MB-220^{Q&As}

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Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP

You are the administrator at Contoso, Ltd. You need to create a marketing email to notify customers when a card has been abandoned on the company website.

Which five actions in sequence are required to create an email that is ready to send? (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	Order
Go to Marketing Execution > Marketing emails and create a new email.	
Run an error check on your message and correct errors until your email is error-free.	
Add email-from name to address and reply-to address.	
Preview your message by using the Preview tab and by sending tests messages.	
On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".	
Design your message by using the drag-and-drop designer or HTML editor.	
Select Go-Live.	

Correct Answer:

Actions	Order
	Go to Marketing Execution > Marketing emails and create a new email.
	Design your message by using the drag-and-drop designer or HTML editor.
Add email-from name to address and reply-to address.	Run an error check on your message and correct errors until your email is error-free.
	Preview your message by using the Preview tab and by sending tests messages.
On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".	Select Go-Live.

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

QUESTION 2

The Planned Event currently has 146 registrations. In order to meet all of Litware\\'s standards for registration, which two statements are true? Each answer represents a complete solution.

A. When space becomes available, the first person on the waitlist will be offered an invitation to register.

B. Once capacity has been reached, a speaker whose additional person hasn\\\'t been registered yet will be placed on the waitlist.

C. Once capacity has been reached, the first person on the waitlist will be automatically registered for the event when space becomes available.

D. Another 2 registrations can be accepted. After that, registrations will be added to the waitlist.

Correct Answer: CD

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

QUESTION 3

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

Correct Answer: D

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

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.

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

Correct Answer: B

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

QUESTION 5

DRAG DROP

You are a Dynamics administrator that is setting up Dynamics for Marketing for your organization.

You need to configure Dynamics for Marketing to work with your webinar provider and create a webinar event.

Which four steps should you take, in sequence, to complete your task? (Choose four.) 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
Create an event and set the Format to Webinar or Hybrid.	
Add Credentials to the Webinar Configuration Record.	
Add credentials to the webinar provider record.	
Set up an account with the webinar provider.	
Create a webinar provider record and webinar configuration record in Dynamics for Marketing.	
Create an event and set the Event Type to Webinar or Hybrid.	

Correct Answer:

Steps	Order
	Set up an account with the webinar provider.
Add Credentials to the Webinar Configuration Record.	Create a webinar provider record and webinar configuration record in Dynamics for Marketing.
	Add credentials to the webinar provider record.
	Create an event and set the Format to Webinar or Hybrid.
Create an event and set the Event Type to Webinar or Hybrid.	

References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/events-settings
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-webinar

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