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MB-220

Microsoft Dynamics 365 for Marketing (beta)



Version 1.0

Sections

1. Topic 1, Configure marketing applications
2. Topic 2, Manage segments and lists
3. Topic 3, Create and manage marketing forms and pages
4. Topic 4, Manage leads
5. Topic 5, Create and manage marketing emails
6. Topic 6, Manage customer journeys
7. Topic 7, Manage events and webinars
8. Topic 8, Configure and analyze customer responses

Exam B**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.

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

Correct Answer: B

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

QUESTION 2

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.

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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

Correct Answer: A

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

QUESTION 3

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.

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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 examine all existing templates. Upon identifying those that do not meet standards, you make appropriate adjustments to the non-conforming templates.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

QUESTION 4


DRAG DROP

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.

Select and Place:

| List of Requirements |  Answer Area | |
|---|---|------------------------------|
| | Able to meet requirement | Not able to meet requirement |
| Create individualized messages with personalized content. | | |
| Error check content to ensure all required information is included. | | |
| Creating marketing that changes based on the recipient's actions. | | |
| Analyze the results of email messages (click-thrus, opens, etc.). | | |
| Send emails messages out through your company's server. | | |

Correct Answer:

| List of Requirements | Answer Area | |
|---|---|---|
| | Able to meet requirement | Not able to meet requirement |
| Create individualized messages with personalized content. | Create individualized messages with personalized content. | Send emails messages out through your company's server. |
| Error check content to ensure all required information is included. | Error check content to ensure all required information is included. | |
| Creating marketing that changes based on the recipient's actions. | Creating marketing that changes based on the recipient's actions. | |
| Analyze the results of email messages (click-thrus, opens, etc.). | Analyze the results of email messages (click-thrus, opens, etc.). | |
| Send emails messages out through your company's server. | | |

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

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



QUESTION 5 Your landing page must include your privacy banner to let your customers know that you take their privacy seriously.

Once enabled, where will the full text of your privacy policy be stored?

- A. on your organization's private website, with the login information needed to access it
- B. on any publicly-available website, with the URL listed in the Event Management Settings
- C. on your organization's website, with the URL listed on the Default Configuration Set
- D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Correct Answer: D

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

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

QUESTION 6

DRAG DROP

Your company is expanding its service offering to people who live in Europe.

You must configure your marketing system for compliance with European privacy requirements.

Which three activities should you perform in sequence? 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:

Correct Answer:

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

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

QUESTION 7

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 surveys remaining in the month

Correct Answer: BCD

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/quota-management>



QUESTION 8

You have been tasked with creating a customer journey for leads located in the Northwestern United States.

Which two conditions must be true in order for the lead to receive your customer journey? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. The lead must be associated with a contact record.
- B. Follow Email must be set to "Allow".
- C. The lead must be associated with an account record.
- D. Bulk Email must be set to "Allow".

Correct Answer: AD

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

QUESTION 9

DRAG DROP

Your marketing department has provided you with the information you need to create a dynamic market segment.

Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. Each tool 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:

Correct Answer:

Section: Topic 2, Manage segments and lists Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-segment>

QUESTION 10 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

Section: Topic 2, Manage segments and lists Explanation

Explanation/Reference:

QUESTION 11

DRAG DROP

You are a marketing professional who needs to have a segment that is based on a single marketing list.

Which five actions must you perform in sequence? 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:

Actions

- Select a Subscription Marketing List.
- Set segment source to Subscription Marketing List.
- Add a segment group tile.
- Set up a Journey.
- Add a child segment tile.
- Select the properties of the child segment tile.
- Select the properties of the segment group tile.

Orders

Correct Answer:

Actions

- Select a Subscription Marketing List.
- Set segment source to Subscription Marketing List.
- Add a segment group tile.
- Set up a Journey.
- Add a child segment tile.
- Select the properties of the child segment tile.
- Select the properties of the segment group tile.

