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Microsoft

MB-220

Microsoft Dynamics 365 for Marketing



Question: 104

You are a marketing professional. You have created a marketing form and want content items to automatically fill in for the customer.

What is a valid form for prefill?

- A. Pre-fill Form
- B. Survey Form
- C. Journey Form
- D. Subscription Center Form

Answer: D

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/form-prefill>

Question: 105

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>

Question: 106

You are a marketing administrator.

You need a marketing form that will only accept contact information and allow opt-in to emails.

What kind of form should you create?

- A. Journey Form
- B. Forward to a friend Form
- C. Landing Page Form
- D. Subscription Page Form

Answer: C

Explanation:

References:

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

Question: 107

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.

Steps	Order
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.	

Answer:

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

Question: 108

DRAG DROP

Your company is expanding its service offering to people who live in Europe.

You must configure your marketing system for compliance with European privacy requirements.

Which three activities 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.

Activity	Order
Configure Contact records to store levels of consent.	
View consent-level change history.	
Identify data structures that contain personal information.	
Enable GDPR features in Dynamics 365 for marketing.	
Bulk edit all contacts to set consent level.	

Answer:
Activity

Order

Configure Contact records to store levels of consent.

Identify data structures that contain personal information.

View consent-level change history.

Enable GDPR features in Dynamics 365 for marketing.

Identify data structures that contain personal information.

Bulk edit all contacts to set consent level.

Enable GDPR features in Dynamics 365 for marketing.

Bulk edit all contacts to set consent level.

Explanation:

References:

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

Question: 109

Your marketing department has determined that they want to create a Customer Journey that will target marketing contacts that have visited your website in the past 12 months.

Which type of marketing segment should you create?

- A. Profile Segment
- B. Interaction Segment
- C. Landing Page Segment
- D. Customer Insight Segment

Answer: B

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/segmentation-listssubscriptions>

Question: 110

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

Answer: D

Question: 111

DRAG DROP

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	Answer Area	
	Able to meet requirement	Not able to meet requirement
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:

List of Requirements	Answer Area	
	Able to meet requirement	Not able to meet requirement
Create individualized messages with personalized content.	Create individualized messages with personalized content.	Send emails messages out through your company's server.
Error check content to ensure all required information is included.	Error check content to ensure all required information is included.	
Creating marketing that changes based on the recipient's actions.	Creating marketing that changes based on the recipient's actions.	
Analyze the results of email messages (click-thrus, opens, etc.).	Analyze the results of email messages (click-thrus, opens, etc.).	
Send emails messages out through your company's server.		

Explanation:

References:

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

Question: 112

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

Answer: D

Explanation:

References:

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

Question: 113

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

Question: 114

DRAG DROP

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.	

Answer:

Actions

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.

Orders

Set up a Journey.

Add a segment group tile.

Select the properties of the child segment tile.

Set segment source to Subscription Marketing List.

Select a Subscription Marketing List.

Explanation:

References:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customerjourney>

Question: 115

DRAG DROP

You are a marketing professional.

You need to create a marketing form that will include a subscription list you have already created. The marketing form will be finalized by a colleague.

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.

Steps

Save and Go Live your marketing form.

Create a new marketing form.

Drag and drop your subscription list into your marketing form.

Select a template with a market type "Landing Page".

Locate your subscription list in the Subscription Center portion of the tool box.

Select a template with the market type "Forward a Friend".

Order

Answer:

Steps

Save and Go Live your marketing form.

Create a new marketing form.

Drag and drop your subscription list into your marketing form.

Select a template with a market type "Landing Page".

Locate your subscription list in the Subscription Center portion of the tool box.

Select a template with the market type "Forward a Friend".

Order

Create a new marketing form.

Locate your subscription list in the Subscription Center portion of the tool box.

Drag and drop your subscription list into your marketing form.

Explanation:

References:

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

Question: 116

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

Answer: A

Question: 117

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 send an email to any user who created a deficient template identifying the deficiencies and request that they correct their templates.

Does this meet the goal?

- A. Yes
- B. No

Answer: B

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