



Vendor: Microsoft

Exam Code: MB-220

Exam Name: Microsoft Dynamics 365 for Marketing Exam

Version: DEMO

QUESTION 1

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:

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

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.

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

Answer: B

Explanation:

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

QUESTION 3

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

Answer: CDE

Explanation:

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

QUESTION 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:

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

QUESTION 5

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

Answer: ABC

Explanation:

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

QUESTION 6

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

QUESTION 7

Drag and Drop Question

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.

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

Answer:

Type	Scenario
Long Answer	Open-ended question
Rating	How many stars would you give us for the service we provided?
Multiple Response	Choose all that apply.
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Smile Ratings	
Short Answer	
Descriptive Text	

Explanation:

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

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