Microsoft

Exam Questions mb-220

Microsoft Dynamics 365 for Marketing

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NEW QUESTION 1
- (Exam Topic 1)
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 Visibility is set to Connections.
C. Schedule Time is set to immediate.
D. Post Visibility is set to Public.

Answer: AD

NEW QUESTION 2
- (Exam Topic 1)
Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.
To answer, drag the Assessment to the appropriate Lead. Each Assessment 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.

Assessments	Leads	
Sales Ready	A Lead with a score of 315	
Not Sales Ready	An existing Marketing Contact who registers for an event	
	A Lead who clicked a Twitter message and has spent $412 with ProseWare previously	
	A Lead with a score of 175	
	Litmus inbox previews	

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 3
- (Exam Topic 1)
Which two statements must be true in order for a User to approve marketing content? Each answer presents part of the solution.

A. The Status on the marketing content must be Approval Required.
B. The User must be in the Marketing Oversight Team or be a Marketing Professional.
C. The Status on the marketing content must be Draft.
D. The User must be in the BU Admin Team or in the Marketing Oversight business unit.

Answer: AD

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature

NEW QUESTION 4
- (Exam Topic 1)
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

Answer: CD

NEW QUESTION 5
- (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 6
- (Exam Topic 3)
You are responsible for setting up all marketing pages, events, emails and customer journeys associated with the planned event.
How many events will you set up?

A. Two events; one formatted as webinar and the other formatted as on-site only.
B. One event formatted as on-site only.
C. Two events; one formatted as simulcast and the other formatted as on-site only.
D. One event with Format set to Hybrid.

Answer: D

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

NEW QUESTION 7
- (Exam Topic 3)
The time is currently 8pm on Thursday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising the Planned Event.
Following Litware's standards, which two options should you choose when preparing this message? Each answer represents a complete solution.

A. Post Visibility is set to Public
B. Schedule Time is set to tomorrow at 9am
C. Post Visibility is set to Connections
D. Channel is set to social media

Answer: BD

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

NEW QUESTION 8
- (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 9
- (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 10

- (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 10
- (Exam Topic 4)
You are a functional consultant that needs to create a new marketing form landing page. You want this form structure to be available for multiple future forms. Which five actions should you perform 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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 15
- (Exam Topic 4)
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.

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

A. Mastered
B. Not Mastered

Answer: A

Explanation:

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

Add a Segment tile.

Add an Email tile.

Add a Trigger tile.

Add a Scheduler tile.

Add an SMS text tile.
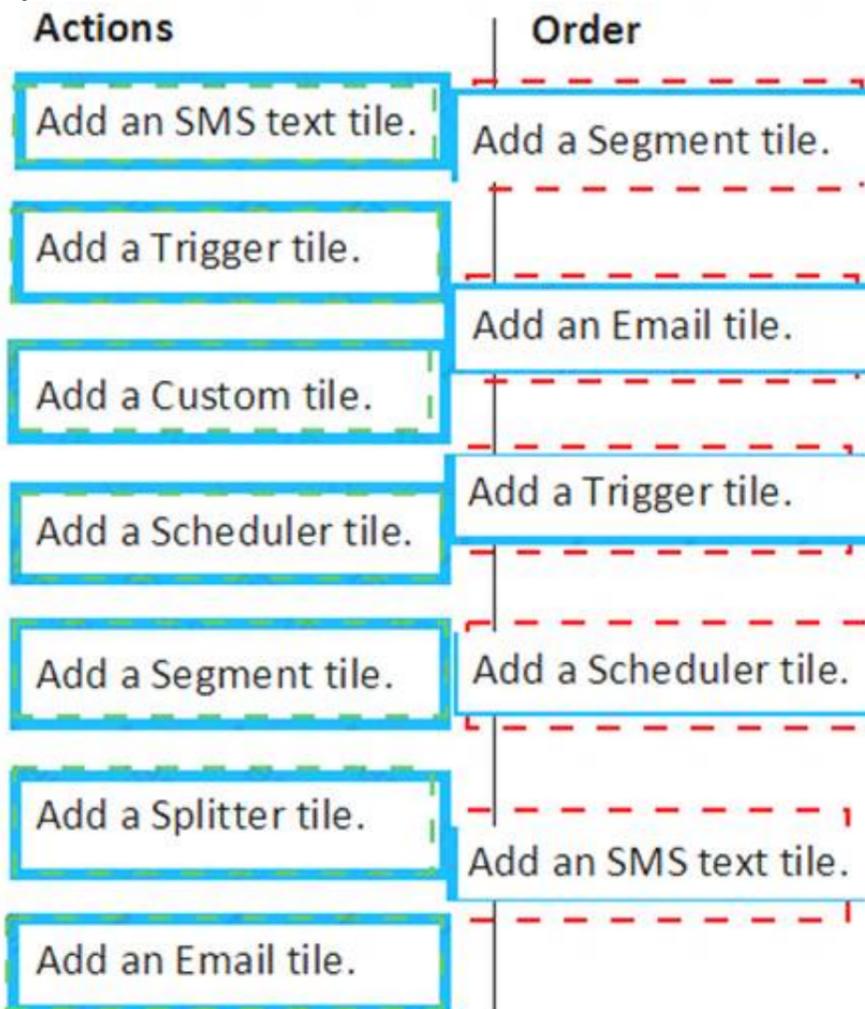
NEW QUESTION 17
- (Exam Topic 4)
Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct 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 20
- (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 24
- (Exam Topic 4)
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.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:

