

# Microsoft.MB-220.v2022-03-21.q102

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<a href="https://www.krdump.com/Microsoft.MB-220.v2022-03-21.q102.html">https://www.krdump.com/Microsoft.MB-220.v2022-03-21.q102.html</a>	

## NEW QUESTION: 1

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Answer: ([SHOW ANSWER](#))

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<https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads>

## NEW QUESTION: 2

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Answer: A,B,C (LEAVE A REPLY)

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

**NEW QUESTION: 3**

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Content Type	Purpose	
Images and Keywords	Pictures and words to be added to marketing content	
Landing Page	General-purpose form for collecting contact information	
Subscription Form	Allows contacts to view and edit their opt-in / opt-out information	
Forward to a Friend Form	Accepts email address(es) in order to send info to colleagues.	
Marketing Email Messages		
Templates		

Answer:

**Content Type**

**Purpose**

- Images and Keywords
- Landing Page
- Subscription Form
- Forward to a Friend Form
- Marketing Email Messages
- Templates

- Pictures and words to be added to marketing content
- General-purpose form for collecting contact information
- Allows contacts to view and edit their opt-in / opt-out information
- Accepts email address(es) in order to send info to colleagues.

- Images and Keywords
- Landing Page
- Subscription Form
- Forward to a Friend Form

**NEW QUESTION: 4**

- Which of the following is a purpose of a subscription form in Dynamics 365 Marketing?
- A. To allow contacts to view and edit their opt-in / opt-out information
  - B. To accept email address(es) in order to send info to colleagues
  - C. To allow contacts to view and edit their opt-in / opt-out information
  - D. To accept email address(es) in order to send info to colleagues

**Answer: (SHOW ANSWER)**

Correct Answer: C

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

**NEW QUESTION: 5**

Which of the following is a purpose of a subscription form in Dynamics 365 Marketing?

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- A. □□□ □□□□
- B. □□□□ □□□□
- C. □□ □□□ □□□□
- D. □□ □□□ □□

Answer: B ([LEAVE A REPLY](#))

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

**NEW QUESTION: 6**

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- C. □□□ □□
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Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 7**

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Actions



Order

Add an SMS text tile.

Add a Trigger tile.

Add a Custom tile.

Add a Scheduler tile.

Add a Segment tile.

Add a Splitter tile.

Add an Email tile.

Answer:




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Actions	Order
Add an SMS text tile.	
Add a Trigger tile.	
Add a Custom tile.	
Add a Scheduler tile.	
Add a Segment tile.	
Add a Splitter tile.	
Add an Email tile.	



**Answer:**

### Actions

Add an SMS text tile.

Add a Trigger tile.

Add a Custom tile.

Add a Scheduler tile.

Add a Segment tile.

Add a Splitter tile.

Add an Email tile.

### Order

Add a Segment tile.

Add an Email tile.

Add a Trigger tile.

Add a Scheduler tile.

Add an SMS text tile.



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#### NEW QUESTION: 10

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

Answer: ([SHOW ANSWER](#))

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content-settings>

#### NEW QUESTION: 11

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Contoso, Ltd. is a multinational corporation. It has a large number of employees and a wide range of products and services. It is looking for a way to improve its marketing efforts and reach a larger audience.

It has a budget of 500,000 USD for its marketing efforts. It is looking for a way to reach a larger audience and improve its marketing efforts. It is looking for a way to reach a larger audience and improve its marketing efforts.

Q1.

**ACTIONS**

Go to Marketing Execution > Marketing emails and create a new email.

Run an error check on your message and correct errors until your email is error-free.

Add email-from name to address and reply-to address.

Preview your message by using the Preview tab and by sending tests messages.

On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".

Design your message by using the drag-and-drop designer or HTML editor.

Select Go-Live.

**Order**



Microsoft

**Answer:**

**Actions**

Add email-from name to address and reply-to address.

On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".

**Order**

Go to Marketing Execution > Marketing emails and create a new email.

Design your message by using the drag-and-drop designer or HTML editor.

Run an error check on your message and correct errors until your email is error-free.

Preview your message by using the Preview tab and by sending tests messages.

Select Go-Live.

Microsoft

Q2:

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-marketing-email>

**NEW QUESTION: 12**

Which of the following is a valid URL for a Dynamics 365 marketing page? (Select all that apply.)

Which of the following is a valid URL for a Dynamics 365 marketing page? (Select all that apply.)

- A. <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-settings>
- B. <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-settings>
- C. <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-settings>
- D. <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-settings>

**Answer: D (LEAVE A REPLY)**

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

### NEW QUESTION: 13

Which of the following is a valid URL for a Dynamics 365 marketing page? (Select all that apply.)

Which of the following is a valid URL for a Dynamics 365 marketing page? (Select all that apply.)

Which of the following is a valid URL for a Dynamics 365 marketing page? (Select all that apply.)

- A. <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>
- B. <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>
- C. <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>
- D. <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>

**Answer: D (LEAVE A REPLY)**

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>

### NEW QUESTION: 14

Which of the following is a valid URL for a Dynamics 365 marketing page? (Select all that apply.)

Which of the following is a valid URL for a Dynamics 365 marketing page? (Select all that apply.)

Which of the following is a valid URL for a Dynamics 365 marketing page? (Select all that apply.)

Which of the following is a valid URL for a Dynamics 365 marketing page? (Select all that apply.)

- A. <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>
- B. <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>
- C. <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>
- D. <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>
- E. <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>

**Answer: A,C,E (LEAVE A REPLY)**

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

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

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

**NEW QUESTION: 15**

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**Answer: A,B,C (LEAVE A REPLY)**

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

**NEW QUESTION: 16**

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**Answer: (SHOW ANSWER)**

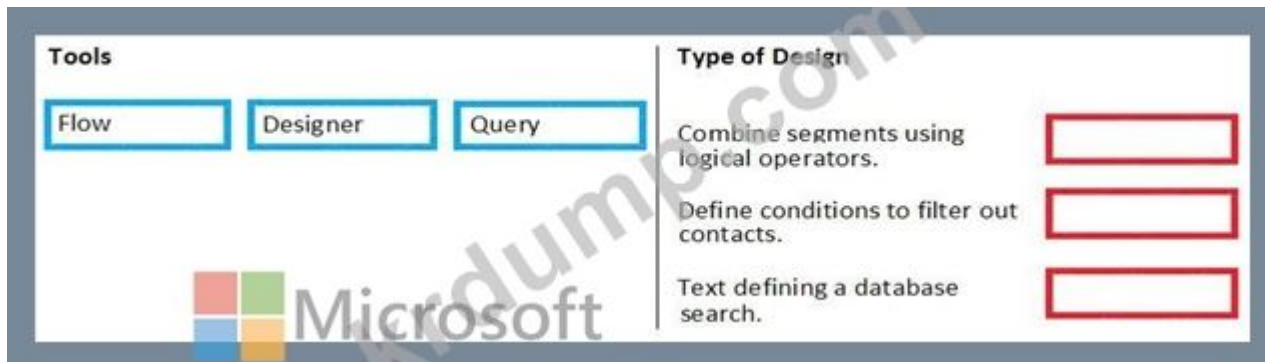
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<https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

