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

Case Study 01

Case study

This is a case study. Case studies are not timed separately. You can use as much exam time as you would like to complete each case. However, there may be additional case studies and sections on this exam. You must manage your time to ensure that you are able to complete all questions included on this exam in the time provided.

To answer the questions included in a case study, you will need to reference information that is provided in the case study.

Case studies might contain exhibits and other resources that provide more information about the scenario that is described in the case study. Each question is independent of the other questions in this case study.

At the end on this case study, a review screen will appear. This screen allows you to review your answers and to make changes before you move to the next section of the exam. After you begin a new section, you cannot return to this section.

To start the case study

To display the first question in this case study, click the Next button. Use the buttons in the left pane to explore the content of the case study before you answer the questions. Clicking these buttons displays information such as business requirements, existing environment, and problem statements. If the case study has an All Information tab, note that the information displayed is identical to the information displayed on the subsequent tabs. When you are ready to answer a question, click the Question button to return to the question.

Overview. General overview

ProseWare, Inc.'s marketing departments are split into these business units:

The three geographical business units have business unit-level data access.

The Marketing Oversight and Marketing Administration business units have organizational-level data access. The Licensing business unit has user-level data access.

General working hours for ProseWare, Inc. is 9am to 6pm, Monday through Friday, local time for each office.

You are a Marketing Professional at ProseWare, Inc., Ltd. for the Dynamics 365 Marketing system.

Part of your role is to function as one of the Marketing Administrators, specializing in compliance and adherence to company brand standards. You will approve marketing content before it is made publicly available.

Overview. Users

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.

Marketing Strategists create and edit lead scoring models, marketing segments and Surveys.

Marketing Designers will focus on creating Marketing Pages and Emails as well as adding photos and tags to ProseWare, Inc.'s marketing library.

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

These Users are in a Team called "BU Admin" and have Parent-level data access.

Marketing Administration includes several areas of responsibility. All of the staff in this Business Unit perform the following tasks:

Audit subscriptions to ensure each business unit stays within the limits set by ProseWare, Inc. and the subscription itself.

Audit all marketing messaging to ensure adherence to ProseWare, Inc.'s brand standards.

Monitor marketing pages to ensure content is kept current.

Investigate any blocked emails and fix any issues found, if possible. Continue to adjust settings as necessary within the system.

Marketing Oversight is responsible for ensuring compliance with privacy practices and laws, including GDPR Privacy administration. They are also involved in the content approval process. Some Users will have additional privileges such as:

LinkedIn integration administration

Litmus Inbox Preview

GDPR Privacy administration

Overview. Compliance

As ProseWare, Inc. Marketing Designers create a digital marketing library.

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.

All marketing content must include the company logo, utilize the company colors (Burgundy and Cream), have properly formatted sentence structure, and follow generally accepted grammar rules.

Content includes:

Landing Pages

Subscription Centers

Forward to a Friend

Voice of the Customer

Event management Embedded Forms

All Marketing Pages with more than 2,500 views monthly must be reviewed quarterly to ensure content is updated and meets brand standards. Existing environment. Dynamics 365 Marketing ProseWare, Inc.'s system has been in use for just one year.

Marketing Contacts were recently purged to remove all those whose lead score was less than 50.

All marketing content in ProseWare, Inc.'s extensive library was recently audited to ensure compliance with all of ProseWare, Inc.'s guidelines.

This system does not include any custom development.

Optimization has been performed to maximize functionality for the type of marketing information ProseWare, Inc. wishes to send out, and the results they wish to analyze. All of this work has been completed using client-side configuration tools.

Existing environment. Approval processes

Approval processes are in place to ensure adherence to brand standards and compliance with all relevant laws.

Each Business Unit's Marketing Administrator approves all marketing content except Customer Journeys.

Marketing Oversight gives approval for Customer Journeys.

Approval processes are enabled for Marketing Emails, Marketing Pages, Events and Surveys.

Existing environment. Licensing and subscriptions

ProseWare, Inc. has a total of 10 Dynamics 365 for Marketing licenses for each of the three geographic Business Units, one of which is the Administrator license. All other business units have 5 licenses each.

Each Business Unit has a subscription that includes a quota of 25,000 contacts; 2,500,000 Marketing email messages.

Monthly reporting ensures each business unit stays within this limit.

Each Marketing Administrator has a Litmus Inbox Preview account with 1,000 views per year. Existing environment. Add-ins ProseWare, Inc. staff will utilize LinkedIn extensively for their marketing efforts.

Marketing Administration will configure the LinkedIn integration and assure all relevant marketing messages meet the requirements necessary to market to LinkedIn Leads.

Click-throughs on LinkedIn messages will generate an addition of 100 lead score points.

GDPR Privacy must be enacted on Customer Journeys for all recipients so as to comply with international laws, as ProseWare, Inc. has many contacts in Europe.

Each Contact in your database must be given clear directions as to how they can modify / disable the permissions they have given ProseWare, Inc. regarding contacting them. This must be perpetually available.

ProseWare, Inc. wishes to use AI (artificial intelligence) to maximize the effectiveness of all marketing efforts.

Your system has already been enabled to use the Smart Scheduler functionality. International compliance and access The use of Power BI will require you to set up Azure Blob Storage and give some of your users adequate permissions to use the information stored there.

All public content must comply with applicable national and international laws.

