



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

You need to set up a behavioral lead scoring model to identify leads who are sales ready.

You set your sales ready lead score to 50. Now you want to use the grading system to show which leads are Good, Average or Poor.

Which two grading models should you use? Each correct answer presents a complete solution.

- A. Good = 31 - 50 / Average = 11 - 30 / Poor = 0 - 10
- B. Good = 36 - 50 / Average = 16 - 35 / Poor = 0 - 15
- C. Good = 35 - 49 / Average = 15 - 34 / Poor = 0 - 14
- D. Good = 35 - 50 / Average = 15 - 35 / Poor = 0 - 15

Correct Answer: AB

Incorrect answers:

C: the top score in this answer is 49. The top score should be 50.

D: a score of 15 is used in both the Average grade (15-35) and the Poor grade (0-15). The scores in each grade should not overlap.

QUESTION 2

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



Correct Answer: B

QUESTION 3

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. Visits
- B. Interactions
- C. Overview
- D. Submissions

Correct Answer: A

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

QUESTION 4

You are a marketer for Contoso Ltd. You are responsible for creating social media posts to debut a new webinar you are promoting. You just discovered that your post sent this morning has a typo.

You need to correct this right away.

What should you do to fix your post?

- A. Reactivate the post, edit, and then select Schedule. Select the time of the original post to overwrite it.
- B. Reactivate the post, edit, and then select Post Now to immediately update the post.
- C. Edit the Post. The post will automatically update in the social media platform.
- D. Delete the post and recreate it. Posts are read only once posted.

Correct Answer: D

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

QUESTION 5

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.

Correct Answer: A

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

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