



**Vendor:** Microsoft

**Exam Code:** MB-220

**Exam Name:** Microsoft Dynamics 365 for Marketing Exam

**Version:** DEMO

## QUESTION 1

### Case Study 1 - Litware, Inc

#### Overview. General overview

You are a functional consultant at Litware, Inc. for Dynamics 365 Marketing. Your goals are to:

1. Configure your environment to your company's specific needs and usage, creating an environment that will allow the new Users to begin work creating Customer Journeys and other marketing efforts to countries in North America and Europe.
2. Function as one of the marketing executives, specializing in compliance and adherence to company brand standards. Your role will include reviewing all marketing content before it is made publicly available.

General working hours for Litware, Inc. is 9AM to 6PM, Monday through Friday.

#### Overview. Users

The new marketing executives will immediately begin to create Customer Journeys and use Customer Insights for reporting. There will be multiple Users in this role, and some will have additional privileges such as:

- LinkedIn integration administration
- Litmus Inbox Preview
- GDPR Privacy administration

Some of the marketing executives will focus on creating web content, while others will focus on creating Marketing Emails and putting together Customer Journeys.

To meet privacy and reporting standards, which three items does Litware require for segments? Each answer represents a complete solution.

- A. Segments must include sorting by privacy requirements.
- B. Segments should be Dynamic.
- C. Segments should be Static.
- D. Contacts blocked due to quotas will be added to a new segment.
- E. Segments must include sorting by the Building Location entity.

**Answer:** BDE

#### Explanation:

- A custom entity called Building Location is used as a reference for every contact. All segments need to include sorting by this entity.
- Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped. If the Contact stopped because Litware, Inc. reached the send quota for the month, the blocked Contacts should be added to a new segment and retried on the first of the following month.
- Segments must be dynamic in order to comply with GDPR regulations. Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

## QUESTION 2

### Case Study 2 - Contoso, Ltd

#### About the Organization

Contoso, Ltd. is an award-winning IT and Business skills training provider. They provide online and on-site training across Europe, North America, and Japan. They have won several awards throughout their 20-year span in the training industry.

Contoso offers training in various topics and areas, such as Business Analyst, Digital Marketing, Oracle Apps, Microsoft Azure, Office 365, Dynamics 365 Stack, Foreign Languages, Cisco, et cetera.

Contoso has its main offices in North America, Europe and Japan. Their global headquarters are based in Redmond, Washington. Each regional office has its own sales and marketing teams, and perform focused Marketing Campaigns based on the operating region, in order to meet the local market demands. They use in-house developed applications to manage their marketing and sales efforts.

Until 2019, Contoso's business was 70% on-site and 30% online, and their marketing efforts were in line with this model. Almost 35% of their total business revenue comes from three countries/regions in Europe: Denmark, Sweden, and Norway. As part of their 2021 business plan, Contoso changed their business strategy and moved the majority of their courses online. The goal is to have all courses fully online by the end of 2021. As part of this new business strategy, Contoso started using Dynamics 365 Marketing and Dynamics 365 Sales, and wants to move away from their existing in-house applications.

Office hours are from 9:00AM to 5:00PM every day of the week, except for holidays which have no work hours. These office hours apply to all offices, using their local time zones. Contoso also has a 24/7 support team Operating out of Redmond, USA, which handles all customer-related queries from all regions.

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 box. Validate, and then Publish.
- B. Check the localization check box. Validate, check for errors, and then Publish.
- C. Verify the segment and email language, check for errors, and then Go Live.
- D. Verify the segment, check the country/region. Validate, and then Go Live.

**Answer: C**

**Explanation:**

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

### QUESTION 3

#### Case Study 3 - ProseWare, Inc

##### Overview. General overview

ProseWare, Inc.'s marketing departments are split into these business units:



The three geographical business units have business unit-level data access.

- The Marketing Oversight and Marketing Administration business units have organizational-level data access.
- The Licensing business unit has user-level data access.

General working hours for ProseWare, Inc. is 9am to 6pm, Monday through Friday, local time for each office.

You are a Marketing Professional at ProseWare, Inc., Ltd. for the Dynamics 365 Marketing system.

- Part of your role is to function as one of the Marketing Administrators, specializing in compliance and adherence to company brand standards.
- You will approve marketing content before it is made publicly available.

Based on ProseWare's licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

- A. Litmus inbox Previews = 100 per month
- B. Marketing Emails Sent = 1,755,983
- C. Australia Business Unit has 10 regular Users and 1 Administrator User
- D. Marketing Contacts = 24,500

**Answer: BD**

#### QUESTION 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:** BC

**Explanation:**

Landing page form can also include subscription lists as described in <https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms#marketing-form-types-and-subscription-behavior>

**QUESTION 5**

You receive a call from a user stating that the automated lead scoring model is not working correctly. There are several leads that are not being scored.

You need to determine the cause of this issue.

What could be the cause?

- A. Leads must be associated with a contact or an account.
- B. Leads must have submitted a form on the company website.
- C. Leads must be associated with a contact and an account.
- D. Leads must be associated with a contact only.