For the GDPR privacy requirements for European recipients, ProseWare, Inc. provides perpetual access to navigation sites that enable them to manage the permissions that govern ProseWare, Inc.'s permission to contact them.

Marketing Oversight is responsible for ensuring these sites are being visited as frequently as expected. Requirements.

Creating marketing content

Activity templates will be used to provide follow-up with marketing Contacts as appropriate.

When testing with A/B emails, one test email must include a picture/graphic change, and the other test email will include a Subject change.

As digital content templates are developed, Marketing Administration will be responsible for ensuring each one complies with ProseWare, Inc.'s brand standards.

ProseWare, Inc. specifically wishes to avoid known issues with specific email clients.

Several social media accounts have been configured and authenticated.

All postings are to be made Public, the widest visibility.

Existing and prospective leads who click these messages will generate 100 lead scoring points.

All marketing materials that are made publicly available through ProseWare, Inc. must meet privacy requirements.

Requirements. Sending marketing content

A custom entity called "Differentiator" is used as a reference for every contact. All segments need to include sorting by this entity.

Marketing Emails should be sent from an individual so as to avoid spam filters that block generic email addresses.

ProseWare, Inc. requires controls on all Customer Journeys that will send emails at times when recipients are most likely to open them.

Marketing emails will be sent out as A/B to 10% of the recipients each, then wait 36 hours to send the remainder.

Customer Journeys must include the ability to capture contact info for anyone who isn't already in the database.

Any Contact who fails to open 5 consecutive email messages should be marked as "Do not email." Any bounced emails or unsubscribes will immediately be marked as such and no longer used. Requirements. Lead scoring Lead scoring will be based on the following:

Interaction with website content

Previous Event registration (1 point per event registration) Demographic details Leads with a score of 200 or more should be flagged as sales ready.

Requirements. Events

Unless instructed otherwise, all events will use these default settings:

Marketing: A website will be created. All LinkedIn messages will be scheduled to post during the business day.

Registration: Require an email. Create waitlist once max capacity is reached. Past attendees get $20 off registration price.

Any Lead who registers gets 150 points per event added to their lead score. Registration Confirmation Email: Include info about the selected Track and all its classes. Include webinar link. Format: Include webinar option, even for in-person sessions.

Tracks: Include at least 2, and have registrants select one.

Sessions: Length is 1.5 hours.

Website: Post all public information, including tracks, classes, speakers, schedule, webinar links.

Speakers: Will be paid and receive free lodging and meals. Allowed to bring 1 additional person at no charge.

Hotel: When one is required, reserve a block of rooms. Attendees must register through the event to get a special rate.

Sponsors: Get mentions on the website, at the Keynote speech, and at the beginning of each day. Event Follow-Up Survey:

Send via email one week after the event.

Analysis and reporting

Analysis and reporting is necessary for the following elements: lead scoring models - to ensure optimal usage/results. email insights - for unique opens and click-thru information. website insights - to determine the most popular web pages. marketing form interactions - to see which forms were submitted most frequently. incomplete journeys - to identify messages that can be improved.

All emails marked as blocked need to be analyzed and grouped as to the reason for the block.

Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped.

Contacts are sometimes stopped in the middle of a Customer Journey because ProseWare, Inc. reached the email send quota for that month. These blocked Contacts should be added to a new segment and retried the first of the following month.

The Privacy Policy must be reviewed quarterly to ensure accuracy and compliance with applicable laws.

For A/B email testing, there will always be two test emails created to maximize analysis. Planned changes As new Users are hired, Marketing Oversight is responsible for giving them accurate privileges and security related to their roles.

Each User must be given the freedom to accomplish their tasks, and yet not given permission to use tools outside their area of responsibility.

ProseWare, Inc. is considering adding a new Business Unit for the South American continent.

Marketing Oversight is responsible for researching all applicable laws and modifying ProseWare, Inc.'s brand standards appropriately.

Marketing Professionals wish to create custom analytics with Power BI. This requires:

Azure Blob Storage set up.

Giving some of your users adequate permissions to use the information stored there.

QUESTION 1
Based on ProseWare's licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

A. Litmus inbox Previews = 100 per month

B. Marketing Emails Sent = 1,755,983

C. Australia Business Unit has 10 regular Users and 1 Administrator User

D. Marketing Contacts = 24,500

Correct Answer: B, D
Section:

QUESTION 2
DRAG DROP
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.

Select and Place:

Answer Area

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	

Correct Answer:

Answer Area

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

Section:

Explanation:

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.

QUESTION 3

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

Correct Answer: C, D
Section:

QUESTION 4
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.