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**NEW QUESTION: 17**



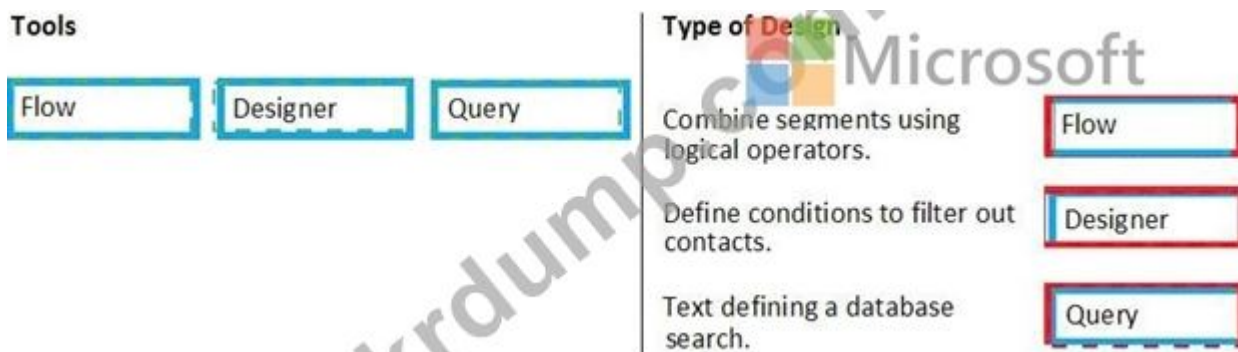
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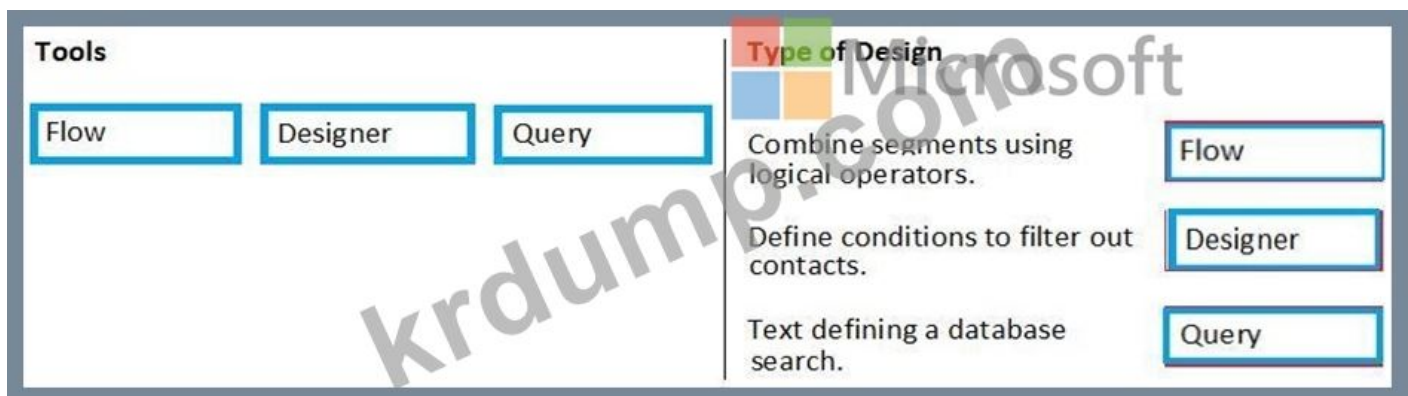
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**Answer:**



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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-segment>

**NEW QUESTION: 18**

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Answer: ([SHOW ANSWER](#))

### NEW QUESTION: 19

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Answer: A,B,C ([LEAVE A REPLY](#))

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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/customer-journeys-createautomated-campaigns>

### NEW QUESTION: 20

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**Steps**

- Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.
- Set up an action that tells the system what to do to the lead score when the defined conditions exist.
- Set the entity target of your lead scoring model to Account, Contact or Lead.
- Set the entity target of your lead scoring model to Account or Contact.
- Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.
- Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.
- Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.
- Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

**Order**

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**Answer:**

Steps	Order
Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.	Set the entity target of your lead scoring model to Account or Contact.
Set up an action that tells the system what to do to the lead score when the defined conditions exist.	Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.
Set the entity target of your lead scoring model to Account, Contact or Lead.	Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.
Set the entity target of your lead scoring model to Account or Contact.	Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.
Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.	Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.
Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.	
Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.	
Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.	

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

**NEW QUESTION: 21**

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**Answer: (SHOW ANSWER)**

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

**NEW QUESTION: 22**

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**Answer: B,E (LEAVE A REPLY)**

**NEW QUESTION: 23**

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B. □□□

Answer: B ([LEAVE A REPLY](#))

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<https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

**NEW QUESTION: 24**

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The screenshot shows a list of steps and their order for creating a webinar event. The steps are:

- 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.

The order of steps is:

- Set up an account with the webinar provider.
- Create a webinar provider record and webinar configuration record in Dynamics for Marketing.
- Add credentials to the webinar provider record.
- Create an event and set the Format to Webinar or Hybrid.

Answer:

The screenshot shows a list of steps and their order for creating a webinar event. The steps are:

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

The order of steps is:

- Set up an account with the webinar provider.
- Create a webinar provider record and webinar configuration record in Dynamics for Marketing.
- Add credentials to the webinar provider record.
- Create an event and set the Format to Webinar or Hybrid.

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<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: 25**



Steps	Order
Save and Go Live your marketing form.	Create a new marketing form.
	Locate your subscription list in the Subscription Center portion of the tool box.
	Drag and drop your subscription list into your marketing form.
Select a template with a market type "Landing Page".	
Select a template with the market type "Forward a Friend".	




