➢ **Vendor:** Microsoft

➢ **Exam Code:** MB-220

➢ **Exam Name:** icrosoft Dynamics 365 for Marketing Exam

➢ **New Updated Questions from Braindump2go**

➢ **(Updated in December/2021)**

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QUESTION 76
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:
https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

QUESTION 77
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

QUESTION 78
You are a marketing manager.
You need to improve the open rates for your email campaigns.

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https://www.braindump2go.com/mb-220.html

The content designer suggests you use dynamic messaging.
You want the dynamic messaging to appear below the Subject in the recipient's preview pane of their email client.
Which action should you take?

A. Use the Preview Text field to enter messaging with the contact's name, to entice the user to open the email.
B. Create a custom code element that holds the following HTML information and place it near the top of the email <meta name="description" content="Enter catchy messaging here">
C. Add the Preview Text to the subject field, preceded by a colon.
D. Use the Preview Text element, and drag it to the top of your email in the email designer.

Answer: B

QUESTION 79
As a marketing operations lead, you have recently been hired to manage a team using Dynamics 365 Marketing.
The team sends subscription-based newsletters on a regular basis, and they have set up a subscription center in Dynamics 365 Marketing.
They now need to create links in each newsletter to the subscription center, so that customers can manage their communication settings.
How should you instruct the team to ensure links to the subscription center appear in their newsletters?

A. In the email Designer, use Content Assist in the text editor to select the SubscriptionCenter element under the Dynamic Content menu.
B. In the email Designer, in General Layout properties of the email template, select "Include Subscription Center Link."
C. In the email Designer, Drag the Subscription Center item from the Toolbox to the email canvas to create the link.
D. Create an HTML link in each email to direct customers to the subscription center.

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

QUESTION 80
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:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/prepare-marketing-emails

QUESTION 81
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

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

QUESTION 82
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

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

QUESTION 83
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 84

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

QUESTION 85
You are a Dynamics 365 Marketing functional consultant. You need to create a customer journey to capture responses. You complete all the configuration tasks in Dynamics 365 Marketing. However, upon monitoring the journey statistics you notice that nothing was triggered.
What should you do to fix this issue?

A. Publish the journey to go-live.
B. Enable an audit trail to capture the events.
C. Check the security role.
D. Enable logs to find the root cause.

Answer: A
Explanation:
https://github.com/MicrosoftDocs/dynamics-365-customer-engagement/blob/main/ce/marketing/customer-journeys-create-automated-campaigns.md

QUESTION 86
You are creating a customer journey that sends an email newsletter to a subscription list advertising a limited time offer. The customer journey start and end dates are May 24 through May 29. The customer journey is configured to send the email, wait one (1) week, then send a follow-up email reminding customers to take advantage of the offer in the newsletter.
Which error should you expect to see in the customer journey designer?

A. The Audience tile will give you an error saying the journey cannot proceed due to date misconfiguration.
B. The Newsletter Email tile will give you an error saying the email is being sent out of date range.
C. The Follow-up Email tie will give you an error saying it cannot be sent outside the specified journey date range.
D. The Wait tile will give you an error saying the tile is set to expire after the journey end date.

Answer: D

QUESTION 87
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 88
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 89
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 90
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

QUESTION 91
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

Answer: BDE

QUESTION 92
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? 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".

Answer: AD

QUESTION 93
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.

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