Correct Answer: A, D
Section:

Case Study 02
Case study
This is a case study. Case studies are not timed separately. You can use as much exam time as you would like to complete each case. However, there may be additional case studies and sections on this exam. You must manage your time to ensure that you are able to complete all questions included on this exam in the time provided.
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To start the case study
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About the Organization
Contoso, Ltd. is an award-winning IT and Business skills training provider. They provide online and on-site training across Europe, North America, and Japan. They have won several awards throughout their 20-year span in the training industry.
Contoso offers training in various topics and areas, such as Business Analyst, Digital Marketing, Oracle Apps, Microsoft Azure, Office 365, Dynamics 365 Stack, Foreign Languages, Cisco, et cetera. Contoso has its main offices in North America, Europe and Japan. Their global headquarters are based in Redmond, Washington. Each regional office has its own sales and marketing teams, and perform focused Marketing Campaigns based on the operating region, in order to meet the local market demands. They use in-house developed applications to manage their marketing and sales efforts. Until 2019, Contoso's business was 70% on-site and 30% online, and their marketing efforts were in line with this model. Almost 35% of their total business revenue comes from three countries/regions in Europe: Denmark, Sweden, and Norway. As part of their 2021 business plan, Contoso changed their business strategy and moved the majority of their courses online. The goal is to have all courses fully online by the end of 2021. As part of this new business strategy, Contoso started using Dynamics 365 Marketing and Dynamics 365 Sales, and wants to move away from their existing in-house applications.
Office hours are from 9:00AM to 5:00PM every day of the week, except for holidays which have no work hours. These office hours apply to all offices, using their local time zones. Contoso also has a 24/7 support team Operating out of Redmond, USA, which handles all customer-related queries from all regions.
Existing Environment
Contoso's existing environment consists of the following applications:
Dynamics 365 Marketing
Dynamics 365 Sales - 120 Users
Custom Built Customer Service Portal
A Call Center application for the 24/7 Support Team
Custom build CRM Application for Lead and Sales Management
Office 365

SharePoint integrated with D365 Sales

Dynamics 365 App for Outlook

Microsoft Teams

The Marketing Team

Contoso, Ltd. has a Marketing team of 30 members throughout the organization.

Chief Marketing Officer (Entire Organization)

1 - Vice President of Marketing (Entire Organization)

3 - Marketing Heads, one for each region (North America, Europe, and Japan) 6 - Marketing Managers, two for each region (North America, Europe, and Japan) 18 - Marketing Professionals (a team of three, reporting to each Marketing Manager) 1 - Dynamics 365 Marketing Functional Consultant The Marketing Team handles the following activities:

Customer Journeys

Customer Segmentation

Creating Email Templates

Creating Marketing Pages, Forms etc.

Event Management: Live Events and Webinars

Region-specific Marketing content generation

Customer Survey Management

Social Media Management

You are a Dynamics 365 Marketing functional consultant at Contoso, Ltd. Your responsibilities include:

Managing customer journeys and fixing any issues.

Reviewing all marketing survey responses to measure customer satisfaction in real-time.

Capturing and analyzing customer and employee feedback.

Providing Contoso with all the required solutions and trainings with regards to using the Dynamics 365 Marketing application. Building reports and dashboards, and presenting them to the Marketing department leadership using either the standard reports and dashboards, or using Power BI. Helping the marketing team in the localization of their customer journeys and surveys based on the region they are working in.

Requirements

Localization is the key

Contoso understands that localization is the key in some of the European markets such as Denmark, Sweden, and Norway. Contoso wants to make sure that: the customer journeys and surveys are executed in the local languages of the above-mentioned countries/regions. the Marketing Heads and Marketing Managers are restricted to the information within their operating regions. for some of the courses and events, special focus is placed on the above three countries/regions. The marketing team should create content and email templates, and design customer journeys accordingly. reports and dashboards are built to give an overview of the region-specific marketing activities. there is also a global dashboard available to Management. Other Critical Requirements

Contoso organizes a lot of pre-scheduled demo sessions, limited time offers on specific courses, et cetera. They want to make sure that outdated information is not delivered to their customers. Additionally, Contoso wants to: identify the days and times when each contact is most likely to be actively reading their email, and deliver their messages accordingly. create customer journey templates which are region- and language-specific. create effective inbound customer journeys so that the customers are included in the right channel based on their interactions. create different activity templates that can be triggered based on the customer interaction and the region they belong to. have the ability include specific surveys as part of the customer journey. have the ability to create multi-lingual surveys where the customer can choose their preferred language. leverage some of the standard Power BI-based reports and dashboards to measure their marketing effectiveness and understand various performance metrics. enable the sales team to send out surveys with minimum effort and access surveys from their Sales app. Challenges

These are some of the challenges Contoso is facing today. Contoso wants to address these as soon as possible. Time zone difference between different regions is causing major issues for their global campaigns resulting in minimal response rates. Localization efforts in the past have not yielded the desired results to Contoso, due the limitations in their execution. Reports based on performance metrics of their campaigns always required manual inputs and a lot of Excel work. Outbound and inbound customer journeys always required monitoring by a group of marketing team members. The team members needed to segregate the interactions based on the channels and then manually include them into the correct segments.

User adaptation, especially in the Sale team, is very low. Contoso wants to improve this by providing ease of navigation and avoid moving between different applications to access information.

QUESTION 1
You need to create a customer journey for the promotion of the upcoming webinar on Azure Services.
You are looking through the gallery of existing customer journey templates to select appropriate one. Which four pieces of information will help you decide on the right template? Each answer presents a part of the solution.

A. Description

B. Purpose

C. Name

D. Recurrence

E. Language

F. Owner

G. Target

Correct Answer: A, B, C, E
Section:
Explanation:
Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/journey-templates

QUESTION 2
You have created a customer journey to send an Event Registration Invite to the customers in Norway. You confirm that you selected the correct Marketing Email record with the Norwegian language, and that you are using the correct Segment while creating the customer journey.
As part of going Live with your customer journey, you select "Check for Errors" in the command bar. Which three checks does this command perform? Each correct answer presents a complete solution.