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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form>

**NEW QUESTION: 27**

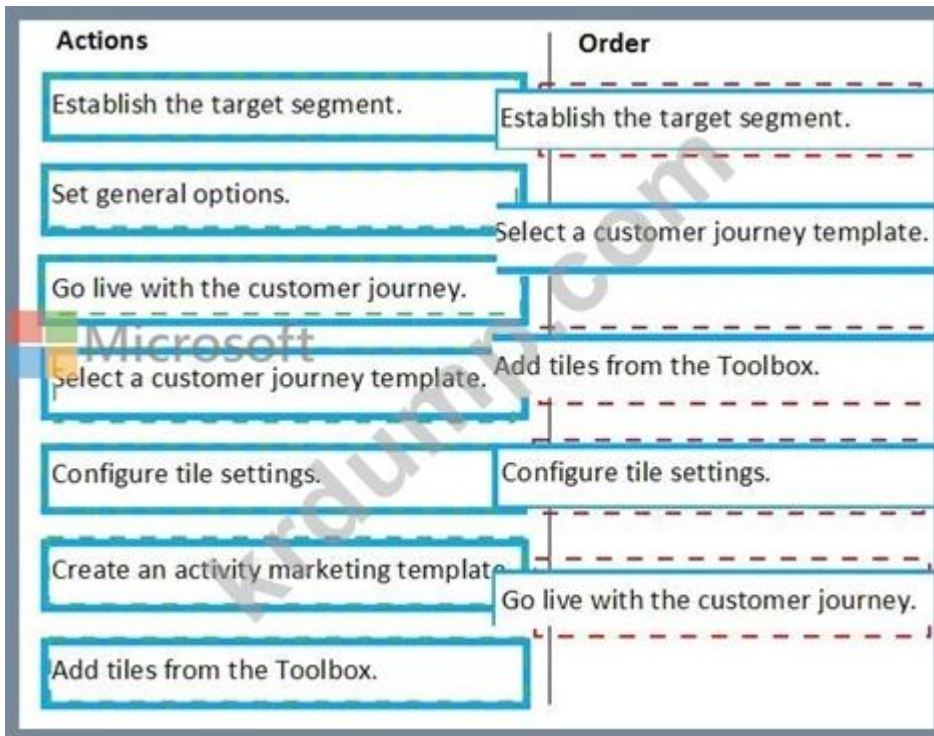
Actions	Order
Establish the target segment.	
Set general options.	
Go live with the customer journey.	
Select a customer journey template.	
Configure tile settings.	
Create an activity marketing template.	
Add tiles from the Toolbox.	



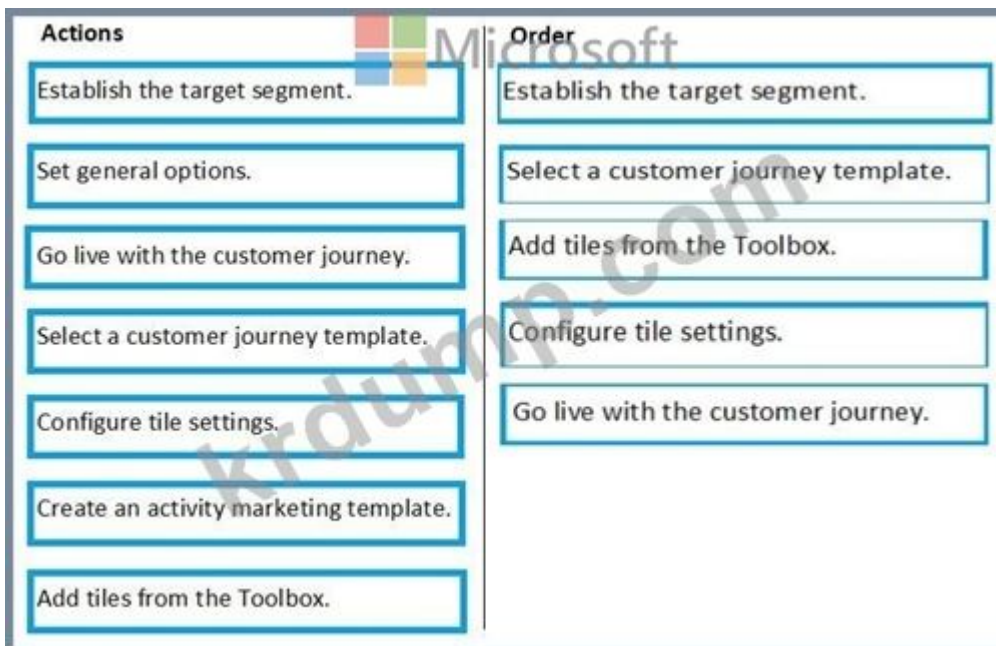
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**Answer:**



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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journey>

**NEW QUESTION: 28**

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**Answer: D (LEAVE A REPLY)**

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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/form-prefill>

**NEW QUESTION: 29**

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**Answer: A,C (LEAVE A REPLY)**

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

**NEW QUESTION: 30**

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**Answer: A (LEAVE A REPLY)**

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<https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-calendar>

**NEW QUESTION: 31**

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- A.  $10^{10} \times 10^1 = 10^{11}$ .
- B. Litmus  $10^1 \times 10^1 = 100/10^1$
- C.  $10^1 \times 10^1 \times 10^1 = 1,755,983$
- D.  $10^1 \times 10^1 = 24,500$

Answer: ([SHOW ANSWER](#))

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 $10^1 \times 10^1$ . <https://www.dumptop.com/Microsoft/MB-220-dump.html> (**250** Q&As Dumps,  
**30%OFF** Special Discount: **KrDump**)

NEW QUESTION: 32



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.



YrDumps.com

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

Answer:

## Steps

## Order

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

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

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.

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.

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

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

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

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.

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

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.

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Steps



Microsoft

Order

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

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.

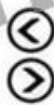
Create a Multi-Lingual Customer Survey with English, Danish, Swedish and Norwegian languages and translations.

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.

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

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

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



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<https://docs.microsoft.com/en-us/dynamics365/marketing/customer-voice>

NEW QUESTION: 33

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A. □□ □□□ True □ □□□ □□□ □□□ □□

B. □□ □□□ False □ □□□ □□ □□□ □□

C. □□ □□□ False □ □□□ □□□ □□□ □□

D. □□ □□□ True □ □□□ □□ □□□ □□

Answer: D (LEAVE A REPLY)

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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form>

**NEW QUESTION: 34**

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**List of Requirements**

- 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.