Orders

- Set up a Journey.
- Add a segment group tile.
- Select the properties of the child segment tile.
- Set segment source to Subscription Marketing List.
- Select a Subscription Marketing List.

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journey>

QUESTION 12

Your marketing department has determined that they want to create a Customer Journey that will target marketing contacts that have visited your website in the past 12 months.

Which type of marketing segment should you create?

- A. Profile Segment
- B. Interaction Segment
- C. Landing Page Segment
- D. Customer Insight Segment

Correct Answer: B

Section: Topic 2, Manage segments and lists Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/segmentation-lists-subscriptions>

QUESTION 13

DRAG DROP

You are a marketing professional.

You need to create a marketing form that will include a subscription list you have already created. The marketing form will be finalized by a colleague.

Which three actions should you perform in sequence? 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 | Order |
|---|-------|
| Save and Go Live your marketing form. | |
| Create a new marketing form. | |
| Drag and drop your subscription list into your marketing form. | |
| Select a template with a market type "Landing Page". | |
| Locate your subscription list in the Subscription Center portion of the tool box. | |
| Select a template with the market type "Forward a Friend". | |

Correct Answer:

| Steps | Order |
|---|---|
| Save and Go Live your marketing form. | Create a new marketing form. |
| Create a new marketing form. | Locate your subscription list in the Subscription Center portion of the tool box. |
| Drag and drop your subscription list into your marketing form. | Drag and drop your subscription list into your marketing form. |
| Select a template with a market type "Landing Page". | |
| Locate your subscription list in the Subscription Center portion of the tool box. | |
| Select a template with the market type "Forward a Friend". | |

Section: Topic 3, Create and manage marketing forms and pages Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form>

QUESTION 14 You are a marketing professional for Contoso, Ltd.

You are creating a marketing form and want to add a subscription list. As you go through the tool box, you see the subscription list. You notice that there are not as many lists as expected.

Which criteria should be used to allow a subscription list to be visible in the toolbox.

- A. Published Marketing Lists where the subscription field is set to True
- B. Active Marketing lists where the subscription field is set to False
- C. Published Marketing Lists where the subscription field is set to False
- D. Active Marketing Lists where the subscription field is set to True

Correct Answer: D

Section: Topic 3, Create and manage marketing forms and pages Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form>

QUESTION 15 You are a marketing administrator.

You need a marketing form that will only accept contact information and allow opt-in to emails.

What kind of form should you create?

- A. Journey Form
- B. Forward to a friend Form
- C. Landing Page Form
- D. Subscription Page Form

Correct Answer: C

Section: Topic 3, Create and manage marketing forms and pages Explanation

Explanation/Reference:

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

QUESTION 16

DRAG DROP

You are a marketing administrator.

You need to edit a web page that contains a form used for holiday offers. The page and form are visible to the outside world.

Which five steps, in order, are needed to complete your task? (Choose five.) 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:

Correct Answer:

Section: Topic 3, Create and manage marketing forms and pages Explanation

Explanation/Reference:

QUESTION 17 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

Section: Topic 3, Create and manage marketing forms and pages Explanation

Explanation/Reference:

QUESTION 18 You are a marketing professional for Contoso, Ltd.

You want to create a marketing page that will utilize standardized content that can be used across emails, pages and forms. You elect to use the content block for this.

Which two elements are available to you when creating a content block? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. image element
- B. divider element
- C. text element
- D. form element

Correct Answer: AC

Section: Topic 3, Create and manage marketing forms and pages Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/content-blocks>

QUESTION 19 You are a marketing professional.

You have created a marketing form and want content items to automatically fill in for the customer.

What is a valid form for prefill?

- A. Pre-fill Form
- B. Survey Form
- C. Journey Form
- D. Subscription Center Form

Correct Answer: D

Section: Topic 3, Create and manage marketing forms and pages **Explanation**

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/form-prefill>

QUESTION 20 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



Correct Answer: D

Section: Topic 3, Create and manage marketing forms and pages **Explanation**

Explanation/Reference:

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

QUESTION 21

DRAG DROP

You are a marketing administrator. Your company has a form that prospective clients use for holiday offers.

