



# 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 is interested in gaining additional insight into customer journeys.

You have been tasked with analyzing contacts insights.

From the options presented, which three types of interactions are analyzed in Dynamics 365 for Marketing for contacts and lead? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Web interactions

B. Event interactions

C. Survey interactions

D. Appointment interactions

E. Telephone interactions

Correct Answer: ABC



References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories>

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### QUESTION 3

Your marketing department needs to create a Customer Journey for female wine enthusiasts over 40 years-old who live in Europe. How should you define who receives this Customer Journey?

- A. Create a Static segment.
- B. Create a Segment Type.
- C. Edit the contacts in database.
- D. Create a Dynamic segment.

Correct Answer: D

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### QUESTION 4

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 refresh the satisfaction metrics 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>

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### QUESTION 5

DRAG DROP

You are an event coordinator for a company.

You are creating a multi-day conference event that will include multiple sessions and tracks.

For each use case shown below, which track type should be used? To answer, drag each use case to the appropriate



track type. Each use case 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:

Use Case	Answer Area	
	Internal Track	External Track
Group sessions for organization		
Group sessions by content		
Enable ticketing and registration		
Group sessions published on your event website		

Correct Answer:

Use Case	Answer Area	
	Internal Track	External Track
Group sessions for organization	Group sessions for organization	Group sessions by content
Group sessions by content		Enable ticketing and registration
Enable ticketing and registration		Group sessions published on your event website
Group sessions published on your event website		

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event>

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