



# MB-220<sup>Q&As</sup>

Microsoft Dynamics 365 Marketing

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### QUESTION 1

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 traditional Emails are hosted on the Dynamics 365 server.

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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### QUESTION 2

Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition. Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

A. based on age

B. clicking on an email advertisement

C. an event for which the contact registered

D. based on zip code

Correct Answer: BC

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads>

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### QUESTION 3

You are a marketing professional who needs to create a new field for a marketing page.



You want some text to be in the field when the customer opens the page so that they have an idea of what to enter.

Which field should hold this "ghost text"?

- A. Label
- B. Prefill
- C. Default Value
- D. Placeholder

Correct Answer: D

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#### QUESTION 4

You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use. Which pieces of information will help you decide which template to use?

- A. Target, Recurrence, Purpose, Name
- B. Purpose, Target, Recurrence, Description
- C. Language, Purpose, Target, Recurrence
- D. Language, Owner, Target, Recurrence

Correct Answer: B

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#### QUESTION 5

You are Dynamics 365 Marketing functional consultant for AdventureWorks Cycles.

You are configuring the system and storing marketing files in the Dynamics 365 Marketing content library.

Which three file formats are supported in the content library? Each correct answer presents a complete solution.

- A. .bmp
- B. .jpg
- C. .pdf
- D. .tiff
- E. .gif

Correct Answer: ACE

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-asset-library>



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