Microsoft

Exam Questions mb-220

Microsoft Dynamics 365 for Marketing

NEW QUESTION 1
- (Exam Topic 1)
Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.
To answer, drag the Assessment to the appropriate Lead. Each Assessment 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.

Assessments

Sales Ready
Not Sales Ready

Leads

A Lead with a score of 315

An existing Marketing Contact who registers for an event

A Lead who clicked a Twitter message and has spent $412 with ProseWare previously

A Lead with a score of 175

Litmus inbox previews

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Graphical user interface, text, application, email Description automatically generated

NEW QUESTION 2
- (Exam Topic 2)
You have created a customer journey that does the following:
Sends an email regarding a country/region-specific promotional offer. Creates a phone call activity and sends a text message to the contact. Which set of actions should you take to activate your customer journey?

A. Check the country/region, check the localization check bo
B. Validate, and then Publish.
C. Check the localization check bo
D. Validate, check for errors, and then Publish.
E. Verify the segment and email language, check for errors, and then Go Live.
F. Verify the segment, check the country/regio
G. Validate, and then Go Live.

Answer: C

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns

NEW QUESTION 3
- (Exam Topic 2)
You need to create a Global Customer Survey to capture the responses from your customers.
You need to make sure that Contoso's focused customers have the option to choose their preferred language while responding. You also need to automate customer journey actions based on the Customer Survey Response data.
Which five actions should you perform in sequence to achieve your goal? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps

Add an If/then tile to further understand how contacts engage with the survey.
Select the email tile. In the right pane, go to Email elements > + Add item and select Customer Voice survey in the drop down menu.
Go to the customer journey designer. Then create or choose an existing customer journey with an email tile. Make sure the email tile is associated with an existing email.
You can use Power Automate to include conditions to further understand how contacts engage with the survey.
Create a Multi-Lingual Customer Survey with English, Danish, Swedish and Norwegian languages and translations.
Create a customer survey and enable the localization option while adding the Survey to the Customer Journey.
Create a Multi-Lingual Customer Survey with English and Japanese languages and translations.
In the Email elements section, select a Dynamics 365 Customer Voice survey from the lookup field.

Order

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Graphical user interface, text, application, email Description automatically generated
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/customer-voice

NEW QUESTION 4

- (Exam Topic 2)
You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.
You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact.
These leads will be processed by Contoso's Sales team.
The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.
What should you do to achieve this goal?

A. * 1. Install the "Send Customer Voice survey from Dynamics 365 app" in the Sales Hub app.* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
B. * 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
C. * 1. Click on "Enable Customer Voice on Sales Hub".* 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
D. * 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.* 2. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

Answer: D

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365

NEW QUESTION 5

- (Exam Topic 2)
You have created a customer journey to send an Event Registration Invite to the customers in Norway. You confirm that you selected the correct Marketing Email

record with the Norwegian language, and that you are using the correct Segment while creating the customer journey.
As part of going Live with your customer journey, you select "Check for Errors" in the command bar. Which three checks does this command perform? Each correct answer presents a complete solution.

A. Checks for common errors and shows an error message with advice for fixing them.
B. Performs language checks to ensure localization.
C. Checks for active links to the marketing services that host your email messages.
D. Checks to ensure prerequisites are met.
E. Makes sure all required marketing emails and pages are assigned and published.
F. Makes sure all required target segment(s) meet your goals.

Answer: ADE

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns

NEW QUESTION 6
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant.
You need to set up a Marketing campaign for a client to demonstrate how they can engage customers in email campaigns.
To set up your demo, you will need to establish a list of contacts. You need to avoid using actual contacts. Which two methods can be used to load demo contacts for the campaign? Each correct answer presents part of the solution.

A. Create Contacts in Demo Data of Marketing Settings.
B. Create contacts manually in the Leads section of Dynamics 365 Marketing.
C. Import contacts from an Excel file.
D. Create contacts manually in the Contacts section of Dynamics 365 Marketing.