**Answer:** D

**Explanation:**

Automatic lead scoring only works for leads that are associated with a contact. Scoring fails for leads that don't have a contact associated with them. Also, segments in Dynamics 365 Marketing can only include contacts, not leads, which means that you can only address marketing emails to contacts.

Your landing pages will typically either create a lead/contact pair when you create a new contact, or associate new leads with existing contacts when they're available. But when you create a lead manually, as you did here, you must also associate it with a contact manually to enable lead scoring.

<https://learn.microsoft.com/en-ca/dynamics365/marketing/set-up-lead-scoring>

**QUESTION 6**

Your sales team often request reports on Lead Source Effectiveness. They want to know which marketing campaigns, events, and web contacts generate the most qualified leads, and ultimately the most revenue.

How can you use tools in Dynamics 365 Marketing to generate this report?

- A. Navigate to Leads, click on Insights, then select the Lead Source Effectiveness tab.
- B. Navigate to Leads, select the appropriate Lead View, click on Run Report, and select Lead Source Effectiveness.
- C. Navigate to Contacts, select the appropriate Contact View, click on Run Report, and select Lead Source Effectiveness.
- D. Under Customer Journeys, go to the insights section for each journey that generates Leads, download the appropriate data, and aggregate it into a separate spreadsheet.

**Answer:** B

**Explanation:**

There are 2 reports available. First: lead source effectiveness , Second: Neglected leads.

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

**Answer:**

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

**Explanation:**

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

**QUESTION 8**

Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition.

Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. based on age
- B. clicking on an email advertisement
- C. an event for which the contact registered
- D. based on zip code

**Answer:** AD

**Explanation:**

Fixed rules are based on fixed demographic or firmographic data found in lead or contact records. Behavior rules are based on interactions like email clicked, event registered, or website visited.  
<https://learn.microsoft.com/en-us/dynamics365/marketing/score-manage-leads#create-view-and-manage-your-lead-scoring-models>

### QUESTION 9

You are a Dynamics 365 Marketing functional consultant at Contoso Ltd.

You need to configure the LinkedIn Lead Gen feature.

What are the two pre-requisites that must be applied before you are able to proceed with the configuration? Each correct answer presents part of the solution.

- A. Create a strategy to match LinkedIn incoming leads to existing leads.
- B. Have LinkedIn Profile with Campaign Manager enabled.
- C. Grant the rightful users with the LinkedIn Lead Gen Forms Administrator or LinkedIn Lead Gen Forms Salesperson security roles.
- D. Send a request to LinkedIn to allow the synchronization.
- E. Have a LinkedIn Profile with Lead Gen Administrator enabled.

**Answer:** BC

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration>  
<https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration>

### QUESTION 10

Drag and Drop Question

You are a Dynamics 365 Marketing functional consultant.

You need to configure Dynamics 365 Marketing for lead scoring.

Which configuration settings will allow you to accomplish the desired results? To answer, drag the appropriate configuration setting to the correct desired result. Each configuration setting 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.

**Answer Area**

| Configuration settings                        | Desired result  |                      |
|---|---|----------------------|
| Set Automatic Marketing Qualification to Yes. | Delete all scores calculated by the stopped lead-scoring model.   | <input type="text"/> |
| Set Automatic Marketing Qualification to No.  | Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached. | <input type="text"/> |
| Set Automatic Sales Ready to Yes.             | Automatically advance leads when a score generated by the lead-scoring model is received.                   | <input type="text"/> |
| Set Automatic Sales Ready to No.              |   |                      |
| Set Automatic Lead Score Cleanup to Yes.      |   |                      |
| Set Automatic Lead Score Cleanup to No.       | Continue to show the scores for stopped models.   | <input type="text"/> |

**Answer:**

**Answer Area**

| Configuration settings                       | Desired result  |   |
|--|---|---|
|  | Delete all scores calculated by the stopped lead-scoring model.   | Set Automatic Lead Score Cleanup to Yes.      |
| Set Automatic Marketing Qualification to No. | Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached. | Set Automatic Sales Ready to Yes.             |
|  | Automatically advance leads when a score generated by the lead-scoring model is received.                   | Set Automatic Marketing Qualification to Yes. |
| Set Automatic Sales Ready to No.             |   | Set Automatic Lead Score Cleanup to No.       |
|  | Continue to show the scores for stopped models.   |   |

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-lead-score-options>

**QUESTION 11**

**Note:** In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook

pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You create a Facebook Social Posting Configuration to resolve the ticket.

Does this meet your goal?

- A. Yes
- B. No

**Answer: B**

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media>

### QUESTION 12

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**

**Explanation:**

Incorrect answers:

C: the top score in this answer is 49. The top score should be 50.

D: a score of 15 is used in both the Average grade (15-35) and the Poor grade (0-15). The scores in each grade should not overlap.

### QUESTION 13

You are a functional consultant analyzing the insights of the Marketing Page available in Dynamics 365 Marketing to collect data for a management presentation.

Which element should you analyze to obtain information on the number of times the page was opened?

- A. Visits
- B. Interactions
- C. Overview
- D. Submissions

**Answer: C**

**Explanation:**

Under Overview you can see the number of visits and also the number of unique visits. Under Visits you can see the details of each visit.

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