Answer Area	
Able to meet requirement	Not able to meet requirement

**Answer:**

Answer Area	
Able to meet requirement	Not able to meet requirement
Create individualized messages with personalized content.	Send emails messages out through your company's server.
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.).	

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

**NEW QUESTION: 35**

Dynamics 365 for Sales □ Dynamics 365 for Marketing□□ □□ □□□ □□□□.

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A. Dynamics 365 for Customer Insights □□ □□□□ □□□ □□ □□□ Dynamics □□ □ □ □ □□□.

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B. Dynamics 365 for Customer Insights □□ □□□□ □□□ □□ □□□ Dynamics □□ □ □ □ □□□.

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Answer: (SHOW ANSWER)

**NEW QUESTION: 36**

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Answer: A,B (LEAVE A REPLY)

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

**NEW QUESTION: 37**

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**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**

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**Answer:**

**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**

- Create a new marketing form.
- Locate your subscription list in the Subscription Center portion of the tool box.
- Drag and drop your subscription list into your marketing form.

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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscriptioncenter#add-a-subscription-list-to-a-subscription-form>

**NEW QUESTION: 38**

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**Answer: B (LEAVE A REPLY)**

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

**NEW QUESTION: 39**

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**Answer: D (LEAVE A REPLY)**

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/form-prefill>

**NEW QUESTION: 40**

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**Answer: A (LEAVE A REPLY)**

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

**NEW QUESTION: 41**

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**Answer: (SHOW ANSWER)**

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content-settings>

**NEW QUESTION: 45**

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**Answer: (SHOW ANSWER)**

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<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields>

**NEW QUESTION: 46**

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**Answer: A,B,C (LEAVE A REPLY)**

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



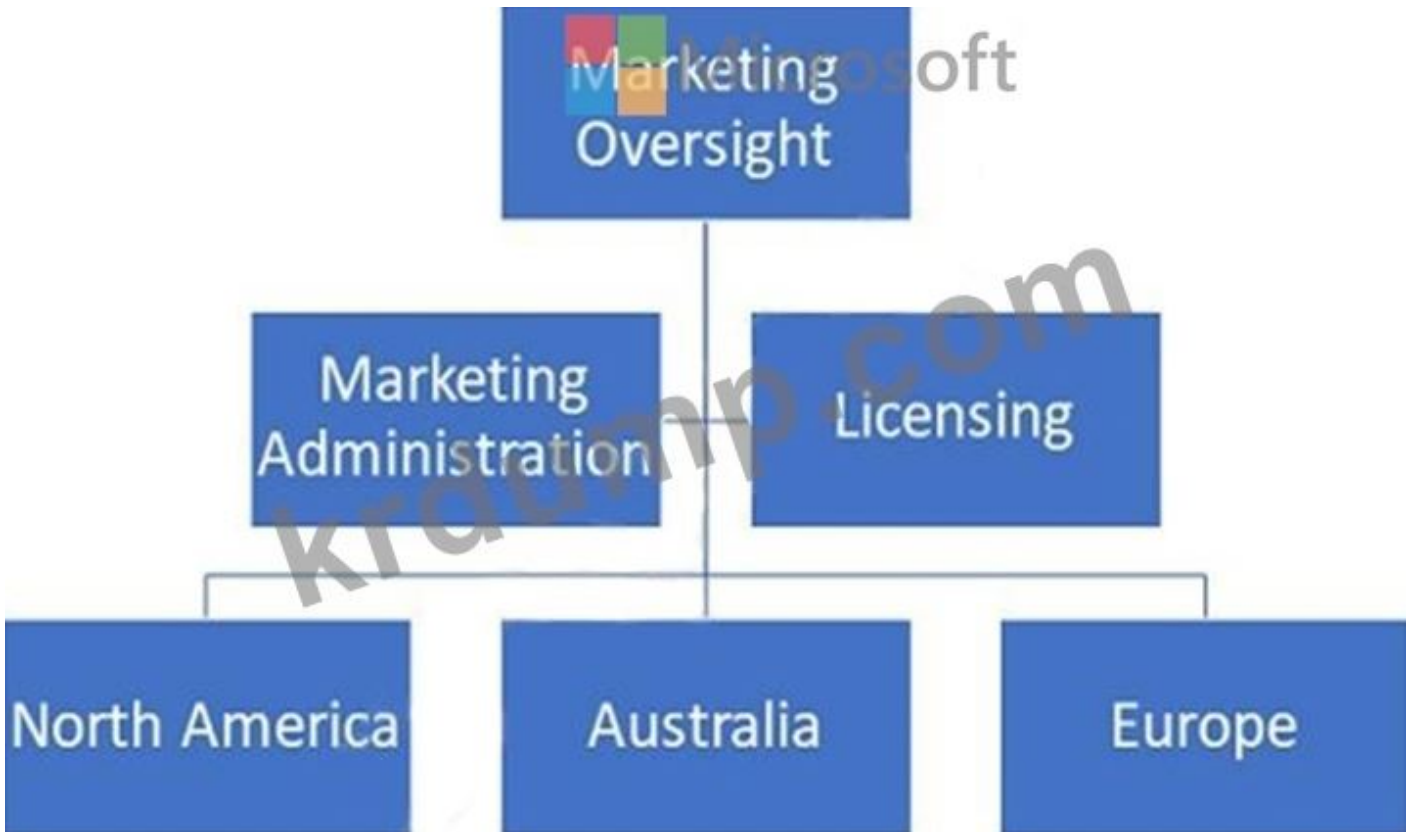
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**NEW QUESTION: 49**

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### Status Reasons

- Draft
- Live
- Stopped
- Live, Editable
- Expired

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### 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.

- Live
- Stopped
- Live, Editable
- Draft

**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.

- Live
- Stopped
- Live, Editable
- Draft

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

**NEW QUESTION: 51**

Steps	Order
Click Save.	
Make changes to the page.	
Click Edit in the form header.	
Click on Marketing Page in site map.	
Click Edit in the command bar.	
Click on Marketing Form in site map.	
Open the holiday offer record.	

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**Answer:**

## Steps

Click Save.

Make changes to the page.

Click Edit in the form header.

Click on Marketing Page in site map.

Click Edit in the command bar.

Click on Marketing Form in site map.

Open the holiday offer record.

## Order

Click on Marketing Page in site map.