Answer: AC

NEW QUESTION 7
- (Exam Topic 4)
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

Answer: ACE

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

NEW QUESTION 8
- (Exam Topic 4)
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

Answer: D

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

NEW QUESTION 9
- (Exam Topic 4)
You are a Dynamics administrator that is setting up Dynamics for Marketing for your organization.
You need to configure Dynamics for Marketing to work with your webinar provider and create a webinar event.
Which four steps should you take, in sequence, to complete your task? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	Order
Create an event and set the Format to Webinar or Hybrid.	
Add Credentials to the Webinar Configuration Record.	
Add credentials to the webinar provider record.	
Set up an account with the webinar provider.	
Create a webinar provider record and webinar configuration record in Dynamics for Marketing.	
Create an event and set the Event Type to Webinar or Hybrid.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/events-settings https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-webinar

NEW QUESTION 10
- (Exam Topic 4)
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

Answer: B

Explanation:

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/prepare-marketing-emails

NEW QUESTION 10
- (Exam Topic 4)
You are a marketing administrator for Contoso Ltd.
You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number.
When the form is submitted, you need to ensure that:
If the contact or lead already exists, their record is updated. If the contact or lead does not exist, their record is created. What should you do?

A. Set "Update contact/leads" to Contact and Lead.
B. Set "Generate Leads Without Matching" to Yes.
C. Set "Store Form Submission' to Yes.
D. Verify that "Lead Matching Strategy" and "Contact Matching Strategy" are set correctly.

Answer: A

Explanation:

Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

NEW QUESTION 11
- (Exam Topic 4)
You need to set up a behavioral lead scoring model to identify leads who are sales ready.
You set your sales ready lead score to 50. Now you want to use the grading system to show which leads are Good, Average or Poor.

Which two grading models should you use? Each correct answer presents a complete solution.

A. Good = 31 - 50 / Average = 11 - 30 / Poor = 0 - 10
B. Good = 36 - 50 / Average = 16 - 35 / Poor = 0 - 15
C. Good = 35 - 49 / Average = 15 – 34 / Poor = 0 - 14
D. Good = 35 - 50 / Average = 15 - 35 / Poor = 0 - 15

Answer: AB

NEW QUESTION 15
- (Exam Topic 4)
You are a functional consultant. You need to edit a live web page that contains a form used for holiday offers. The page, and form, are visible to the outside world.
Which five steps, in sequence, are needed 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.

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages

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NEW QUESTION 20
- (Exam Topic 4)
You use Dynamics 365 for Marketing to obtain detailed analytical views to help you understand your impact and learn which marketing instruments work best for your audience.
You need to track response data regarding how your contacts react to your various marketing initiatives. Which three sources of analytical data are available to you regarding your marketing initiatives? (Choose
three.) Each answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Insights by Contact will be available to you on individual contact records and on the account with which the contact is associated.
B. The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.
C. The insights aggregating results from all emails sent in a certain timeframe will be available on your Email Marketing Dashboard.
D. Survey insights measured over all respondents will be available on the Survey Insights form.
E. Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

Answer: ABC

NEW QUESTION 22
- (Exam Topic 4)
You are a marketer with Contoso. You are preparing an email message that will be attached to a journey for contacts that live in Washington State and have recently looked at your product page for lawn furniture.
While going live with the message, you receive a warning that the message is too large. Which action can you take to remove the warning?

A. Make the message size less than 128 kb.
B. Make the message size less than 256 kb.
C. Make sure that the message has no more than 1000 characters.
D. Make the message size less than 100 kb.

Answer: A

Explanation:
Best practice says the email should be less than 100 kb for deliverability reasons. However, the question is asking how you can remove the warning. The warning happens when the email size exceeds 128 kb.
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing

NEW QUESTION 25
- (Exam Topic 4)
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.

