mb-220 Dumps

Microsoft Dynamics 365 for Marketing

https://www.certleader.com/mb-220-dumps.html

NEW QUESTION 1
- (Exam Topic 1)
Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.
To answer, drag the Assessment to the appropriate Lead. Each Assessment may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.

Assessments

Sales Ready

Not Sales Ready

Leads

A Lead with a score of 315

An existing Marketing Contact who registers for an event

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

A Lead with a score of 175

Litmus inbox previews

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 2
- (Exam Topic 1)
In order to follow recommended guidelines, you will need to synchronize only those entities that are necessary to meet ProseWare's business objectives.
In addition to the typical entities synced automatically (contact, accounts, events, interactions, etc), which two additional entities will ProseWare need to enable for synchronization? Each answer represents a partial solution.

A. Invoices
B. Work Orders
C. Differentiator
D. Cases

Answer: CD

NEW QUESTION 3
- (Exam Topic 1)
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

NEW QUESTION 4
- (Exam Topic 2)
You need to create a customer journey for the promotion of the upcoming webinar on Azure Services. You are looking through the gallery of existing customer journey templates to select appropriate one.
Which four pieces of information will help you decide on the right template? Each answer presents a part of the solution.

A. Description
B. Purpose
C. Name
D. Recurrence
E. Language
F. Owner
G. Target

Answer: ABCE

Explanation:

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

NEW QUESTION 5
- (Exam Topic 2)
You need to create a Global Customer Survey to capture the responses from your customers.
You need to make sure that Contoso's focused customers have the option to choose their preferred language while responding. You also need to automate customer journey actions based on the Customer Survey Response data.
Which five actions should you perform in sequence to achieve your goal? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps

- Add an If/then tile to further understand how contacts engage with the survey.

- Select the email tile. In the right pane, go to Email elements > + Add item and select Customer Voice survey in the drop down menu.

- Go to the customer journey designer. Then create or choose an existing customer journey with an email tile. Make sure the email tile is associated with an existing email.

- You can use Power Automate to include conditions to further understand how contacts engage with the survey.

- Create a Multi-Lingual Customer Survey with English, Danish, Swedish and Norwegian languages and translations.

- Create a customer survey and enable the localization option while adding the Survey to the Customer Journey.

- Create a Multi-Lingual Customer Survey with English and Japanese languages and translations.

- In the Email elements section, select a Dynamics 365 Customer Voice survey from the lookup field.

Order

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 6
- (Exam Topic 2)
You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.
You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact. These leads will be processed by Contoso's Sales team.
The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.
What should you do to achieve this goal?

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

Answer: D

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

NEW QUESTION 7
- (Exam Topic 3)
The Planned Event currently has 146 registrations. In order to meet all of Litware's standards for registration, which two statements are true?
Each answer represents a complete solution.

A. When space becomes available, the first person on the waitlist will be offered an invitation to register.
B. Once capacity has been reached, a speaker whose additional person hasn't been registered yet will be placed on the waitlist.
C. Once capacity has been reached, the first person on the waitlist will be automatically registered for the event when space becomes available.
D. Another 2 registrations can be accepte
E. After that, registrations will be added to the waitlist.

Answer: CD

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

NEW QUESTION 8
- (Exam Topic 3)
You are responsible for setting up all marketing pages, events, emails and customer journeys associated with the planned event.
How many events will you set up?

A. Two events; one formatted as webinar and the other formatted as on-site only.
B. One event formatted as on-site only.
C. Two events; one formatted as simulcast and the other formatted as on-site only.
D. One event with Format set to Hybrid.

Answer: D

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

NEW QUESTION 9
- (Exam Topic 4)
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

Answer: D

Explanation:

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

NEW QUESTION 10
- (Exam Topic 4)
You are a Dynamics administrator that is setting up Dynamics for Marketing for your organization.
You need to configure Dynamics for Marketing to work with your webinar provider and create a webinar event.
Which four steps should you take, in sequence, to complete your task? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

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

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 10
- (Exam Topic 4)
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.

Actions	Orders
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.	

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 13

- (Exam Topic 4)
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.

Answer: A

Explanation:

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

NEW QUESTION 15
- (Exam Topic 4)
You are a marketing administrator for Contoso Ltd.
You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number.
When the form is submitted, you need to ensure that:
If the contact or lead already exists, their record is updated. If the contact or lead does not exist, their record is created. What should you do?