A. Checks for common errors and shows an error message with advice for fixing them.

B. Performs language checks to ensure localization.

C. Checks for active links to the marketing services that host your email messages.

D. Checks to ensure prerequisites are met.

E. Makes sure all required marketing emails and pages are assigned and published.

F. Makes sure all required target segment(s) meet your goals.

Correct Answer: A, D, E
Section:
Explanation:
Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns

QUESTION 3
You need to create a customer journey for a global campaign related to the latest Contoso course offerings. All operating regions need to be covered. Based on best practices, how many customer journeys and marketing emails do you need to create?

A. 4 marketing emails and 4 customer journeys

B. 5 marketing emails and 5 customer journeys

C. 2 marketing emails and 2 customer journeys

D. 1 marketing emails and 1 customer journey

Correct Answer: B
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns

QUESTION 4
You have created a customer journey that does the following:
Sends an email regarding a country/region-specific promotional offer.
Creates a phone call activity and sends a text message to the contact.
Which set of actions should you take to activate your customer journey?

A. Check the country/region, check the localization check box. Validate, and then Publish.

B. Check the localization check box. Validate, check for errors, and then Publish.

C. Verify the segment and email language, check for errors, and then Go Live.

D. Verify the segment, check the country/region. Validate, and then Go Live.

Correct Answer: C
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns

Exam A

QUESTION 1
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 click the Go Live button.
Does this resolve your issue?

A. Yes

B. No

Correct Answer: A
Section:
Explanation:
References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

QUESTION 2
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 lower the Sales Ready Score.
Does this resolve your issue?

A. Yes

B. No

Correct Answer: B
Section:
Explanation:
References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

QUESTION 3
Your company is interested in gaining additional insight into customer journeys.
You have been tasked with analyzing contacts insights.
From the options presented, which three types of interactions are analyzed in Dynamics 365 for Marketing for contacts and lead? (Choose three.) Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

A. Web interactions

B. Event interactions

C. Survey interactions

D. Appointment interactions

E. Telephone interactions

Correct Answer: A, B, C
Section:
Explanation:
References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories

QUESTION 4
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

Correct Answer: D
Section:

QUESTION 5
You are a marketing professional who is marketing to an engineering segment.
You need to create a new field for a marketing form. The new field needs to be a number that can support a level of precision up to 7 decimal places. Which field type should you use?

A. Single Line on the Text

B. Floating Point Number

C. Whole Number

D. Decimal Number

Correct Answer: D
Section:
Explanation:
References: https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields

QUESTION 6
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

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

QUESTION 7
Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.
After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen. Your marketing team is asking you questions about how marketing emails can be used for the campaigns they wish to launch. You need to explain how these types of messages differ from the person-to-person messaging they already use in order to correctly help your marketing team to understand the difference between Traditional Emails and Marketing Emails. Solution: You tell the team that Traditional Emails are able to be used in customer journeys.
Does this meet the goal?

A.   Yes
B.   No

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

QUESTION 8
Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.
After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen. Your marketing team is asking you questions about how marketing emails can be used for the campaigns they wish to launch. You need to explain how these types of messages differ from the person-to-person messaging they already use in order to correctly help your marketing team to understand the difference between Traditional Emails and Marketing Emails. Solution: You tell the team that results as click-thrus, opens and forwards are recorded for Traditional Emails. Does this meet the goal?

A.   Yes
B.   No

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

QUESTION 9
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

Correct Answer: C, D, E
Section:
Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content-settings

QUESTION 10
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.

Correct Answer: A, D
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature

QUESTION 11
As a marketing automation consultant, you are creating a Customer Journey for a Marketing Event.
You would like to send an email inviting VIP customers to register. For customers who do not register you want to send a follow-up email one (1) week later reminding them to register. Which four tiles are required to assemble this Journey? Each correct answer presents part of the solution.

A. Audience
B. If Registered
C. Phone Call
D. Create Lead
E. Wait for
F. Send an Email

Correct Answer: A, B, E, F
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-simple-customer-journey

QUESTION 12
You are a marketing professional who is creating a marketing page.
Which three design elements are available to you? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