Required or Best Practice	Item	
Required	A Subscription center link	
Best Practice	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	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Graphical user interface, application Description automatically generated
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing https://docs.microsoft.com/en-us/dynamics365/marketing/create-marketing-email

NEW QUESTION 30
- (Exam Topic 4)
You want to create a method that will alert sales people when a lead is ready to be sold to.
This method should automatically move the lead to the Sales-Acceptance stage of the lead life-cycle. Which four steps must you take, in order to complete your task? (Choose four.) To answer, move the
appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps

Order

- Set the Sales Ready Score on the Summary Tab.
- Create a Lead Scoring Model.
- Click Publish.
- Set the Sales Ready Score on the Action tile.
- Add a condition and action tile.
- Set the Sales Ready Score on the Grades Tab.
- Click Go Live.

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

NEW QUESTION 34
- (Exam Topic 4)
You are setting up a conference event that will have a capacity of 500 people.
You want to enable a waitlist for the event so that if more than 500 people register and someone cancels their registration, the event will automatically register the next available person on the list.
Which three steps should you take, 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.

Steps

Order

- Create an event.
- Navigate to the Venue Constraints section.
- Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.
- Navigate to the Registration and Attendance Tab.
- Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/event-waitlist

NEW QUESTION 35
- (Exam Topic 4)
You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.
Your manager gives you a list of sponsors and their items. You need to record the information in the system. What should you do?

A. Create the sponsors in Accounts, and add their items in Equipmen
B. Then, add the relationship into the event.
C. Create the sponsors in Events Sponsorship
D. In Sponsorship Type, select Equipment and add their items as the details.
E. Create the sponsors in Accounts, and add their items in Product
F. Then, add the relationship into the event.
G. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

Answer: B

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships

NEW QUESTION 40
- (Exam Topic 4)
You are the administrator for your company's Dynamics 365 for Marketing application. You are responsible for ensuring that the current constraints of your subscription are not exceeded.
You want to establish monitoring for the critical components that drive additional subscription costs. Which three subscription limits can you monitor at Settings > Advanced Settings > Others > Quota Limits?
(Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month
B. the total number of emails that your company has sent this month and the total number of emails remaining in the month
C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription
D. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription
E. the total number of surveys that your company has sent this month and the total number of surveysremaining in the month

Answer: ABD

NEW QUESTION 44
- (Exam Topic 4)
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.
You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.
After a week you notice that no one has received any scores from your model. Solution: You click the Go Live button.
Does this resolve your issue?

A. Yes
B. No

Answer: A

Explanation:

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

NEW QUESTION 45
- (Exam Topic 4)
You are a marketing analyst at Contoso Ltd.
The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received.
They would like each survey to be a single row, with the responses as a column for their analysis. What should you do?

A. Open the project in Dynamics 365 Customer Voic
B. Select the survey in the reports section, and select export al
C. The responses are downloaded in an Excel File.
D. Use Advanced Find to query the CD
E. Set the "Look For" to Dynamics 365 Customer Voice survey response
F. Export to Excel.
G. Use Advanced Find to query the CD
H. Set the "Look For" to Dynamics 365 Customer Voice survey questions response
I. Export to Excel.
J. Open the project in Dynamics 365 Customer Voic
K. Select the survey in the reports section, and select export al
L. The responses are downloaded in a CSV File.

Answer: D

Explanation:

Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report

NEW QUESTION 49
- (Exam Topic 4)
As the Dynamics 365 Marketing functional consultant, it is your responsibility to make sure your company stays within the quota limits defined by your subscription.
The current subscription includes a quota of 10,000 contacts and 100,000 Marketing email messages.
Your manager wants you to create a monthly report showing usage.
When you navigate to Quota Limits, which items will you be viewing to create the required report? To answer, drag the appropriate element to the correct data point. Each element 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.