You need to take down the marketing page that contains the form now that the season is over.

Which three steps are needed, in order, to complete your task? (Choose three.) 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:

Correct Answer:

Section: Topic 3, Create and manage marketing forms and pages **Explanation**

Explanation/Reference:**QUESTION 22**

DRAG DROP

You are an administrator working on a marketing campaign.

You need to understand the various types of digital content that are available for use with marketing.

Which Content Types match with the Purposes that are listed? To answer, drag the appropriate Content Type to the correct purpose. Each Content Type 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:

Correct Answer:

Section: Topic 3, Create and manage marketing forms and pages Explanation

Explanation/Reference:

QUESTION 23

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 add an action tile.

Does this resolve your issue?

- A. Yes
- B. No

Correct Answer: B

Section: Topic 4, Manage leads Explanation

Explanation/Reference:

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

QUESTION 24

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

Correct Answer: A

Section: Topic 4, Manage leads Explanation

Explanation/Reference:

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

QUESTION 25

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

Correct Answer: B

Section: Topic 4, Manage leads Explanation

Explanation/Reference:

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

QUESTION 26

DRAG DROP

The VP of Marketing has been assigned to create you a new lead scoring model for Contoso, Ltd. based on recently-adopted marketing targets.

Which five steps in sequence are required to design and set up your lead scoring model in Dynamics 365? (Choose five.) To answer, move the appropriate actions to the answer area and arrange them in the correct order.

Select and Place:

Steps

Order

Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.

Set up an action that tells the system what to do to the lead score when the defined conditions exist.

Set the entity target of your lead scoring model to Account, Contact or Lead.

Set the entity target of your lead scoring model to Account or Contact.

Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.

Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.

Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.

Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

Correct Answer:

Steps

Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.

Set up an action that tells the system what to do to the lead score when the defined conditions exist.

Set the entity target of your lead scoring model to Account, Contact or Lead.

Set the entity target of your lead scoring model to Account or Contact.

Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.

Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.

Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.

Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

Order

Set the entity target of your lead scoring model to Account or Contact.

Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.

Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

Set up an action that tells the system what to do to the lead score when the defined conditions exist.

Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.



Section: Topic 4, Manage leads Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/score-manage-leads>

QUESTION 27

DRAG DROP

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.

Select and Place:

Correct Answer:

Section: Topic 4, Manage leads Explanation

Explanation/Reference:

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

QUESTION 28

DRAG DROP

You need to create a lead scoring model based upon fixed rules as well as behavior rules.

Which scenario corresponds to each rule type? To answer, drag each scenario to the appropriate rule type. Each scenario 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:

Correct Answer:

Section: Topic 4, Manage leads Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/score-manage-leads>



QUESTION 29

DRAG DROP

You are creating a lead scoring model.

You need to set up scoring, based on both explicit data and implicit data.

Which scenario represents the appropriate data type? To answer, drag each scenario to the appropriate data type. Each data type 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:

Correct Answer:

Section: Topic 4, Manage leads Explanation

Explanation/Reference:

References: <https://community.dynamics.com/crm/b/zsoltzombiksblog/archive/2016/03/06/lead-scoring-rules-and-examples-in-microsoft-dynamics-marketing>

QUESTION 30

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.

Correct Answer: AB

Section: Topic 4, Manage leads Explanation

Explanation/Reference:

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

QUESTION 31

DRAG DROP

Your marketing department purchases a file with a list of leads.

Which actions should you perform, in sequence, in order to be able to add these leads to a marketing segment? 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:

Correct Answer:

Section: Topic 4, Manage leads Explanation

Explanation/Reference:

QUESTION 32

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

Section: Topic 5, Create and manage marketing emails

Explanation

Explanation/Reference:

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

QUESTION 33

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 able to be used in customer journeys.

Does this meet the goal?

- A. Yes
- B. No

Correct Answer: A

Section: Topic 5, Create and manage marketing emails

Explanation

Explanation/Reference:

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

QUESTION 34

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 results as click-thrus, opens and forwards are recorded for Traditional Emails.