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.	
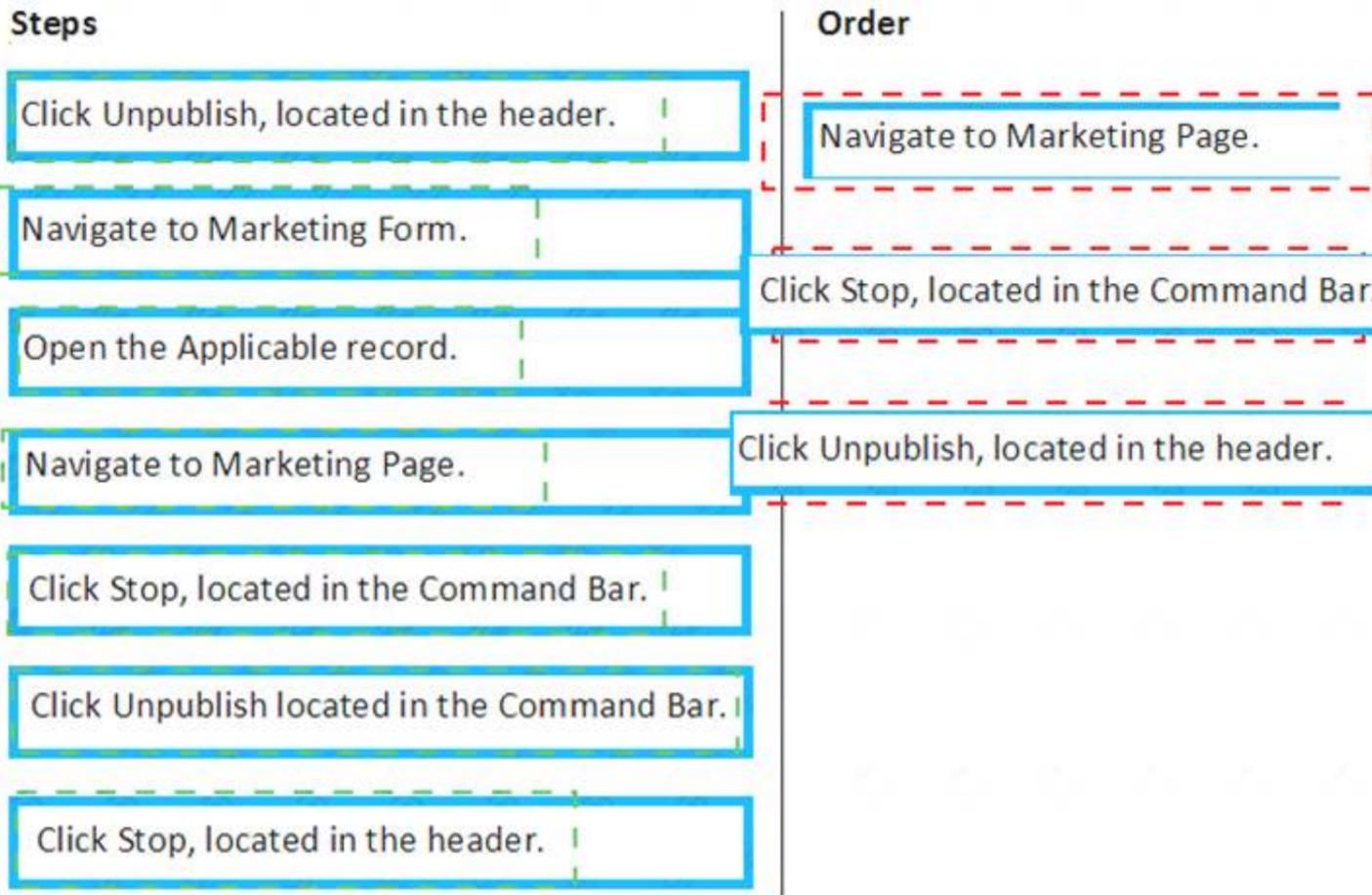
NEW QUESTION 26
- (Exam Topic 4)
Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct 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.
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 hosted on the Dynamics 365 server. Does this meet the goal?

