



MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

DRAG DROP You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Dynamics 365 Marketing error checker. Which of these items are required and which are simply best practices? To answer, drag the appropriate answer source to the correct email element. Each answer may be used once, or more than once. 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:

Required or Best Practice

Required

Best Practice

Item

A Subscription center link

The Sender's physical street

A subject

A valid From address

Email size must be below 128KB

A personalized greeting in the subject using the {{contact.firstname}} token

Both an HTML and Text version of the email

Correct Answer:



Required or Best Practice

Required

Best Practice

Item

A Subscription center link

Required

The Sender's physical street

Required

A subject

Required

A valid From address

Required

Email size must be below 128KB

Best Practice

A personalized greeting in the subject using the {{contact.firstname}} token

Best Practice

Both an HTML and Text version of the email

Best Practice

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing>
<https://docs.microsoft.com/en-us/dynamics365/marketing/create-marketing-email>

QUESTION 2

DRAG DROP

You are responsible for all outgoing marketing emails at Contoso, Ltd.

You are tasked with the best practices aimed at increasing delivery and interaction rates.

Which question is answered by the email insight statistic listed? To answer, drag the email statistic to the question answered by that statistic. Each statistic may be used one, more than once or not at all. You may need to drag the split

between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Email Insight Statistic

Question

Click-Throughs

What is the total number of clicks on a specific email link?

Clicks (unique)

What is the total number of sent messages where the recipient clicked at least one link one time?

Opens (unique)

What are the total number of emails that were opened by a contact at least on time?

Forwards

What is the total number of times an email was forwarded by the recipient by using the forward link on the email?

No Statistic Exists

What is the total number of times an email was forwarded using the email client forward button?

Correct Answer:

Email Insight Statistic

Question

What is the total number of clicks on a specific email link?

Click-Throughs

What is the total number of sent messages where the recipient clicked at least one link one time?

Clicks (unique)

What are the total number of emails that were opened by a contact at least on time?

Opens (unique)

What is the total number of times an email was forwarded by the recipient by using the forward link on the email?

Forwards

What is the total number of times an email was forwarded using the email client forward button?

No Statistic Exists

QUESTION 3

You are a marketing professional for AdventureWorks Cycles. You want to create a new subscription form with a new subscription list.

You have created the new subscription list, but must be able to see the subscription list selection in the designer toolbox.

When creating the new form, which form type must you select to meet the condition?

- A. Landing Page
- B. Event Form
- C. Forward to a Friend
- D. Subscription Center

Correct Answer: D



Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center>

QUESTION 4

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working

as of yesterday.

Solution: You enable social media in the default marketing settings to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

Correct Answer: B

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

QUESTION 5

DRAG DROP

Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below.

To answer, drag the Staff to the appropriate Activity. Each Staff item 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:



Answer Area

Staff

Marketing Professionals

All Marketing Users

Marketing Oversight
Business Unit members

BU Admin Team members

Marketing Administration
Business Unit members

Activities

Analyze Marketing Page performance

Investigate blocked emails

Use Customer Insights for reporting

Go Live

Request Approval

Correct Answer:

Answer Area

Staff

Marketing Professionals

All Marketing Users

Marketing Oversight
Business Unit members

BU Admin Team members

Marketing Administration
Business Unit members

Activities

Analyze Marketing Page performance

Investigate blocked emails

Use Customer Insights for reporting

Go Live

Request Approval

Marketing Administration
Business Unit members

Marketing Administration
Business Unit members

Marketing Professionals

Marketing Professionals

Marketing Professionals

Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.

Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped Contacts.



Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

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