Opening an Email
- Lead Registers for an Event
- Lead's City
- Lead's Estimated Budget

**Answer Area**

**Fixed Rule**

- 
- 
- 
- 

**Behavior Rule**

- 
- 
- 
- 

Correct Answer:

**Scenarios**

- 
- 
- 
- 

**Answer Area**

**Fixed Rule**

- Lead's City
- Lead's Estimated Budget
- 
- 

**Behavior Rule**

- Lead Opening an Email
- Lead Registers for an Event
- 
- 

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

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