A. Yes
B. No

Answer: B

Explanation:

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

NEW QUESTION 31
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant. You are setting up conditions for a lead-scoring model.
Which categories should you use during the configuration? To answer, drag the appropriate category to the correct condition. Each category 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.

Categories	Conditions	
Fixed rules	Emails clicked	
Behavior rules	Events registered	
	Demographic information	
	Website visited	
	Firmographic information	

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 36
- (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 40
- (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 44
- (Exam Topic 4)
You are a content creator and you often need to add dynamic content to your emails.
You need to be able to know which data source to use to add various types of content available using assist-edit.
Which data source should you use to add the content types listed? To answer, drag the appropriate data source to the appropriate content type. Each data source may be used once, more than once and 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.

Data Source	Content Type	
Contact[context]	You want to add a link for opening the email as a webpage.	
Content settings[context]	You want to add the First Name for the email recipient.	
Account	You want to add the customer name and phone number.	
Event		
Marketing List		
Marketing Page		
Message[context]		
Survey		

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 47
- (Exam Topic 4)
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 then in the correct order.

Steps	Order
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".	

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 50
- (Exam Topic 4)
You are creating a new marketing page showing a holiday offer.
You have completed your page, and now you want it to be viewable by everyone on the Internet. Which action should you perform to accomplish your goal?

A. Press the Save button.
B. Press the Activate button.
C. Press the Publish button.
D. Press the Go Live button.

Answer: D

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-landing-page

NEW QUESTION 53
- (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	
Required	A Subscription center link	
Best Practice	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	

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 56
- (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 61
- (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 65
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant. Your company wants to:

> control access to Marketing features that could incur extra costs, and

> 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.

Answer: BDE

Explanation:

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

NEW QUESTION 70
- (Exam Topic 4)
You are setting up a conference event that will have a capacity of 500 people.
You want to enable a waitlist for the event so that if more than 500 people register and someone cancels their registration, the event will automatically register the next available person on the list.
Which three steps should you take, 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.

Steps

Create an event.

Navigate to the Venue Constraints section.

Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.

Navigate to the Registration and Attendance Tab.

Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.

Order

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 72
- (Exam Topic 4)
Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe.
How should you define who to include in this Customer Journey?

A. Create a Dynamic segment.
B. Edit the contacts in your database.
C. Create a Segment Type.
D. Create a Static segment.

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions

NEW QUESTION 73
- (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 76
- (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 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

NEW QUESTION 80
- (Exam Topic 4)
Your boss has asked you to send out a simple email campaign using a Customer Journey.
Which four activities 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.