Does this meet the goal?

- A. Yes
- B. No

Correct Answer: B

Section: Topic 5, Create and manage marketing emails

Explanation

Explanation/Reference:

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

QUESTION 35

DRAG DROP

You are a content creator and you often need to add dynamic content to your emails.

You need to be able to know which data source to use to add various types of content available using assist-edit.

Which data source should you use to add the content types listed? To answer, drag the appropriate data source to the appropriate content type. Each data source may be used once, more than once and 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:

Correct Answer:

Section: Topic 5, Create and manage marketing emails

Explanation

Explanation/Reference:

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

QUESTION 36

You have been tasked with creating the structure necessary to include dynamic content in email messages.

Which three types of items can be placed in a message as dynamic values? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Your company's phone number
- B. Values from a specific Case record
- C. Subscription-center link
- D. Your company's postal address
- E. Social media links

Correct Answer: CDE

Section: Topic 5, Create and manage marketing emails

Explanation

Explanation/Reference:

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

QUESTION 37

DRAG DROP

You are the administrator at Contoso, Ltd. You need to create a marketing email to notify customers when a card has been abandoned on the company website.

Which five actions in sequence are required to create an email that is ready to send? (Choose five.) 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:



Actions

Go to Marketing Execution > Marketing emails and create a new email.

Run an error check on your message and correct errors until your email is error-free.

Add email-from name to address and reply-to address.

Preview your message by using the Preview tab and by sending tests messages.

On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".

Design your message by using the drag-and-drop designer or HTML editor.

Select Go-Live.

Order

Correct Answer:

Actions

Go to Marketing Execution > Marketing emails and create a new email.

Run an error check on your message and correct errors until your email is error-free.

Add email-from name to address and reply-to address.

Preview your message by using the Preview tab and by sending tests messages.

On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".

Design your message by using the drag-and-drop designer or HTML editor.

Select Go-Live.

Order

Go to Marketing Execution > Marketing emails and create a new email.

Design your message by using the drag-and-drop designer or HTML editor.

Run an error check on your message and correct errors until your email is error-free.

Preview your message by using the Preview tab and by sending tests messages.

Select Go-Live.

Section: Topic 5, Create and manage marketing emails

Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-marketing-email>

QUESTION 38

DRAG DROP

Your boss has asked you to send out a simple email campaign using a Customer Journey.

Which four activities must you perform in sequence? (Choose four.) 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:

| Activity | Order |
|--|-------|
| Create a Market segment, assuring it is dynamic. | |
| Create a customer journey, identifying a target segment. | |
| Create an email design, including all required elements. | |
| Publish the design by selecting "Go live". | |
| Activate the customer journey by choosing "Go live". | |
| Create a Landing page, including contact matching. | |
| Set up lead scoring, ensuring correct conditions. | |

Correct Answer:

| Activity | Order |
|--|--|
| Create a Market segment, assuring it is dynamic. | |
| Create a customer journey, identifying a target segment. | |
| Create an email design, including all required elements. | Create an email design, including all required elements. |
| Publish the design by selecting "Go live". | Publish the design by selecting "Go live". |
| Activate the customer journey by choosing "Go live". | Create a customer journey, identifying a target segment. |
| Create a Landing page, including contact matching. | |
| Set up lead scoring, ensuring correct conditions. | Activate the customer journey by choosing "Go live". |

Section: Topic 6, Manage customer journeys Explanation**Explanation/Reference:****QUESTION 39**

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

Correct Answer: A

Section: Topic 6, Manage customer journeys Explanation**Explanation/Reference:**

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

QUESTION 40

DRAG DROP

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.

Select and Place:**Correct Answer:****Section: Topic 6, Manage customer journeys Explanation****Explanation/Reference:**

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

QUESTION 41

In preparing for going live with your customer journey you select "Check for Errors" in the command bar.