Element

| Marketing Email Messages |
| Marketing Contacts |
| Litmus Inbox Previews |
| Total Contacts in Database |

Data Points

Shows the total number you can still send this month, and the total number you have sent. ☐

Shows the total number that users at your organization can still request this month, and the total number you have used. ☐

Shows the total number you can have in your database. ☐

Shows the total number stored in your database. ☐

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management

NEW QUESTION 51
- (Exam Topic 4)
You are a marketing administrator who is training a new marketer.
As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.
Which design element type is required for Landing Pages and Forward to a Friend Pages? To answer, drag the design element type to the appropriate page. Each form option 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.

Design Element

| Forward to a Friend Button |
| Submit Button |
| Do not bulk email Button |

Page

Only Forward a Friend Pages ☐

Only Landing Pages ☐

Both Forward a Friend and Landing Pages ☐

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

NEW QUESTION 53
- (Exam Topic 4)

When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected.
Which five actions are required, in sequence, to create a complete customer journey? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions   **Order**

Establish the target segment.

Set general options.

Go live with the customer journey.

Select a customer journey template.

Configure tile settings.

Create an activity marketing template.

Add tiles from the Toolbox.

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journe

NEW QUESTION 55
- (Exam Topic 4)
You have been asked to create a report that shows your company's customer journeys by status reason.
Which Status Reasons correspond to the descriptions? To answer, drag the appropriate Status Reason to the correct description. Each Status Reason 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.

Status Reasons   **Answer Area**

Draft

Live   The customer journey is
                             currently running.

                             The customer journey was
Stopped   once live and is not now.

                             The customer journey is live
Live, Editable   and can be changed.

                             The customer journey has
Expired   never been live.

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:

https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/go-live

NEW QUESTION 59
- (Exam Topic 4)
Your marketing department has given you a list of requirements.
Which requirements will you be able to meet by utilizing the tools in Dynamics 365 for Marketing? To answer, drag the appropriate requirement to the correct column. Each requirement 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.

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/prepare-marketing-emails

NEW QUESTION 64
- (Exam Topic 4)
You are a Dynamics 365 functional consultant.
Your company hosts multiple events. Some of the event information can be standardized into an event template.
Which three settings can be used in a standard event template? Each correct answer presents a complete solution.

A. Event passes
B. Event payment
C. Event sessions and speakers
D. Event team members
E. Event venues

Answer: ACE

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/event-templates

NEW QUESTION 68
- (Exam Topic 4)
You have a customer journey that sends an email, creates a phone call activity and sends a text message.
Which set of actions must you take to activate your customer journey?

A. Validate, then Go Live.
B. Check for Errors, then Publish
C. Validate, then Publish.
D. Check for Errors, then Go Live.

Answer: D

NEW QUESTION 72
- (Exam Topic 4)
You are a marketing automation consultant. Your client wants to understand the benefits of using the natural language feature in Dynamics 365 Marketing.
Which two statements explain why your client may want to use the Natural Language feature? Each correct answer presents part of the solution.

A. Using the Natural Language feature allows marketers to build marketing journeys using simple words to specify touch points in the customer journey.
B. Using the Natural Language feature allows marketers to build segments using simple words to specify what audience they want to target.
C. When looking at a Marketing Journey created by another user, the Natural Language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.

D. When looking at a segment created by another user, the Natural Language feature makes it easier to understand the logic of the segment and decide whether it meets the target profile for a campaign.

Answer: AB

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365-release-plan/2021wave2/marketing/dynamics365-marketing/use- https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language

NEW QUESTION 77
- (Exam Topic 4)
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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 79
- (Exam Topic 4)
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.
You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.
After a week you notice that no one has received any scores from your model. Solution: You lower the Sales Ready Score.
Does this resolve your issue?

A. Yes
B. No

Answer: B

Explanation:

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

NEW QUESTION 80
- (Exam Topic 4)
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.
The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.
The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.
You need to ensure that future emails adhere to these standards.
Solution: You send an email to any user who created a deficient template identifying the deficiencies and request that they correct their templates.
Does this meet the goal?