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

Answer: A

Explanation:

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

NEW QUESTION 19
- (Exam Topic 4)
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:

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

NEW QUESTION 21
- (Exam Topic 4)
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 then in the correct order.

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".	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add

NEW QUESTION 25
- (Exam Topic 4)
You are creating a new marketing page showing a holiday offer.
You have completed your page, and now you want it to be viewable by everyone on the Internet. Which action should you perform to accomplish your goal?

A. Press the Save button.
B. Press the Activate button.
C. Press the Publish button.
D. Press the Go Live button.

Answer: D

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-landing-page

NEW QUESTION 28
- (Exam Topic 4)
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.

Answer: D

NEW QUESTION 29
- (Exam Topic 4)
You are a marketing professional who is conducting training for a group of marketing trainees. You are training on marketing forms and explaining the type of forms in Dynamics 365 Marketing.
Which form type applies to each data collection purpose? To answer, drag the appropriate form type to the correct data collection purpose. Each form 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 content.
NOTE: Each correct selection is worth one point.

Form Type	Data Collection Purpose	
Landing page form	This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions.	
Subscription form	This form is used to collect contact information on marketing pages.	
Forward to a friend form	This form is used to provide a short collection of fields with email address to extend to others.	

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 30
- (Exam Topic 4)
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

NEW QUESTION 35
- (Exam Topic 4)
You are a marketer with Contoso. You are preparing an email message that will be attached to a journey for contacts that live in Washington State and have recently looked at your product page for lawn furniture.
While going live with the message, you receive a warning that the message is too large. Which action can you take to remove the warning?

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

Answer: A

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

NEW QUESTION 38
- (Exam Topic 4)
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

NEW QUESTION 42
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant. Your company wants to:

> control access to Marketing features that could incur extra costs, and

> make sure no extra costs are being incurred by exceeding existing Marketing subscription limits. Which three steps should you take? Each correct answer presents part of the solution.

A. Monitor the quantity of contacts and emails on the server.
B. Monitor the quantity of Marketing contacts and emails.
C. Monitor the quantity of landing pages.
D. Monitor Litmus accounts and the number of previews.
E. Create teams to be used in designer feature protection rules.

Answer: BDE

Explanation:

Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management https://docs.microsoft.com/en-us/dynamics365/marketing/designer-feature-protection

NEW QUESTION 43
- (Exam Topic 4)
You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent it out through email for responses.
You would like to export the responses for further analysis. Which export file format should be used to complete this task?

A. csv
B. pdf
C. xml
D. docx

Answer: A

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

NEW QUESTION 48
- (Exam Topic 4)
You are setting up a conference event that will have a capacity of 500 people.
You want to enable a waitlist for the event so that if more than 500 people register and someone cancels their registration, the event will automatically register the next available person on the list.
Which three steps should you take, in sequence, to complete your task? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 51

- (Exam Topic 4)

You are the administrator for your company's Dynamics 365 for Marketing application. You are responsible for ensuring that the current constraints of your subscription are not exceeded.

You want to establish monitoring for the critical components that drive additional subscription costs. Which three subscription limits can you monitor at Settings > Advanced Settings > Others > Quota Limits?

(Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month

B. the total number of emails that your company has sent this month and the total number of emails remaining in the month

C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription

D. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription

E. the total number of surveys that your company has sent this month and the total number of surveysremaining in the month

Answer: ABD

NEW QUESTION 55

- (Exam Topic 4)

Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe.

How should you define who to include in this Customer Journey?

A. Create a Dynamic segment.

B. Edit the contacts in your database.

C. Create a Segment Type.

D. Create a Static segment.

Answer: A

Explanation:

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions

NEW QUESTION 58

- (Exam Topic 4)

As the Dynamics 365 Marketing functional consultant, it is your responsibility to make sure your company stays within the quota limits defined by your subscription. The current subscription includes a quota of 10,000 contacts and 100,000 Marketing email messages.

Your manager wants you to create a monthly report showing usage.

