



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

As a marketing automation consultant, you are creating a Customer Journey for a Marketing Event.

You would like to send an email inviting VIP customers to register. For customers who do not register you want to send a follow-up email one (1) week later reminding them to register.

Which four tiles are required to assemble this Journey? Each correct answer presents part of the solution.

- A. Audience
- B. If Registered
- C. Phone Call
- D. Create Lead
- E. Wait for
- F. Send an Email

Correct Answer: ABEF

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/create-simple-customer-journey>

QUESTION 2

As a Marketing Administrator you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization.

What are two ways the system can create leads from the same marketing contact? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.
- B. It can automatically create one per visit to a landing page that is configured to create leads automatically.
- C. It can automatically create one per interaction that indicates a level of interest in a product or service.
- D. It can automatically create only one; each marketing contact equates to one lead.

Correct Answer: AB

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle>

QUESTION 3

DRAG DROP



Your boss has asked you to send out a simple email campaign using a Customer Journey.

Which four activities must you perform in sequence? (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:

Activity	Order
Create a Market segment, assuring it is dynamic.	
Create a customer journey, identifying a target segment.	
Create an email design, including all required elements.	
Publish the design by selecting "Go live".	
Activate the customer journey by choosing "Go live".	
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

Correct Answer:

Activity	Order
Create a Market segment, assuring it is dynamic.	Create an email design, including all required elements.
	Publish the design by selecting "Go live".
	Create a customer journey, identifying a target segment.
	Activate the customer journey by choosing "Go live".
Create a Landing page, including contact matching.	
Set up lead scoring, ensuring correct conditions.	

QUESTION 4

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>

QUESTION 5

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 results as click-thrus, opens and forwards are recorded for Traditional Emails.

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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