MB-220^{Q&As}

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Microsoft Dynamics 365 Marketing

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QUESTION 1

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