



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

You have created a customer journey to send an Event Registration Invite to the customers in Norway. You confirm that you selected the correct Marketing Email record with the Norwegian language, and that you are using the correct

Segment while creating the customer journey.

As part of going Live with your customer journey, you select "Check for Errors" in the command bar.

Which three checks does this command perform? Each correct answer presents a complete solution.

- A. Checks for common errors and shows an error message with advice for fixing them.
- B. Performs language checks to ensure localization.
- C. Checks for active links to the marketing services that host your email messages.
- D. Checks to ensure prerequisites are met.
- E. Makes sure all required marketing emails and pages are assigned and published.
- F. Makes sure all required target segment(s) meet your goals.

Correct Answer: ADE

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns>

QUESTION 2

DRAG DROP

You are creating a survey using a Dynamics 365 for Marketing Surveys. You need to include multiple question types.

Which survey question types presents the best choice for each scenario/example presented? To answer, drag the appropriate survey question to the scenario/example. Each survey question 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.

Select and Place:



Type

Long Answer	Rating	Multiple Response
Ranking	Net Promoter Score	Smile Ratings
Short Answer	Descriptive Text	

Scenario

Open-ended question	
How many stars would you give us for the service we provided?	
Choose all that apply.	
Put these things in the order of importance.	
How likely are you to tell your friends about us?	

Correct Answer:

Type

		Smile Ratings
Short Answer	Descriptive Text	

Scenario

Open-ended question	Long Answer
How many stars would you give us for the service we provided?	Rating
Choose all that apply.	Multiple Response
Put these things in the order of importance.	Ranking
How likely are you to tell your friends about us?	Net Promoter Score

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>

QUESTION 3

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: Contacts, Language: French, Is recurring: Yes
- B. Purpose: Multipurpose, Target: Accounts, Language: French, Is recurring: Yes
- C. Purpose: Multipurpose, Target: Contacts, Language: French, Is recurring: Yes
- D. Purpose: Sales, Target: Accounts, Language: French, Is recurring: No

Correct Answer: B

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>

QUESTION 4

DRAG DROP



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.

Select and Place:

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



Correct Answer:

**Steps**

Click "Go Live" on the command bar.

Create sessions and internal track records.

Order

Create an event/events.

Create sessions and external track records.

Associate applicable sessions and tracks.

Set event publish status to "Live".

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>

QUESTION 5

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.

Correct Answer: AC



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