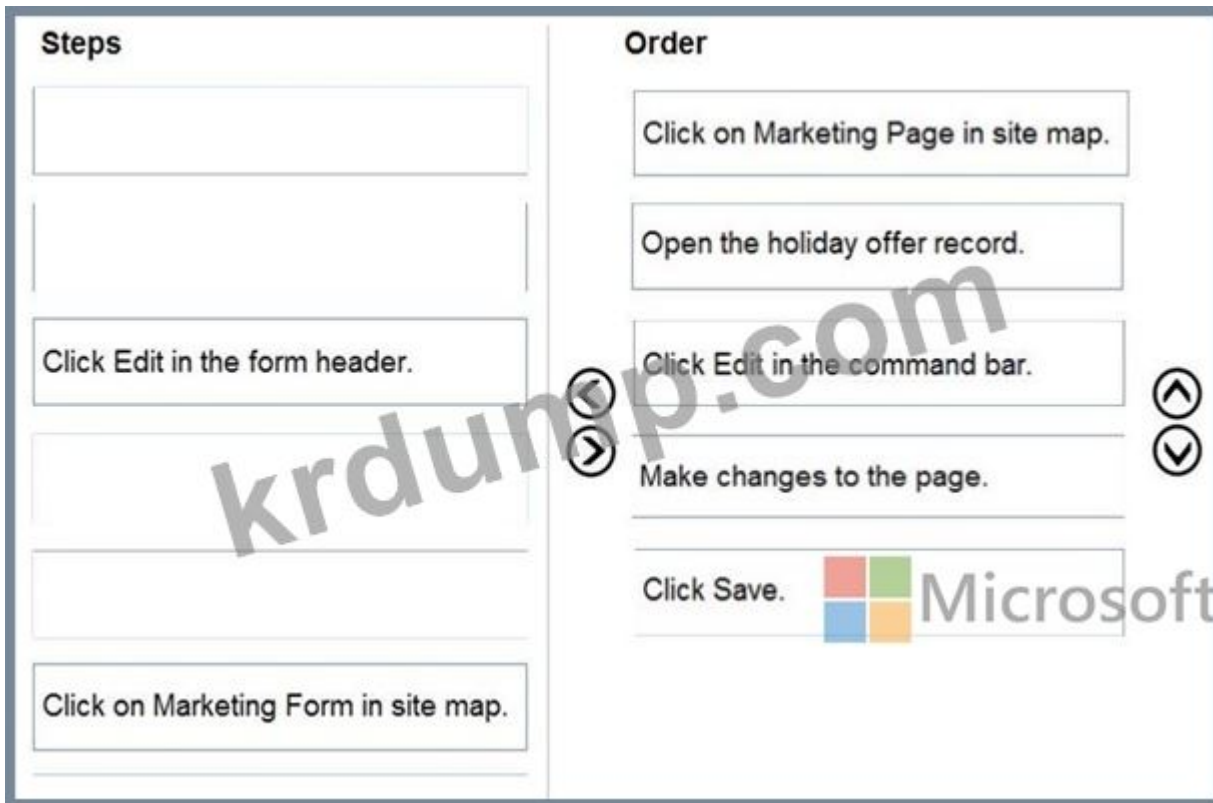
Open the holiday offer record.

Click Edit in the command bar.

Make changes to the page.

Click Save.

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<https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages>

**NEW QUESTION: 52**

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**Answer: (SHOW ANSWER)**

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

**NEW QUESTION: 53**

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Answer: D ([LEAVE A REPLY](#))

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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscriptioncenter#add-a-subscription-list-to-a-subscription-form>

**NEW QUESTION: 54**

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Answer: ([SHOW ANSWER](#))

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<https://github.com/MicrosoftDocs/dynamics-365-customer-engagement/blob/main/ce/marketing/customer-journe>

**NEW QUESTION: 55**

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**NEW QUESTION: 56**



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

**NEW QUESTION: 58**

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Answer: ([SHOW ANSWER](#))

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

**NEW QUESTION: 59**

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Answer: A ([LEAVE A REPLY](#))

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

**NEW QUESTION: 60**

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**Actions**

- Go to Marketing Execution > Marketing emails and create a new email.
- Run an error check on your message and correct errors until your email is error-free.
- Add email-from name to address and reply-to address.
- Preview your message by using the Preview tab and by sending tests messages.
- On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".
- Design your message by using the drag-and-drop designer or HTML editor.
- Select Go-Live.

**Order**

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**Answer:**

Actions	Order
Go to Marketing Execution > Marketing emails and create a new email.	Go to Marketing Execution > Marketing emails and create a new email.
Run an error check on your message and correct errors until your email is error-free.	Design your message by using the drag-and-drop designer or HTML editor.
Add email-from name to address and reply-to address.	Run an error check on your message and correct errors until your email is error-free.
Preview your message by using the Preview tab and by sending tests messages.	Preview your message by using the Preview tab and by sending tests messages.
On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".	Select Go-Live.
Design your message by using the drag-and-drop designer or HTML editor.	
Select Go-Live.	

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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-marketing-email>

**NEW QUESTION: 61**

**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

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**Answer:**

Actions	Orders
Select a Subscription Marketing List.	Set up a Journey.
Set segment source to Subscription Marketing List.	Add a segment group tile.
Add a segment group tile.	Select the properties of the child segment tile.
Set up a Journey.	Set segment source to Subscription Marketing List.
Add a child segment tile.	Select a Subscription Marketing List.
Select the properties of the child segment tile.	Select the properties of the segment group tile.
Select the properties of the segment group tile.	

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**Staff**

- Marketing Professionals
- All Marketing Users
- Marketing Oversight Business Unit members
- BU Admin Team members
- Marketing Administration Business Unit members

**Activities**

- Analyze Marketing Page performance
- Investigate blocked emails
- Use Customer Insights for reporting
- Go Live
- Request Approval

- Marketing Administration Business Unit members
- Marketing Administration Business Unit members
- Marketing Professionals
- Marketing Professionals
- Marketing Professionals

Customer Insights is a tool that helps you understand your customers better. It provides you with insights into your customers' behavior, preferences, and needs. You can use this information to create targeted marketing campaigns and improve your customer experience. Customer Insights is available to all Marketing Professionals and Business Unit members.