A. Divider Element
B. Text Element
C. Content Block Element

D. Event Element

E. Survey Element

Correct Answer: A, B, C
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages
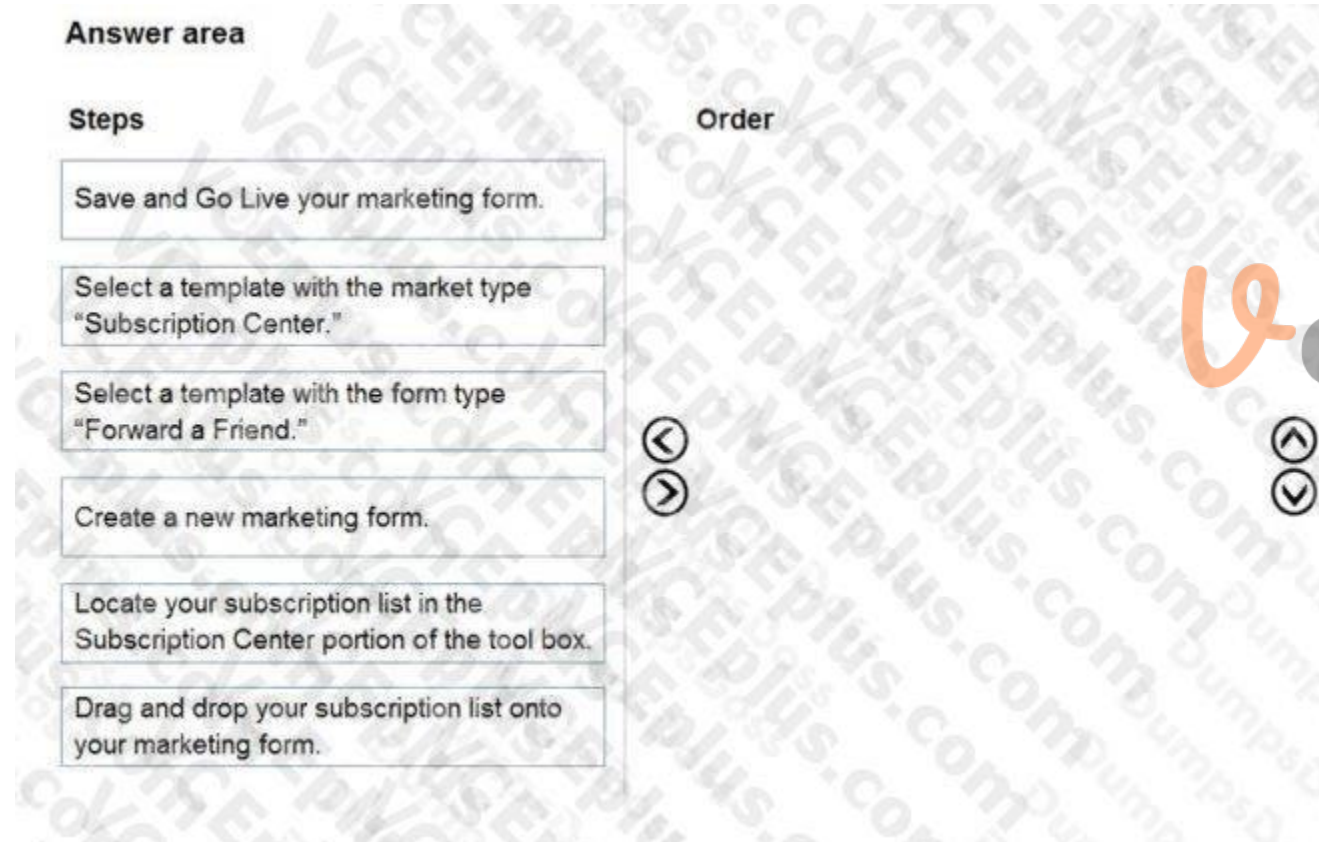
QUESTION 13
DRAG DROP
You are a marketing professional.
You need to create a subscription center marketing page that will include a subscription list you have already created. The marketing page will be reviewed by a colleague. Which three actions should you perform in sequence, to create a Subscription center form? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Answer area

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

Correct Answer:

Answer area

Steps

Save and Go Live your marketing form.

Select a template with the form type "Forward a Friend."

Locate your subscription list in the Subscription Center portion of the tool box.

Order

Create a new marketing form.

Select a template with the market type "Subscription Center."

Drag and drop your subscription list onto your marketing form.

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

QUESTION 14
DRAG DROP
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.

Select and Place:

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

Correct Answer:

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".	

Section:

Explanation:

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

QUESTION 15

DRAG DROP

You are a marketing administrator.

You need to edit a web page that contains a form used for holiday offers. The page and form are visible to the outside world. Which five steps, in order, are needed to complete your task? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

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.	

Correct Answer:

Steps

Click Edit in the header.
Navigate to Marketing Page.
Open the applicable record.

Order

Navigate to Marketing Form.
Click Edit in the command bar.
Make changes to the page.
Click Save.
Click Go Live.

Section:
Explanation:

QUESTION 16
DRAG DROP
You are a marketing administrator. Your company has a form that prospective clients use for holiday offers. You need to take down the marketing page that contains the form now that the season is over.
Which three steps are needed, in order, to complete your task? (Choose three.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Steps	Order
Click Unpublish, located in the header.	
Navigate to Marketing Form.	
Open the Applicable record.	
Navigate to Marketing Page.	
Click Stop, located in the Command Bar.	
Click Unpublish located in the Command Bar.	
Click Stop, located in the header.	

Correct Answer:

Steps	Order
	Navigate to Marketing Page.
Navigate to Marketing Form.	Click Stop, located in the Command Bar.
Open the Applicable record.	Click Unpublish, located in the header.
Click Unpublish located in the Command Bar.	
Click Stop, located in the header.	

Section:
Explanation:

QUESTION 17
DRAG DROP
You are an administrator working on a marketing campaign.
You need to understand the various types of digital content that are available for use with marketing. Which Content Types match with the Purposes that are listed? To answer, drag the appropriate Content Type to the correct purpose. Each Content 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.

Select and Place:

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		

Correct Answer:

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

Section:
Explanation:

QUESTION 18
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? (Choose two.) Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

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.

Correct Answer: A, B
Section:
Explanation:
References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle

QUESTION 19
You are a marketing administrator for Contoso Ltd.
You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number. When the form is submitted, you need to ensure that:
If the contact or lead already exists, their record is updated. If the contact or lead does not exist, their record is created. What should you do?

