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

Microsoft Dynamics 365 Marketing

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QUESTION 1

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

Correct Answer: D

QUESTION 2

To meet privacy and reporting standards, which three items does Litware require for segments? Each answer represents a complete solution.

A. Segments must include sorting by privacy requirements.

B. Segments should be Dynamic.

C. Segments should be Static.

D. Contacts blocked due to quotas will be added to a new segment.

E. Segments must include sorting by the Building Location entity.

Correct Answer: BDE

1.

A custom entity called Building Location is used as a reference for every contact. All segments need to include sorting by this entity.

2.

Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped. If the Contact stopped because Litware, Inc. reached the send quota for the month, the blocked Contacts should be added to a new segment and retried on the first of the following month.

3.

Segments must be dynamic in order to comply with GDPR regulations. Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

QUESTION 3

DRAG DROP

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.

Select and Place:

Categories

Fixed rules

Behavior rules

Conditions

Emails clicked	

Events registered	

Demographic information	

Website visited	

Firmographic information	

Correct Answer:

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

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

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.

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

Correct Answer: A

QUESTION 5

DRAG DROP

Your marketing department has provided you with the information you need to create a dynamic market segment.

Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. Each tool 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:

Tools

| Flow | Designer | Query |

Type of Design

Combine segments using logical operators.	
Define conditions to filter out contacts.	
Text defining a database search.	

Correct Answer:

Tools

Type of Design

Combine segments using logical operators.	Flow
Define conditions to filter out contacts.	Designer
Text defining a database search.	Query

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-segment

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