**MB-220** DumpTop MB-220! DumpTop MB-220, DumpTop MB-220, DumpTop MB-220. DumpTop MB-220. <https://www.dumptop.com/Microsoft/MB-220-dump.html> (250 Q&As Dumps, 30%OFF Special Discount: **KrDump**)

**NEW QUESTION: 62**

Contoso, Ltd. is a company that has a large number of employees. The company is currently using a legacy system for its HR management. The company is looking for a new HR system that can handle a large number of employees and provide a user-friendly interface. The company is also looking for a system that can integrate with its existing systems. The company is currently evaluating several options and is looking for a system that can meet all of its requirements.

**Email Insight Statistic**

**Question**

- Click-Throughs
- Clicks (unique)
- Opens (unique)
- Forwards
- No Statistic Exists

What is the total number of clicks on a specific email link?

What is the total number of sent messages where the recipient clicked at least one link one time?

What are the total number of emails that were opened by a contact at least on time?

What is the total number of times an email was forwarded by the recipient by using the forward link on the email?

What is the total number of times an email was forwarded using the email client forward button?

**Answer:**

Email Insight Statistic	Question
<input type="checkbox"/> Click-Throughs	What is the total number of clicks on a specific email link?
<input type="checkbox"/> Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?
<input type="checkbox"/> Opens (unique)	What are the total number of emails that were opened by a contact at least on time?
<input type="checkbox"/> Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?
<input type="checkbox"/> No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?

**NEW QUESTION: 63**

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Status Reasons	Answer Area
<input type="text" value="Draft"/>	The customer journey is currently running.
<input type="text" value="Live"/>	The customer journey was once live and is not now.
<input type="text" value="Stopped"/>	The customer journey is live and can be changed.
<input type="text" value="Live, Editable"/>	The customer journey has never been live.
<input type="text" value="Expired"/>	

Answer:

Status Reasons	Answer Area
<input type="text" value="Draft"/>	The customer journey is currently running.
<input type="text" value="Live"/>	The customer journey was once live and is not now.
<input type="text" value="Stopped"/>	The customer journey is live and can be changed.
<input type="text" value="Live, Editable"/>	The customer journey has never been live.
<input type="text" value="Expired"/>	

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

**NEW QUESTION: 64**

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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.	

Answer:

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: 65**

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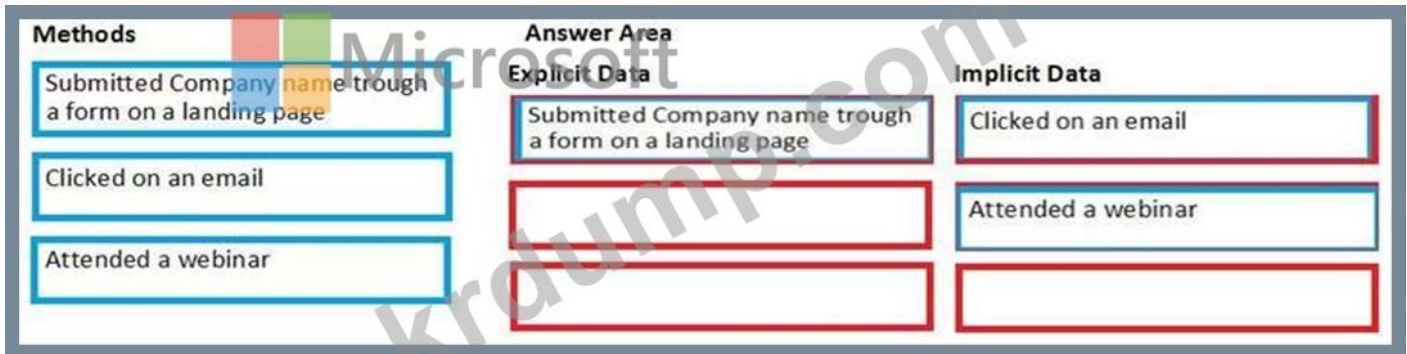
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<https://community.dynamics.com/crm/b/zsoltzombiksblog/archive/2016/03/06/lead-scoring-rules-and-examples->

**NEW QUESTION: 67**



Steps	Order
Navigate to Marketing Form.	Navigate to Marketing Page.
Click Edit in the header.	Click Edit in the command bar.
Click Edit in the command bar.	Make changes to the page.
Click Save.	Click Save.
Make changes to the page.	Click Go Live.
Navigate to Marketing Page.	
Click Go Live.	
Open the applicable record.	

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Answer: B (LEAVE A REPLY)

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

NEW QUESTION: 70

Use Case	Answer Area	
	Internal Track	External Track
Group sessions for organization		
Group sessions by content		
Enable ticketing and registration		
Group sessions published on your event website		

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Answer:

Use Case	Answer Area	
	Internal Track	External Track
Group sessions for organization	Group sessions for organization	Group sessions by content
Group sessions by content		Enable ticketing and registration
Enable ticketing and registration		Group sessions published on your event website
Group sessions published on your event website		

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Use Case

- Group sessions for organization
- Group sessions by content
- Enable ticketing and registration
- Group sessions published on your event website

Answer Area

Internal Track	External Track
Group sessions for organization	Group sessions by content
	Enable ticketing and registration
	Group sessions published on your event website
	

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

NEW QUESTION: 71

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Answer: C (LEAVE A REPLY)

NEW QUESTION: 72

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Answer: (SHOW ANSWER)

NEW QUESTION: 73

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NEW QUESTION: 74

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Activity

- Configure Contact records to store levels of consent.
- View consent-level change history.
- Identify data structures that contain personal information.
- Enable GDPR features in Dynamics 365 for marketing.
- Bulk edit all contacts to set consent level.

Order



Answer:

Activity	Order
Configure Contact records to store levels of consent.	Identify data structures that contain personal information.
View consent-level change history.	Enable GDPR features in Dynamics 365 for marketing.
Identify data structures that contain personal information.	Bulk edit all contacts to set consent level.
Enable GDPR features in Dynamics 365 for marketing.	
Bulk edit all contacts to set consent level.	

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**NEW QUESTION: 75**

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Data Source	Content Type	
Contact[context]	You want to add a link for opening the email as a webpage.	<input type="text"/>
Content settings[context]	You want to add the First Name for the email recipient.	<input type="text"/>
Account		
Event	You want to add the customer name and phone number.	<input type="text"/>
Marketing List		
Marketing Page		
Message[context]		
Survey		



**Answer:**

Data Source	Content Type	
Contact[context]	You want to add a link for opening the email as a webpage.	Message[context]
Content settings[context]	You want to add the First Name for the email recipient.	Contact[context]
Account		
Event	You want to add the customer name and phone number.	Contact[context]
Marketing List		
Marketing Page		
Message[context]		
Survey		



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

**NEW QUESTION: 76**

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**Answer: (SHOW ANSWER)**

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

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**30%OFF Special Discount: KrDump**)

**NEW QUESTION: 77**

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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.		