A. Yes

B. No

Answer: B

NEW QUESTION 81
- (Exam Topic 4)
As a marketing automation consultant, you are creating a Customer Journey for a Marketing Event.
You would like to send an email inviting VIP customers to register. For customers who do not register you want to send a follow-up email one (1) week later reminding them to register.
Which four tiles are required to assemble this Journey? Each correct answer presents part of the solution.

A. Audience
B. If Registered
C. Phone Call
D. Create Lead
E. Wait for
F. Send an Email

Answer: ABEF

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-simple-customer-journey

NEW QUESTION 86
- (Exam Topic 4)
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.
The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.
The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.
You need to ensure that future emails adhere to these standards.
Solution: You create an approval process on the template records. You restrict usable templates to only those that have been approved.
Does this meet the goal?

A. Yes
B. No

Answer: A

NEW QUESTION 90
- (Exam Topic 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

Answer: B

NEW QUESTION 91
- (Exam Topic 4)
You are a marketing professional who is creating a marketing page.
Which three design elements are available to you? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

A. Divider Element
B. Text Element
C. Content Block Element
D. Event Element
E. Survey Element

Answer: ABC

Explanation:
Reference:
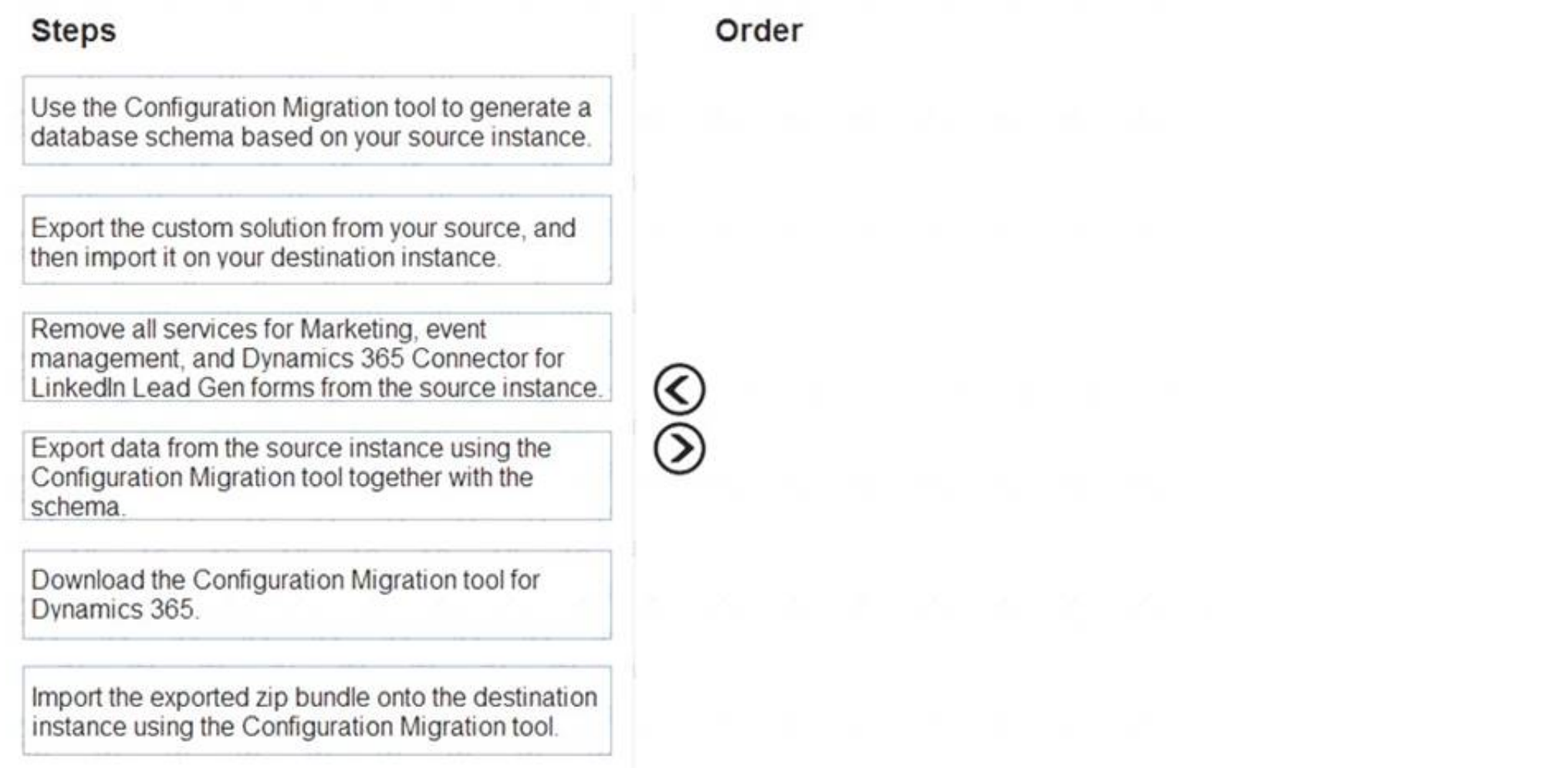https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages

