MB-220^{Q&As}

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Microsoft Dynamics 365 Marketing

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QUESTION 1

As a marketing operations lead, you have recently been hired to manage a team using Dynamics 365 Marketing.

The team sends subscription-based newsletters on a regular basis, and they have set up a subscription center in Dynamics 365 Marketing. They now need to create links in each newsletter to the subscription center, so that customers can

manage their communication settings.

How should you instruct the team to ensure links to the subscription center appear in their newsletters?

A. In the email Designer, use Content Assist in the text editor to select the SubscriptionCenter element under the Dynamic Content menu.

B. In the email Designer, in General Layout properties of the email template, select "Include Subscription Center Link."

C. In the email Designer, Drag the Subscription Center item from the Toolbox to the email canvas to create the link.

D. Create an HTML link in each email to direct customers to the subscription center.

Correct Answer: A

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

QUESTION 2

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 3

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 are a marketer at Contoso Inc.

In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.

You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.

Solution: You add the NPS question as a metric in the survey results report.

Does this solution meet the goal?

A. Yes

B. No

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics

QUESTION 4

You are a marketing manager.

You need to improve the open rates for your email campaigns.

The content designer suggests you use dynamic messaging. You want the dynamic messaging to appear below the Subject in the recipient\\'s preview pane of their email client.

Which action should you take?

A. Use the Preview Text field to enter messaging with the contact\\'s name, to entice the user to open the email.

B. Create a custom code element that holds the following HTML information and place it near the top of the email