A. Set "Update contact/leads" to Contact and Lead.

B. Set "Generate Leads Without Matching" to Yes.

C. Set "Store Form Submission' to Yes.

D. Verify that "Lead Matching Strategy" and "Contact Matching Strategy" are set correctly.

Correct Answer: A
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

QUESTION 20
You are a Dynamics 365 Marketing functional consultant.
You need to set up a Marketing campaign for a client to demonstrate how they can engage customers in email campaigns. To set up your demo, you will need to establish a list of contacts. You need to avoid using actual contacts. Which two methods can be used to load demo contacts for the campaign? Each correct answer presents part of the solution.

A. Create Contacts in Demo Data of Marketing Settings.

B. Create contacts manually in the Leads section of Dynamics 365 Marketing.

C. Import contacts from an Excel file.

D. Create contacts manually in the Contacts section of Dynamics 365 Marketing.

Correct Answer: A, C
Section:

QUESTION 21

DRAG DROP

Your company is expanding its service offering to people who live in Europe.

You must configure your marketing system for compliance with European privacy requirements.

Which three activities 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.

Select and Place:

Activity	Order
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.	

Correct 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.
	Bulk edit all contacts to set consent level.

Section:

Explanation:

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

QUESTION 22

DRAG DROP

The VP of Marketing has been assigned to create you a new lead scoring model for Contoso, Ltd. based on recentlyadopted marketing targets. Which five steps in sequence are required to design and set up your lead scoring

model in Dynamics 365? (Choose five.) To answer, move the appropriate actions to the answer area and arrange them in the correct order.

Select and Place:

Steps	Order
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.	

Correct 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 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 up an action that tells the system what to do to the lead score when the defined conditions exist.
	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.
Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.	

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

QUESTION 23
DRAG DROP
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.

Select and Place:

Scenarios

- Lead Opening an Email
- Lead Registers for an Event
- Lead's City
- Lead's Estimated Budget

Answer Area

Fixed Rule	Behavior Rule

Correct Answer:

Scenarios

(empty boxes)

Answer Area

Fixed Rule	Behavior Rule
Lead's City	Lead Opening an Email
Lead's Estimated Budget	Lead Registers for an Event

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

QUESTION 24
Your marketing department will be creating multiple email messages to be used in several customer journeys. To prepare for this, you need to create content settings to determine the dynamic values to be used.
What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

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

Correct Answer: A
Section:
Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content-settings

QUESTION 25

In preparing for going live with your customer journey you select "Check for Errors" in the command bar. Which three functions does this command provide? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. checks for common errors and shows an error message with advice for fixing them
B. makes sure all required marketing emails and pages are assigned and published
C. checks to ensure prerequisites are met
D. checks for active links to the marketing services that host your email messages
E. makes sure all required target segment(s) meet your goals

Correct Answer: A, B, C
Section:
Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/customer-journeys-create-automatedcampaigns

QUESTION 26
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

Correct Answer: B
Section:

QUESTION 27
DRAG DROP
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.

Select and Place:

Correct Answer:

Section:

Explanation:

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

QUESTION 28

DRAG DROP

You are responsible for all outgoing marketing emails at Contoso, Ltd.

You are tasked with the best practices aimed at increasing delivery and interaction rates.

Which question is answered by the email insight statistic listed? To answer, drag the email statistic to the question answered by that statistic. Each statistic may be used one, 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.

Select and Place:

Correct Answer:

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

Section:
Explanation:

QUESTION 29
DRAG DROP
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.

Select and Place:

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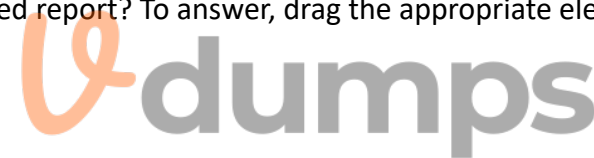
Element	Data Points	
Marketing Email Messages	Shows the total number you can still send this month, and the total number you have sent.	
Marketing Contacts	Shows the total number that users at your organization can still request this month, and the total number you have used.	
Litmus Inbox Previews	Shows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

Correct Answer:

Answer Area

Element	Data Points	
	Shows the total number you can still send this month, and the total number you have sent.	Marketing Email Messages
	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.	Marketing Contacts
	Shows the total number stored in your database.	Total Contacts in Database

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

QUESTION 30
DRAG DROP
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.

Select and Place:

Answer area

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.	

Correct Answer:

Answer area

| Steps	Order
	Download the Configuration Migration tool for Dynamics 365.
Export the custom solution from your source, and then import it on your destination instance.	Use the Configuration Migration tool to generate a database schema based on your source 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.
	Import the exported zip bundle onto the destination instance using the Configuration Migration tool.

Section:
Explanation:
https://docs.microsoft.com/en-us/dynamics365/marketing/transfer-data
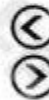
QUESTION 31
You are a marketing manager.
You need to improve the open rates for your email campaigns.
The content designer suggests you use dynamic messaging. You want the dynamic messaging to appear below the Subject in the recipient's preview pane of their email client. Which action should you take?