Activity	Order
Create a Market segment, assuring it is dynamic.	
Create a customer journey, identifying a target segment.	
Create an email design, including all required elements.	
Publish the design by selecting "Go live".	
Activate the customer journey by choosing "Go live".	
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:

Activity	Order
Create a Market segment, assuring it is dynamic.	Create an email design, including all required elem
Create a customer journey, identifying a target segment.	Publish the design by selecting "Go live".
Create an email design, including all required elements.	
Publish the design by selecting "Go live".	Create a customer journey, identifying a target seg
Activate the customer journey by choosing "Go live".	Activate the customer journey by choosing "Go li
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

NEW QUESTION 84
- (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 87
- (Exam Topic 4)
You are a Dynamics 365 functional consultant.
Your company hosts multiple events. Some of the event information can be standardized into an event template.
Which three settings can be used in a standard event template? Each correct answer presents a complete solution.

A. Event passes
B. Event payment
C. Event sessions and speakers
D. Event team members
E. Event venues

Answer: ACE

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

NEW QUESTION 89
- (Exam Topic 4)
You are a marketing professional.
You need to create a subscription center marketing page that will include a subscription list you have already created. The marketing page will be reviewed by a colleague.
Which three actions should you perform in sequence, to create a Subscription center form? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	Order
Save and Go Live your marketing form.	
Select a template with the market type "Subscription Center."	
Select a template with the form type "Forward a Friend."	
Create a new marketing form.	
Locate your subscription list in the Subscription Center portion of the tool box.	
Drag and drop your subscription list onto your marketing form.	

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 90
- (Exam Topic 4)
You have a customer journey that sends an email, creates a phone call activity and sends a text message.
Which set of actions must you take to activate your customer journey?

A. Validate, then Go Live.
B. Check for Errors, then Publish
C. Validate, then Publish.

D. Check for Errors, then Go Live.

Answer: D

NEW QUESTION 95
- (Exam Topic 4)
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: Contact
B. Language: Frenc
C. Is recurring: Yes
D. Purpose: Multipurpos
E. Target: Account
F. Language: Frenc
G. Is recurring: Yes
H. Purpose: Multipurpos
I. Target: Contact
J. Language: Frenc
K. Is recurring: Yes
L. Purpose: Sales, Target: Account
M. Language: Frenc
N. Is recurring: No

Answer: B

Explanation:
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

NEW QUESTION 98
- (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 101
- (Exam Topic 4)
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.

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

A. Mastered
B. Not Mastered

Answer: A

Explanation:
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

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 103
- (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 add the NPS question as a metric in the survey. Does this solution meet the goal?

A. Yes
B. No

Answer: A

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

NEW QUESTION 105
- (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.

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 106
- (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 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

NEW QUESTION 107
- (Exam Topic 4)
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

Answer: ABEF

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

NEW QUESTION 111
- (Exam Topic 4)
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

NEW QUESTION 113
- (Exam Topic 4)
You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use.
Which pieces of information will help you decide which template to use?

A. Target, Recurrence, Purpose, Name
B. Purpose, Target, Recurrence, Description
C. Language, Purpose, Target, Recurrence
D. Language, Owner, Target, Recurrence

Answer: B

NEW QUESTION 118
- (Exam Topic 4)
You are a Dynamics 365 functional consultant for Contoso Ltd. Because of recent policy changes, the marketing team needs to update the privacy policy banner text and URL.
What should you configure to implement these updates?

A. the Marketing Data configuration
B. the Application Management settings
C. the Default Marketing settings
D. the Landing Page settings

Answer: D

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

NEW QUESTION 123
- (Exam Topic 4)
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.	

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 125
- (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 129
- (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 134
- (Exam Topic 4)
You are a functional consultant analyzing the insights of the Marketing Page available in Dynamics 365 Marketing to collect data for a management presentation.
Which element should you analyze to obtain information on the number of times the page was opened?

A. Interactions
B. Overview
C. Submissions

Answer: A

Explanation:

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

NEW QUESTION 135
- (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.

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
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