mb-220 Dumps

Microsoft Dynamics 365 for Marketing

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

NEW QUESTION 1
- (Exam Topic 1)
The time is currently 6:30pm on Monday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising an event.
Following ProseWare's standards, which two options will you choose when preparing this message? Each answer represents a partial solution.

A. Schedule Time is set to tomorrow at 9 am.
B. Post Visibility is set to Connections.
C. Schedule Time is set to immediate.
D. Post Visibility is set to Public.

Answer: AD

NEW QUESTION 2
- (Exam Topic 1)
Which two statements must be true in order for a User to approve marketing content? Each answer presents part of the solution.

A. The Status on the marketing content must be Approval Required.
B. The User must be in the Marketing Oversight Team or be a Marketing Professional.
C. The Status on the marketing content must be Draft.
D. The User must be in the BU Admin Team or in the Marketing Oversight business unit.

Answer: AD

Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature

NEW QUESTION 3
- (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 4
- (Exam Topic 1)
Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below.
To answer, drag the Staff to the appropriate Activity. Each Staff item 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.

Staff	Activities	
Marketing Professionals	Analyze Marketing Page performance	
All Marketing Users	Investigate blocked emails	
Marketing Oversight Business Unit members	Use Customer Insights for reporting	
BU Admin Team members	Go Live	
Marketing Administration Business Unit members	Request Approval	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Graphical user interface, text, application Description automatically generated
Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is

approved, they are responsible for going live.

Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped Contacts.

Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

NEW QUESTION 5

- (Exam Topic 3)

You are responsible for information about the attendees and sponsors in your Dynamics 365 for Marketing

system. Indicate which record type would hold each type of information listed below. For each Record Type listed below, indicate the Type of Information stored there.

To answer, drag the Type of Info to the appropriate Record Type. Each item 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.

Types of Info	Record Types	
Account record	Sponsoring Company's email	
Sponsorship record	Sponsorship Type	
Hotel record	Logo that will be on the pens at the event	
Case record	Venue address	
	Number of rooms available to registrants	
	Reason for invitation to this event	

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/manage-event-sponsorships https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal

NEW QUESTION 6

- (Exam Topic 3)

The time is currently 8pm on Thursday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising the Planned Event.

Following Litware's standards, which two options should you choose when preparing this message? Each answer represents a complete solution.

A. Post Visibility is set to Public
B. Schedule Time is set to tomorrow at 9am
C. Post Visibility is set to Connections
D. Channel is set to social media

Answer: BD

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

NEW QUESTION 7

- (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.

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:

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

NEW QUESTION 8
- (Exam Topic 4)
You are a marketing professional for AdventureWorks Cycles. You want to create a new subscription form with a new subscription list.
You have created the new subscription list, but must be able to see the subscription list selection in the designer toolbox.
When creating the new form, which form type must you select to meet the condition?

A. Landing Page
B. Event Form
C. Forward to a Friend
D. Subscription Center

Answer: D

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

NEW QUESTION 9
- (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.
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:

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

NEW QUESTION 10
- (Exam Topic 4)
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.

Data Source

Contact[context]

Content settings[context]

Account

Event

Marketing List

Marketing Page

Message[context]

Survey

Content Type

You want to add a link for opening the email as a webpage.

You want to add the First Name for the email recipient.

You want to add the customer name and phone number.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 10
- (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

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".

Order

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 12
- (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 16
- (Exam Topic 4)
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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 18
- (Exam Topic 4)
You are setting up a simple webinar with a webinar provider.
For this event, you can leverage two speakers. Additionally, you will assign one room and will publish the event to your event portal for your audience to register for the session.
Which five actions should you perform in sequence to configure the webinar? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.
NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Answer Area

Actions	Order
Enter information for the venue, building, and rooms.	
Enter the Webinar Name and Provider.	
Add the credentials for your account with the Webinar Provider.	
Enter the speaker information.	
Select the Event Type.	
Save	
Enter information about the Sessions.	
Create a new Webinar Configuration.	
Go to Settings > Advanced settings > Event management > Webinar configurations.	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Application Description automatically generated with medium confidence
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/events-settings

NEW QUESTION 19
- (Exam Topic 4)
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.

Answer: ABC

NEW QUESTION 21
- (Exam Topic 4)
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

Answer: AC

Explanation:

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

NEW QUESTION 26

- (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 31
- (Exam Topic 4)
You are creating a marketing list.
You need the marketing list to be available for the subscription center. You set the marketing list to be a subscription list.
What will the Marketing List Member Type Be?

A. Account
B. Lead
C. Customer
D. Contact

Answer: D

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

NEW QUESTION 33
- (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 34
- (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 35
- (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 40
- (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 45
- (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.

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

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 49
- (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 53
- (Exam Topic 4)
You are a marketing administrator who is training a new marketer.
As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.
Which design element type is required for Landing Pages and Forward to a Friend Pages? To answer, drag the design element type to the appropriate page. Each form option 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.

Design Element	Page	
Forward to a Friend Button	Only Forward a Friend Pages	
Submit Button	Only Landing Pages	
Do not bulk email Button	Both Forward a Friend and Landing Pages	

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 56
- (Exam Topic 4)
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

Answer: C

Explanation:

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

NEW QUESTION 57
- (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.	Create a customer journey, identifying a target seg
Publish the design by selecting "Go live".	Activate the customer journey by choosing "Go li
Activate the customer journey by choosing "Go live".	
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 65
- (Exam Topic 4)
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.

Status Reasons

Draft
Live
Stopped
Live, Editable
Expired

Answer Area

The customer journey is currently running.

The customer journey was once live and is not now.

The customer journey is live and can be changed.

The customer journey has never been live.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 67

- (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 70
- (Exam Topic 4)
You are an event coordinator for Contoso, Ltd.
You are creating a multi-day conference event that will include three tracks with four sessions in each track. These sessions and tracks will need to be visible on your event website.
Which four steps must you complete, 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:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal#publish-event

NEW QUESTION 75
- (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 79
- (Exam Topic 4)
You are a functional consultant working with Dynamics 365 Customer Voice.
You are tasked with planning a survey that will be distributed for anonymous response.
Which action is required during survey variable configuration to capture the Email of the anonymous respondent?

A. Enable the Anonymous responses in the distribution settings.
B. Turn on track email in the distribution settings.
C. Add the Email variable in the Personalization customization.
D. Turn on the toggle for Save value in the Email variable.

Answer: D

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

NEW QUESTION 80
- (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 85
- (Exam Topic 4)
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:
Reference:
https://neilparkhurst.com/2019/02/27/mb-210-microsoft-dynamics-365-for-sales-sales-reports/

NEW QUESTION 86
- (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 89
- (Exam Topic 4)
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:

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

NEW QUESTION 94
- (Exam Topic 4)
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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 98
- (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

Order

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.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 102
- (Exam Topic 4)
You are a functional consultant at Contoso Ltd.
Contoso would like to use Dynamics 365 Marketing to conduct a Webinar Event next week. An event portal is created for event management purposes. After creating the event record, the company requires a payment gateway to accept registration payment. You need to configure the payment gateway and set the event to use it.
Which five 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.
NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Steps   **Order**

Create a web page associated to the Page Template.

On the Page Template record, set the Web Template field to the Web Template record created.

Create a Web Template record.

Create a Page Template record.

On the Web Template record, set the Page Template field to Page Template record created.

Update the Event record. Set the Portal Payment Gateway field to the web page.

Create a web page associated to the Web Template.

A. Mastered
B. Not Mastered

Answer: A

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

NEW QUESTION 106
- (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.

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 108
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