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

Correct Answer: B
Section:

QUESTION 32
As a marketing operations lead, you have recently been hired to manage a team using Dynamics 365 Marketing. The team sends subscription-based newsletters on a regular basis, and they have set up a subscription center in Dynamics 365 Marketing. They now need to create links in each newsletter to the subscription center, so that customers can manage their communication settings.
How should you instruct the team to ensure links to the subscription center appear in their newsletters?

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

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

QUESTION 33
You are a Dynamics 365 Marketing functional consultant.
You need to create a customer journey to capture responses. You complete all the configuration tasks in Dynamics 365 Marketing. However, upon monitoring the journey statistics you notice that nothing was triggered. What should you do to fix this issue?

A. Publish the journey to go-live.

B. Enable an audit trail to capture the events.

C. Check the security role.

D. Enable logs to find the root cause.

Correct Answer: A
Section:
Explanation:
Reference:
https://github.com/MicrosoftDocs/dynamics-365-customer-engagement/blob/main/ce/marketing/customer-journeys-createautomated-campaigns.md

QUESTION 34
You are creating a customer journey that sends an email newsletter to a subscription list advertising a limited time offer.
The customer journey start and end dates are May 24 through May 29. The customer journey is configured to send the email, wait one (1) week, then send a follow-up email reminding customers to take advantage of the offer in the newsletter.
Which error should you expect to see in the customer journey designer?

A. The Audience tile will give you an error saying the journey cannot proceed due to date misconfiguration.

B. The Newsletter Email tile will give you an error saying the email is being sent out of date range.

C. The Follow-up Email tie will give you an error saying it cannot be sent outside the specified journey date range.

D. The Wait tile will give you an error saying the tile is set to expire after the journey end date.

Correct Answer: D
Section:

QUESTION 35
You have a customer journey that sends an email, creates a phone call activity and sends a text message. Which set of actions must you take to activate your customer journey?

A. Validate, then Go Live.

B. Check for Errors, then Publish

C. Validate, then Publish.

D. Check for Errors, then Go Live.

Correct Answer: D
Section:

QUESTION 36

DRAG DROP
You have created an email message and believe that you are ready to go live.
Before doing so, you want to Check for Errors in the designer.
Which items are optional or required in order to pass the error check test? To answer, drag each answer option on the left to the appropriate item on the right. Each answer 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.

Select and Place:

Answer Area

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

Correct Answer:

Answer Area

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

Section:
Explanation:
https://docs.microsoft.com/en-us/dynamics365/marketing/email-check-golive

QUESTION 37
DRAG DROP
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.

Select and Place:

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		

Correct 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	You want to add the customer name and phone number.	Contact[context]
Event		
Marketing List		
Marketing Page		
Message[context]		
Survey		

Section:

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

QUESTION 38
DRAG DROP
You are the administrator at Contoso, Ltd. You need to create a marketing email to notify customers when a card has been abandoned on the company website. Which five actions in sequence are required to create an email that is ready to send? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Actions	Order
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.	

Correct Answer:

Actions	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.
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.
On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".	Select Go-Live.

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

QUESTION 39
DRAG DROP
Your boss has asked you to send out a simple email campaign using a Customer Journey.
Which four activities must you perform in sequence? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

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.	

Correct Answer:

Activity

| Create a Market segment, assuring it is dynamic. |

| |

| |

| |

| 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". |

Section:
Explanation:

QUESTION 40
DRAG DROP
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.

Select and Place:

Status Reasons

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

Answer Area

Statement	Status Reason
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.	

Correct Answer:

Status Reasons

- Expired

Answer Area

Statement	Status Reason
The customer journey is currently running.	Live
The customer journey was once live and is not now.	Stopped
The customer journey is live and can be changed.	Live, Editable
The customer journey has never been live.	Draft

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

QUESTION 41
DRAG DROP
You have been asked to create a customer journey that meets this goal: Send an email to all cat owners, then follow up with a text message to those contacts who opened the email, waiting one day between actions. Which five actions should you perform, in sequence, to meet the requirements? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

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.	

Correct Answer:

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

Section:
Explanation:

QUESTION 42
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

Correct Answer: B, D, E
Section:

QUESTION 43
DRAG DROP
You have been asked to add the German language to the Customer Satisfaction Survey. The survey is currently only available in the default English language. You need to configure Dynamics 365 Customer Voice to display the

German language option.
Which four steps should you take, in sequence, to complete your task? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in correct order.

Select and Place:

Answer area

Steps	Order
Edit the translation to the German language.	
Open the Customer Satisfaction Survey.	
Select the Languages option from Customization list.	
Upload the language file.	
Add the German language in the Languages panel.	
Hover to the English language and edit.	

Correct Answer:

Answer area

Steps	Order
	Open the Customer Satisfaction Survey.
	Select the Languages option from Customization list.
	Add the German language in the Languages panel.
Upload the language file.	Edit the translation to the German language.
Hover to the English language and edit.	