When you navigate to Quota Limits, which items will you be viewing to create the required report? To answer, drag the appropriate element to the correct data point. Each element may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

Element	Data Points	
Marketing Email Messages	Shows the total number you can still send this month, and the total number you have sent.	
Marketing Contacts	Shows the total number that users at your organization can still request this month, and the total number you have used.	
Litmus Inbox Previews	Shows the total number you can have in your database.	
Total Contacts in Database	Shows the total number stored in your database.	

A. Mastered

B. Not Mastered

Answer: A

Explanation:

Reference:

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

NEW QUESTION 59

- (Exam Topic 4)

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

Which four activities 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.

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.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:

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

NEW QUESTION 60
- (Exam Topic 4)
You are a marketing assistant at a Credit Union. You need to set up a subscription center for customers to manage their communication settings.
Which seven actions should you perform in sequence? To answer, move all actions from the list of steps to the answer area and arrange them in the correct order.

Actions	Order
Check the Form for errors and Go Live.	
Create a Marketing Form with the type as Subscription Center.	
Check the Page for errors and Go Live.	
Create a Subscription List for each of your newsletters.	
Create a Marketing Page to hold the Subscription Center Marketing Form.	
Add the Marketing Page as the Subscription Center in the content settings record.	
Add each of your Subscription Lists to the Marketing Form as Checkboxes.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Text, table Description automatically generated with medium confidence
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center

NEW QUESTION 61
- (Exam Topic 4)
Your marketing department has given you a list of requirements.
Which requirements will you be able to meet by utilizing the tools in Dynamics 365 for Marketing? To answer, drag the appropriate requirement to the correct column. Each requirement may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.
NOTE: Each correct selection is worth one point.

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.		

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 63
- (Exam Topic 4)

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

Answer: ABC

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

NEW QUESTION 68
- (Exam Topic 4)
Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.
After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.
The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.
The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.
You need to ensure that future emails adhere to these standards.
Solution: You 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

Answer: B

NEW QUESTION 69
- (Exam Topic 4)
You are a marketing professional.
You need to create a subscription center marketing page that will include a subscription list you have already created. The marketing page will be reviewed by a colleague.
Which three actions should you perform in sequence, to create a Subscription center form? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 70
- (Exam Topic 4)
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.

Actions	Order
Assure the file is in the proper format and data exists for all required fields.	
Relate each Lead to a Contact.	
Import the file as Leads with duplicate detection enabled.	
Import the file as Contacts with duplicate detection enabled.	
Use workflows to link contacts for unmatched leads.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:

Actions	Order
Assure the file is in the proper format and data exists for all required fields.	Assure the file is in the proper format and data exists for all required fields.
Relate each Lead to a Contact.	Import the file as Leads with duplicate detection enabled.
Import the file as Leads with duplicate detection enabled.	Relate each Lead to a Contact.
Import the file as Contacts with duplicate detection enabled.	Use workflows to link contacts for unmatched leads.
Use workflows to link contacts for unmatched leads.	

NEW QUESTION 74
- (Exam Topic 4)
You have a customer journey that sends an email, creates a phone call activity and sends a text message.
Which set of actions must you take to activate your customer journey?

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

Answer: D

NEW QUESTION 79
- (Exam Topic 4)

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

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

Answer: AB

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

NEW QUESTION 80
- (Exam Topic 4)
You have been tasked with creating a Customer Journey Template that will be used as a starting point by others. Your template must be in French, run every 6 months, and be used to send emails to all of the Contacts and group the journeys by the contacts account.
Which template contains all of the necessary elements to meet these requirements?

A. Purpose: Sales, Target: Contact
B. Language: Frenc
C. Is recurring: Yes
D. Purpose: Multipurpos
E. Target: Account
F. Language: Frenc
G. Is recurring: Yes
H. Purpose: Multipurpos
I. Target: Contact
J. Language: Frenc
K. Is recurring: Yes
L. Purpose: Sales, Target: Account
M. Language: Frenc
N. Is recurring: No

Answer: B

Explanation:
The Target must be set to Accounts for the required grouping (and recurring must be Yes). Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns

NEW QUESTION 82
- (Exam Topic 4)
You are a marketer for Contoso Ltd. You are releasing a new product and want to create a way for users to receive product updates and announcements.
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.

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Application Description automatically generated with low confidence
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center

NEW QUESTION 87
- (Exam Topic 4)
You are a Dynamics 365 Marketing functional consultant.
The marketing department wants to see customer journeys, appointments, and events in a single calendar, rather than as a list.
What should be enabled and configured to achieve this goal?

