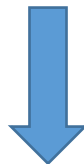


Microsoft Dynamics 365 Certification MB-220 Exam



- **Vendor: Microsoft**
- **Exam Code: MB-220**
- **Exam Name: Microsoft Dynamics 365 for Marketing**

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NEW QUESTION 1

Your marketing department has determined that they want to create a Customer Journey that will target marketing contacts that have visited your website in the past 12 months. Which type of marketing segment should you create?

- A. Profile Segment
- B. Interaction Segment
- C. Landing Page Segment
- D. Customer Insight Segment

Answer: B

Explanation:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/segmentation-lists-subscriptions>

NEW QUESTION 2

You are a marketing professional who needs to create a new field for a marketing page. You want some text to be in the field when the customer opens the page so that they have an idea of what to enter. Which field should hold this "ghost text"?

- A. Label
- B. Prefill
- C. Default Value
- D. Placeholder

Answer: D

NEW QUESTION 3

You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot. After a week you notice that no one has received any scores from your model. Solution: You add an action tile.

Does this resolve your issue?

- A. Yes
- B. No

Answer: B

Explanation:

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

NEW QUESTION 4

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 click the Go Live button.

Does this resolve your issue?

- A. Yes
- B. No

Answer: A

Explanation:

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

NEW QUESTION 5

As a Marketing Administrator, you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization. What are two ways the system can create leads from the same marketing contact? (Each correct answer presents a complete solution. Choose two.)

- A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.
- B. It can automatically create one per visit to a landing page that is configured to create leads automatically.
- C. It can automatically create one per interaction that indicates a level of interest in a product or service.
- D. It can automatically create only one; each marketing contact equates to one lead.

Answer: AB

Explanation:

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle>

NEW QUESTION 6

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

- 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>

NEW QUESTION 7

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 8

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:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/invite-register-house-event-attendees>

NEW QUESTION 9

You are an event coordinator for Contoso, Ltd, and are creating a multi-day tradeshow event. You need to set up an event team that will consist of Contoso, Ltd employees, vendors, partners and customers. Which two kinds of records should you associate to the event team member? (Each correct answer presents a complete solution. Choose two.)

- A. Customer
- B. User
- C. Contact
- D. Account

Answer: BC

Explanation:

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

NEW QUESTION 10

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

- A. Web interactions
- B. Event interactions
- C. Survey interactions
- D. Appointment interactions
- E. Telephone interactions

Answer: ABC

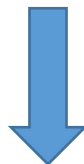
Explanation:

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

NEW QUESTION 11

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