Which three functions does this command provide? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

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

Correct Answer: ABC

Section: Topic 6, Manage customer journeys Explanation**Explanation/Reference:**

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/customer-journeys-create-automated-campaigns>

QUESTION 42

DRAG DROP

You have been asked to create a customer journey that meets this goal: Send an email to all cat owners, then follow up with a text message to those contacts who opened the email, waiting one day between actions.

Which five actions should you perform, in sequence, to meet the requirements? (Choose five.) 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:

Correct Answer:

Section: Topic 6, Manage customer journeys Explanation

Explanation/Reference:

QUESTION 43

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

Section: Topic 6, Manage customer journeys Explanation

Explanation/Reference:



QUESTION 44 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.

Correct Answer: D

Section: Topic 6, Manage customer journeys Explanation

Explanation/Reference:

QUESTION 45

You are creating a customer journey.

You want to control the actions based on choices the contact makes and control the speed at which those actions happen.

Which three types of tiles are available to control the flow to meet your needs? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Splitter

- B. Decision point
- C. Internal action item
- D. Trigger
- E. Scheduler

Correct Answer: BDE

Section: Topic 6, Manage customer journeys Explanation

Explanation/Reference:

QUESTION 46

DRAG DROP

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? (Choose five.) 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:

Correct Answer:

Section: Topic 6, Manage customer journeys Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journey>

QUESTION 47 You are setting up a small workshop event. The event will have one session and one speaker.

After you create the event, session and speaker engagement record, you want to publish the event to the event portal.

How should you publish the event?

- A. Publish the event. The session and speaker will publish automatically.
- B. Publish the session. The event and speaker will publish automatically.
- C. Publish the event, session and speaker manually.
- D. Publish the event and session separately. Speaker will publish automatically.

Correct Answer: D

Section: Topic 7, Manage events and webinars

Explanation

Explanation/Reference:

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

QUESTION 48

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:

Correct Answer:

Section: Topic 7, Manage events and webinars
Explanation

Explanation/Reference:

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

QUESTION 49

You are creating a multi-day conference event that is attended by attendees. The attendees will require hotel accommodations.

You need to block off rooms for single occupancy, double occupancy and suites at the hotel.

Which method should you use to accomplish your task?

- A. Create a hotel record and then a hotel room allocation record for each room type.
- B. Create a hotel record and then a single hotel room reservation record for all room types.
- C. Create a hotel record and then a single hotel room allocation record for all room types.
- D. Create a hotel record and then a hotel room reservation record for each room type.

Correct Answer: A

Section: Topic 7, Manage events and webinars
Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/invite-register-house-event-attendees>

QUESTION 50 You are a marketing professional for Contoso, Ltd.

You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration account to register for the event.

Why might the event require you to register anonymously, despite the setting above?

- A. Your portal is a site hosted externally.
- B. Your portal is a site hosted by Dynamics 365 Portals.
- C. Your portal is Dynamics Native Portal.
- D. You must republish the event.

Correct Answer: A

Section: Topic 7, Manage events and webinars
Explanation

Explanation/Reference:

References:

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

QUESTION 51 You are an event coordinator for Contoso, Ltd, and are creating a multi-day tradeshow event.

You need to set up an event team that will consist of Contoso, Ltd employees, vendors, partners and customers.

Which two kinds of records should you associate to the event team member? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Customer
- B. User
- C. Contact
- D. Account

Correct Answer: BC

Section: Topic 7, Manage events and webinars

Explanation

Explanation/Reference:

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

QUESTION 52

DRAG DROP

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.

Select and Place:

| 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. | |

Correct Answer:

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

Section: Topic 7, Manage events and webinars
Explanation

Explanation/Reference:

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>



QUESTION 53

DRAG DROP

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? (Choose three.) 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

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.

Order

Correct Answer:

Steps

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.

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.

Section: Topic 7, Manage events and webinars

Explanation

Explanation/Reference:

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

QUESTION 54

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

Section: Topic 8, Configure and analyze customer responses **Explanation**

Explanation/Reference:

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

QUESTION 55

DRAG DROP

You have a subscription to Dynamics 365 for Marketing.

