MB-220$^{Q\&As}$

Microsoft Dynamics 365 Marketing

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QUESTION 1

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

Correct Answer: B

QUESTION 2

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	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.	

Correct Answer:

Steps	Order
	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.
Click Unpublish located in the Command Bar.	
Click Stop, located in the header.	

QUESTION 3

You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent out the link through email for responses. You want to understand the outcome from the Satisfaction Metrics report and identify the metrics created by default in Dynamics. For the metrics, what are the three charts created by default in Dynamics? Each correct answer presents a complete solution.

A. Respondents – tracked and anonymous

B. Sentiment

C. Net Promoter Score

D. Total Responses

E. CSAT

Correct Answer: BCE

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

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QUESTION 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

Correct Answer: B

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

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QUESTION 5

DRAG DROP

The VP of Marketing has been assigned to create you a new lead scoring model for Contoso, Ltd. based on recently-adopted marketing targets.

Which five steps in sequence are required to design and set up your lead scoring model in Dynamics 365? (Choose five.) To answer, move the appropriate actions to the answer area and arrange them in the correct order.

Select and Place:

Steps	Order
Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.	
Set up an action that tells the system what to do to the lead score when the defined conditions exist.	
Set the entity target of your lead scoring model to Account, Contact or Lead.	
Set the entity target of your lead scoring model to Account or Contact.	
Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.	
Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.	
Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.	
Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.	

Correct Answer:

Steps	Order
Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.	Set the entity target of your lead scoring model to Account or Contact.
Set up an action that tells the system what to do to the lead score when the defined conditions exist.	Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.
Set the entity target of your lead scoring model to Account, Contact or Lead.	Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.
Set the entity target of your lead scoring model to Account or Contact.	Set up an action that tells the system what to do to the lead score when the defined conditions exist.
Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.	Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.
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Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.	
Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.	

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