A. the Marketing Calendar Control on the designated entities
B. the Calendar Control on the designated forms
C. the Calendar Control on the designated entities
D. the Marketing Calendar Control on the designated forms

Answer: A

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

NEW QUESTION 90
- (Exam Topic 4)
You are an event coordinator for a company.
You are creating a multi-day conference event that will include multiple sessions and tracks.
For each use case shown below, which track type should be used? To answer, drag each use case to the appropriate track type. Each use case may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.
NOTE: Each correct selection is worth one point.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 94
- (Exam Topic 4)
You are a marketer for Contoso Ltd. You are responsible for creating social media posts to debut a new webinar you are promoting. You just discovered that your post sent this morning has a typo.
You need to correct this right away. What should you do to fix your post?

A. Reactivate the post, edit, and then select Schedul
B. Select the time of the original post to overwrite it.
C. Reactivate the post, edit, and then select Post Now to immediately update the post.
D. Edit the Pos
E. The post will automatically update in the social media platform.
F. Delete the post and recreate i
G. Posts are read only once posted.

Answer: D

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

NEW QUESTION 95
- (Exam Topic 4)
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 even
B. The session and speaker will publish automatically.
C. Publish the sessio
D. The event and speaker will publish automatically.
E. Publish the event, session and speaker manually.
F. Publish the event and session separatel
G. Speaker will publish automatically.

Answer: D

Explanation:

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

NEW QUESTION 100
- (Exam Topic 4)
You are a functional consultant working at a company that is running campaigns on LinkedIn. You have been tasked with syncing leads from LinkedIn to Dynamics 365 Marketing.
You would like all leads acquired from your LinkedIn campaigns to create a new Lead and Contact record in Dynamics 365 Marketing. You do not want duplicates created when they are existing Leads and Contacts in the system.
Which five steps should you perform in sequence? To answer, move the appropriate steps from the list of steps to the answer area and arrange them in the correct order.

Steps	Order
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.	
Define a strategy for matching LinkedIn leads with existing leads.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.	
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.	
Enable LinkedIn Sales Navigator.	
Activate your LinkedIn Lead Matching Strategy.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.	
Enable LinkedIn Lead Gen Integration in Advanced Settings.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Graphical user interface, text Description automatically generated with medium confidence
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration

NEW QUESTION 101
- (Exam Topic 4)
You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use.
Which pieces of information will help you decide which template to use?

A. Target, Recurrence, Purpose, Name

B. Purpose, Target, Recurrence, Description
C. Language, Purpose, Target, Recurrence
D. Language, Owner, Target, Recurrence

Answer: B

NEW QUESTION 103
- (Exam Topic 4)
You are a Dynamics 365 functional consultant for Contoso Ltd. Because of recent policy changes, the marketing team needs to update the privacy policy banner text and URL.
What should you configure to implement these updates?

A. the Marketing Data configuration
B. the Application Management settings
C. the Default Marketing settings
D. the Landing Page settings

Answer: D

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages

NEW QUESTION 107
- (Exam Topic 4)
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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 110
- (Exam Topic 4)
You are a functional consultant at Contoso, Ltd. Your company has a current Dynamics 365 Marketing instance and would like to migrate to a new instance. In order to save time, management has decided to replicate the current instance configuration and data using the Configuration Migration tool for Dynamics 365.
You have to validate that both instances (source and destination) are on the same version, and then perform the transfer.
Which four steps must you take, in sequence, to achieve your goal? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in the correct order.

Steps

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

Order

⊘ ⊘

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 114
- (Exam Topic 4)
Your marketing department will be creating multiple email messages to be used in several customer journeys. To prepare for this, you need to create content settings to determine the dynamic values to be used.
What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

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

Answer: A

Explanation:

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

NEW QUESTION 116
- (Exam Topic 4)
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.

Methods

Submitted Company name trough a form on a landing page
Clicked on an email
Attended a webinar

Answer Area

Explicit Data	Implicit Data

A. Mastered
B. Not Mastered

Answer: A

Explanation:
References:
https://community.dynamics.com/crm/b/zsoltzombiksblog/archive/2016/03/06/lead-scoring-rules-and-examples

NEW QUESTION 121
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