You need to recommend which analytics tools should be used for each channel measured by your subscription.

Which analytics tools should be used for seeing the data by contact or by lead? Each tool 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:



Tools**Content**

interaction timeline for all channels

open and click through information

check-in-list

name of the record on which
user-entered updates are saved

anonymous visitor information



Correct Answer:

Tools

Insights

Email interactions

Event interactions

Marketing form interactions

Web interactions

Content

interaction timeline for all channels

Insights

open and click through information

Email interactions

check-in-list

Event interactions

name of the record on which user-entered updates are saved

Marketing form interactions

anonymous visitor information

Web interactions



Section: Topic 8, Configure and analyze customer responses Explanation

Explanation/Reference:

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

QUESTION 56

DRAG DROP

You are responsible for all outgoing marketing emails at Contoso, Ltd.

You are tasked with the best practices aimed at increasing delivery and interaction rates.

Which question is answered by the email insight statistic listed? To answer, drag the email statistic to the question answered by that statistic. Each statistic may be used one, 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:

Correct Answer:

Section: Topic 8, Configure and analyze customer responses Explanation

Explanation/Reference:

QUESTION 57 You are the manager of Internet sales for your company.

You have been asked to create and distribute a post-purchase survey to both registered and guest customers purchasing on your site.

Which three things will be true about the distribution of your survey? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. When distributing your Dynamics 365 for Marketing Survey, you may invite either anonymous or non-anonymous respondents.
- B. An optional invitation email, utilizing either a direct email or an email template, may be sent to each potential non-anonymous respondent.
- C. As an option, the design of your survey can include a limitation that restricts multiple completions by a single non-anonymous respondent.
- D. All respondents will receive the exactly same hyperlink to connect them to the survey that you are inviting them to complete.

Correct Answer: ABC

Section: Topic 8, Configure and analyze customer responses **Explanation**

Explanation/Reference:

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/distribute-survey>

QUESTION 58

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.

Correct Answer: ABC

Section: Topic 8, Configure and analyze customer responses **Explanation**

Explanation/Reference:

QUESTION 59

DRAG DROP

You are creating a survey using a Dynamics 365 for Marketing Surveys. You need to include multiple question types.

Which survey question types presents the best choice for each scenario/example presented? To answer, drag the appropriate survey question to the scenario/example. Each survey question type 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:

| Type | | | Scenario |
|--------------|--------------------|-------------------|---|
| Long Answer | Rating | Multiple Response | Open-ended question |
| Ranking | Net Promoter Score | Smile Ratings | How many stars would you give us for the service we provided? |
| Short Answer | Descriptive Text | | Choose all that apply. |
| | | | Put these things in the order of importance. |
| | | | How likely are you to tell your friends about us? |

Correct Answer:

| Type | | | Scenario |
|--------------|--------------------|-------------------|---|
| Long Answer | Rating | Multiple Response | Open-ended question |
| Ranking | Net Promoter Score | Smile Ratings | How many stars would you give us for the service we provided? |
| Short Answer | Descriptive Text | | Choose all that apply. |
| | | | Put these things in the order of importance. |
| | | | How likely are you to tell your friends about us? |

Section: Topic 8, Configure and analyze customer responses Explanation

Explanation/Reference:

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>

QUESTION 60 You are creating a customer survey and you want to get good responses.

You need to analyze the responses to provide actions to best suit your organization.

Which three responses are considered best practice? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Define an objective for your survey so that you can ensure that all questions serve that objective.
- B. Make your surveys long so that you customers can get a chance to provide as much information as possible.
- C. Be sure to mention the estimated time to complete, along with a brief overview in your invitation.
- D. Previewing or testing your survey is unnecessary because your survey tool will automatically catch errors.
- E. Try to organize the survey in a way that groups all related questions together in sections.

Correct Answer: ACE

Section: Topic 8, Configure and analyze customer responses **Explanation**

Explanation/Reference:

References: <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>