**Answer:**

List of Requirements	Answer Area	
	Able to meet requirement	Not able to meet requirement
Create individualized messages with personalized content.		Send emails messages out through your company's server.
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.		

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

**NEW QUESTION: 78**

**Categories**

Fixed rules

Behavior rules

**Conditions**

Emails clicked

Events registered

Demographic information

Website visited

 Firmographic information

Four empty rectangular boxes for rule configuration.

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Answer:

**Categories**

Fixed rules

Behavior rules

**Conditions**

Emails clicked

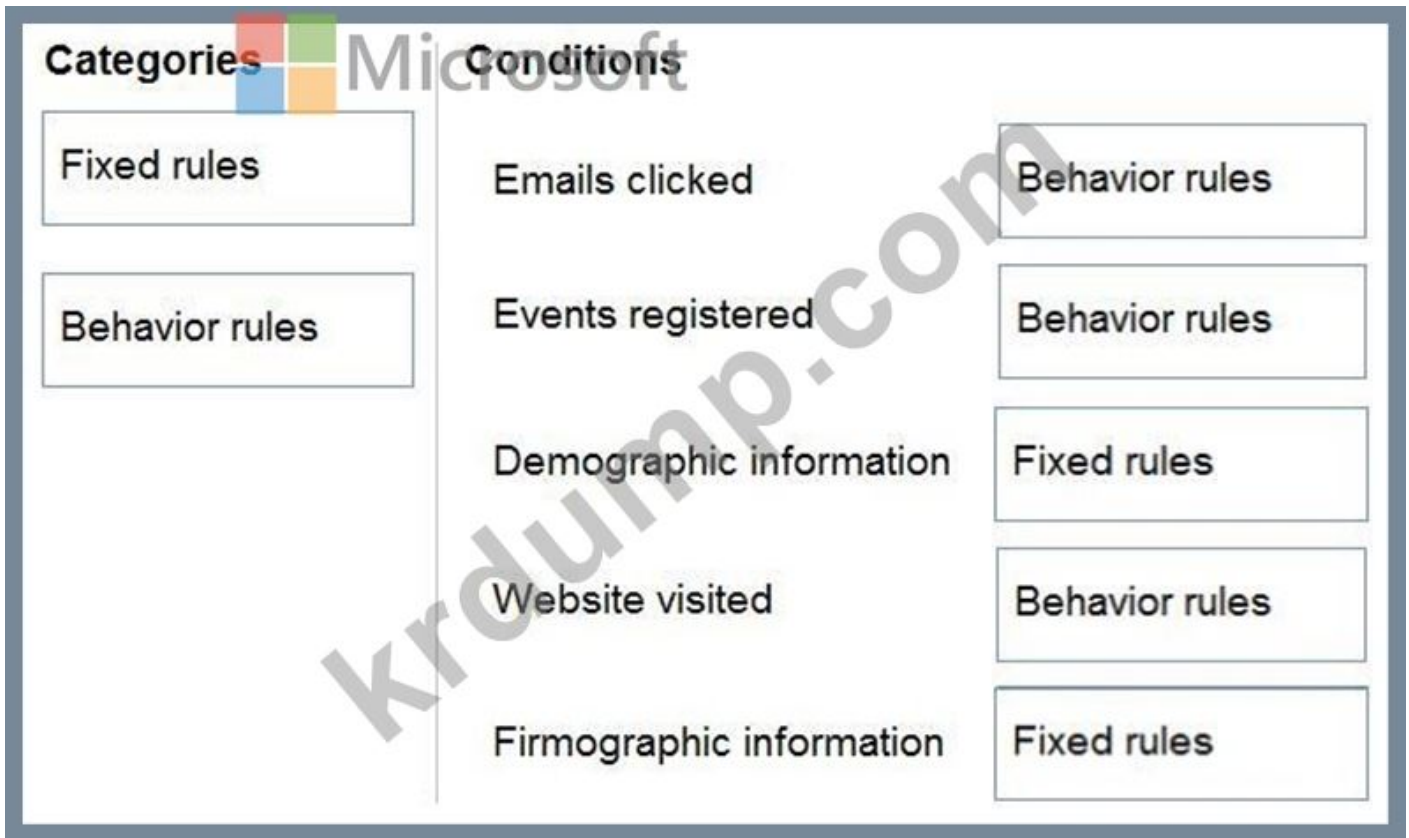
Events registered

Demographic information

Website visited

 Firmographic information

Behavior rules  
Behavior rules  
Fixed rules  
Behavior rules  
Fixed rules



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<https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads>

**NEW QUESTION: 79**

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Steps	Order
Navigate to Marketing Form.	
Click Edit in the header.	
Click Edit in the command bar.	
Click Save.	
Make changes to the page.	
Navigate to Marketing Page.	
Click Go Live.	
Open the applicable record.	

Answer:





Item	Requirement
Required	Subscription Center Link
Optional	Sender's physical address
	Subject Line (static or dynamic)
	Dynamic message content

Item	Requirement
Required	Subscription Center Link
Optional	Sender's physical address
	Subject Line (static or dynamic)
	Dynamic message content

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<https://docs.microsoft.com/en-us/dynamics365/marketing/email-check-golive>

**NEW QUESTION: 83**

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**Steps**

- Set the Sales Ready Score on the Summary Tab.
- Create a Lead Scoring Model.
- Click Publish.
- Set the Sales Ready Score on the Action tile.
- Add a condition and action tile.
- Set the Sales Ready Score on the Grades Tab.
- Click Go Live.

**Order**



**Answer:**

**Steps**

- Set the Sales Ready Score on the Summary Tab.
- Create a Lead Scoring Model.
- Click Publish.
- Set the Sales Ready Score on the Action tile.
- Add a condition and action tile.
- Set the Sales Ready Score on the Grades Tab.
- Click Go Live.

**Order**

- Create a Lead Scoring Model.
- Add a condition and action tile.
- Set the Sales Ready Score on the Grades Tab.
- Click Go Live.