NEW QUESTION 95
- (Exam Topic 4)
You are a functional consultant at Contoso, Ltd. Your company has a current Dynamics 365 Marketing instance and would like to migrate to a new instance. In order to save time, management has decided to replicate the current instance configuration and data using the Configuration Migration tool for Dynamics 365.
You have to validate that both instances (source and destination) are on the same version, and then perform the transfer.
Which four steps must you take, in sequence, to achieve your goal? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in the correct order.

Steps	Order
Use the Configuration Migration tool to generate a database schema based on your source instance.	
Export the custom solution from your source, and then import it on your destination instance.	
Remove all services for Marketing, event management, and Dynamics 365 Connector for LinkedIn Lead Gen forms from the source instance.	
Export data from the source instance using the Configuration Migration tool together with the schema.	
Download the Configuration Migration tool for Dynamics 365.	
Import the exported zip bundle onto the destination instance using the Configuration Migration tool.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/transfer-data

NEW QUESTION 100
- (Exam Topic 4)
Your marketing department will be creating multiple email messages to be used in several customer journeys. To prepare for this, you need to create content settings to determine the dynamic values to be used.
What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

A. 1
B. 2
C. 3
D. 4

Answer: A

Explanation:

References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#conten

NEW QUESTION 105
- (Exam Topic 4)
As a Marketing Administrator you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization.
What are two ways the system can create leads from the same marketing contact? (Choose two.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.
B. It can automatically create one per visit to a landing page that is configured to create leads automatically.
C. It can automatically create one per interaction that indicates a level of interest in a product or service.
D. It can automatically create only one; each marketing contact equates to one lead.

Answer: AB

Explanation:

References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle

NEW QUESTION 106
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant.
You create a marketing subscription list and you need to make it available for website visitors. In which two ways can you do this?

A. In the Email Marketing form, drag the created subscription list to the form.
B. In the Subscription Center form, drag the created subscription list to the form.
C. In the Landing Page template, drag the created subscription list to the form.
D. In the Event Template, drag the created Subscription List to the form.

Answer: AB

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

NEW QUESTION 107
- (Exam Topic 4)
You are a marketing professional who is marketing to an engineering segment.
You need to create a new field for a marketing form. The new field needs to be a number that can support a level of precision up to 7 decimal places.
Which field type should you use?

A. Single Line on the Text
B. Floating Point Number
C. Whole Number
D. Decimal Number

Answer: D

Explanation:
References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields

NEW QUESTION 109
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