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

**NEW QUESTION: 84**

Contoso, Ltd is a large company with multiple divisions. The company is using Dynamics 365 Marketing to manage its marketing campaigns. The company has a lead scoring system in place. The lead scoring system is based on the following criteria:

- Company: Contoso, Ltd
- Industry: Manufacturing
- Company Size: Large
- Lead Source: Website
- Lead Type: New Lead
- Lead Score: 100

Which of the following lead sources would be most likely to generate high-quality leads for Contoso, Ltd?

- A. Direct Mail
- B. Referrals
- C. Social Media
- D. Cold Calling

**Answer: B,C (LEAVE A REPLY)**

Contoso, Ltd:

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

**NEW QUESTION: 85**

Contoso, Ltd is a large company with multiple divisions. The company is using Dynamics 365 Marketing to manage its marketing campaigns. The company has a lead scoring system in place. The lead scoring system is based on the following criteria:

- Company: Contoso, Ltd
- Industry: Manufacturing
- Company Size: Large
- Lead Source: Website
- Lead Type: New Lead
- Lead Score: 100

Which of the following lead sources would be most likely to generate high-quality leads for Contoso, Ltd?

- A. Direct Mail
- B. Referrals
- C. Social Media
- D. Cold Calling

Contoso, Ltd:

Data Source	Content Type
Contact[context]	You want to add a link for opening the email as a webpage.
Content settings[context]	You want to add the First Name for the email recipient.
Account	You want to add the customer name and phone number.
Event	
Marketing List	
Marketing Page	
Message[context]	
Survey	

**Answer:**

Data Source	Content Type
Contact[context]	You want to add a link for opening the email as a webpage.
Content settings[context]	You want to add the First Name for the email recipient.
Account	You want to add the customer name and phone number.
Event	
Marketing List	
Marketing Page	
Message[context]	
Survey	

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

**NEW QUESTION: 86**

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**Activity**

- 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.

**Order**

- 
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**Answer:**

**Activity**

- 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.

**Order**

- Create an email design, including all required elements.
- Publish the design by selecting "Go live".
- Create a customer journey, identifying a target segment.
- Activate the customer journey by choosing "Go live".



**NEW QUESTION: 87**

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B. □

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 88**

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Answer: B ([LEAVE A REPLY](#))

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**NEW QUESTION: 89**

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C. Dynamics 365 Marketing □ □□□ □□□□ □□□□ □□□□ □□□□.

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Answer: B,D ([LEAVE A REPLY](#))

**NEW QUESTION: 90**

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Answer: A,C,E ([LEAVE A REPLY](#))

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<https://docs.microsoft.com/en-us/dynamics365/marketing/event-templates>

**NEW QUESTION: 91**

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Answer: C,D,E ([LEAVE A REPLY](#))

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

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**30%OFF Special Discount: KrDump**)

**NEW QUESTION: 92**

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**Answer: B (LEAVE A REPLY)**

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

**NEW QUESTION: 93**

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B. □

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 94**

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Actions	Order
Go to Marketing Execution > Marketing emails and create a new email.	Go to Marketing Execution > Marketing emails and create a new email.
Run an error check on your message and correct errors until your email is error-free.	Design your message by using the drag-and-drop designer or HTML editor.
Add email-from name to address and reply-to address.	Run an error check on your message and correct errors until your email is error-free.
Preview your message by using the Preview tab and by sending tests messages.	Preview your message by using the Preview tab and by sending tests messages.
On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".	Select Go-Live.
Design your message by using the drag-and-drop designer or HTML editor.	
Select Go-Live.	

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<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-marketing-email>

**NEW QUESTION: 96**

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Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	<input type="text"/>
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	<input type="text"/>
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	<input type="text"/>
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	<input type="text"/>
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	<input type="text"/>

Answer:

Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	Click-Throughs
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	Clicks (unique)
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	Opens (unique)
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	Forwards
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	No Statistic Exists

**NEW QUESTION: 97**

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- A. □
- B. □□□

Answer: B (LEAVE A REPLY)

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

**NEW QUESTION: 98**

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- A. CSV
- B. pdf
- C. xml
- D. docx

Answer: A (LEAVE A REPLY)

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

**NEW QUESTION: 99**

Contoso, Ltd. is planning to launch a new product line.

The product line will be managed by a dedicated team. The team will be responsible for all aspects of the product line, including marketing, sales, and customer support. The team will also be responsible for the overall success of the product line.

Which of the following is the best way to manage the product line?

- A. Create a new Dynamics 365 Portal for the product line.
- B. Use Dynamics 365 Portals to manage the product line.
- C. Use Dynamics Native Portal to manage the product line.
- D. Use Dynamics 365 Portals to manage the product line.

**Answer: (SHOW ANSWER)**

Answer:

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

**NEW QUESTION: 100**

Contoso is planning to launch a new product line. The product line will be managed by a dedicated team. The team will be responsible for all aspects of the product line, including marketing, sales, and customer support. The team will also be responsible for the overall success of the product line.

ProseWare is planning to launch a new product line. The product line will be managed by a dedicated team. The team will be responsible for all aspects of the product line, including marketing, sales, and customer support. The team will also be responsible for the overall success of the product line.

- A. Create a new Dynamics 365 Portal for the product line.
- B. Use Dynamics 365 Portals to manage the product line.
- C. Use Dynamics Native Portal to manage the product line.
- D. Use Dynamics 365 Portals to manage the product line.

**Answer: A,D (LEAVE A REPLY)**

Answer: 2, Contoso

Contoso is planning to launch a new product line. The product line will be managed by a dedicated team. The team will be responsible for all aspects of the product line, including marketing, sales, and customer support. The team will also be responsible for the overall success of the product line.

ProseWare is planning to launch a new product line. The product line will be managed by a dedicated team. The team will be responsible for all aspects of the product line, including marketing, sales, and customer support. The team will also be responsible for the overall success of the product line.

Contoso is planning to launch a new product line. The product line will be managed by a dedicated team. The team will be responsible for all aspects of the product line, including marketing, sales, and customer support. The team will also be responsible for the overall success of the product line.

ProseWare is planning to launch a new product line. The product line will be managed by a dedicated team. The team will be responsible for all aspects of the product line, including marketing, sales, and customer support. The team will also be responsible for the overall success of the product line.

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**NEW QUESTION: 101**

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Answer: ([SHOW ANSWER](#))

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**NEW QUESTION: 102**

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Answer: A,D ([LEAVE A REPLY](#))

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<https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature>

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