Section:
Explanation:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/create-multilingual-survey

QUESTION 44
DRAG DROP
You have a subscription to Dynamics 365 for Marketing.
You need to recommend which analytics tools should be used for each channel measured by your subscription.
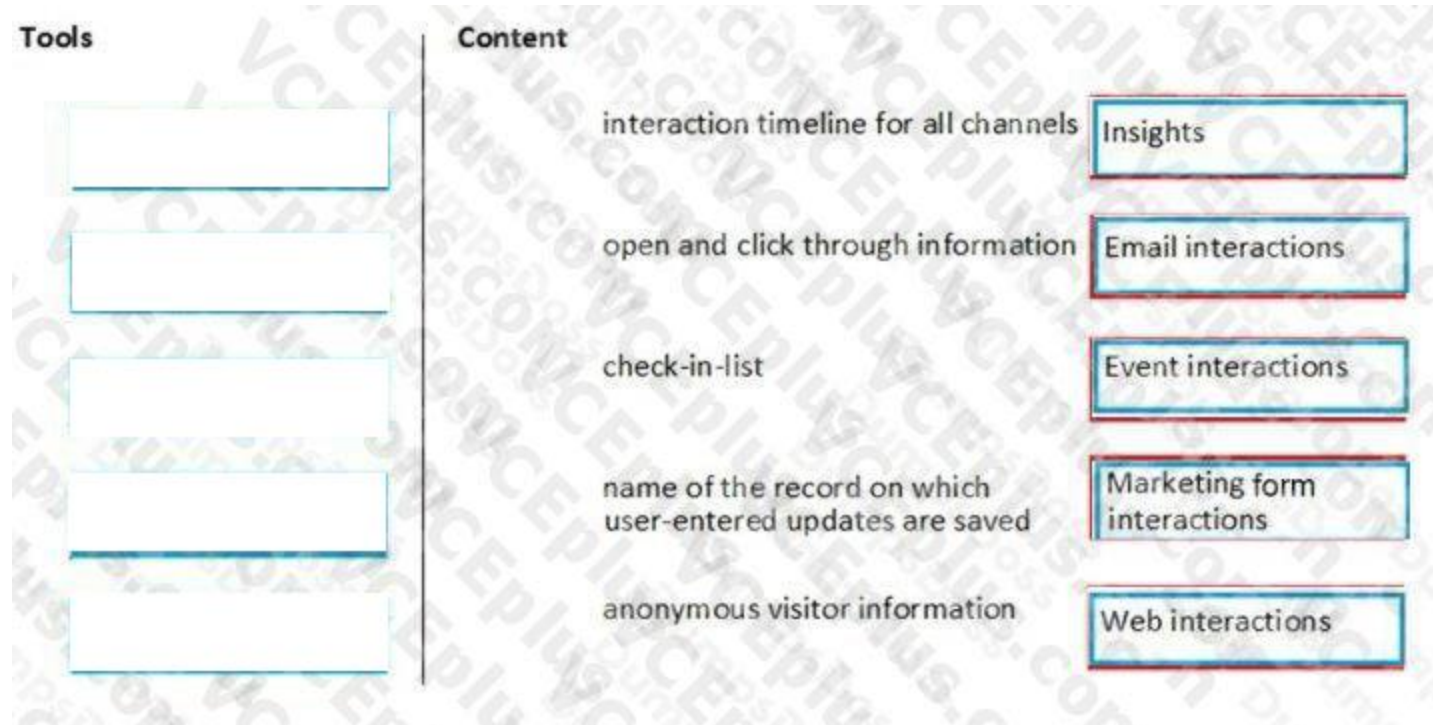Which analytics tools should be used for seeing the data by contact or by lead? Each tool may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.
NOTE: Each correct selection is worth one point.

Select and Place:

Tools		Content	
Insights		interaction timeline for all channels	
Email interactions		open and click through information	
Event interactions		check-in-list	
Marketing form interactions		name of the record on which user-entered updates are saved	
Web interactions		anonymous visitor information	

Correct Answer:

Tools

Content

interaction timeline for all channels	Insights
open and click through information	Email interactions
check-in-list	Event interactions
name of the record on which user-entered updates are saved	Marketing form interactions
anonymous visitor information	Web interactions

Section:

Explanation:

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

QUESTION 45

DRAG DROP

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.

Select and Place:

Type

Long Answer	Rating	Multiple Response
Ranking	Net Promoter Score	Smile Ratings
Short Answer	Descriptive Text	

Scenario

Open-ended question	
How many stars would you give us for the service we provided?	
Choose all that apply.	
Put these things in the order of importance.	
How likely are you to tell your friends about us?	

Correct Answer:

Type		
		Smile Ratings
Short Answer	Descriptive Text	

Scenario	
Open-ended question	Long Answer
How many stars would you give us for the service we provided?	Rating
Choose all that apply.	Multiple Response
Put these things in the order of importance.	Ranking
How likely are you to tell your friends about us?	Net Promoter Score

Section:

Explanation:

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

QUESTION 46

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution In meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem. You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You enable social media in the default marketing settings to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

Correct Answer: B

Section:

Explanation:

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media

QUESTION 47

You need to set up a behavioral lead scoring model to identify leads who are sales ready.

You set your sales ready lead score to 50. Now you want to use the grading system to show which leads are Good, Average or Poor. Which two grading models should you use? Each correct answer presents a complete solution.

A. Good = 31 - 50 / Average = 11 - 30 / Poor = 0 - 10

B. Good = 36 - 50 / Average = 16 - 35 / Poor = 0 - 15

C. Good = 35 - 49 / Average = 15 – 34 / Poor = 0 - 14

D. Good = 35 - 50 / Average = 15 - 35 / Poor = 0 - 15

Correct Answer: A, B

Section:

Explanation:

Incorrect answers:

C: the top score in this answer is 49. The top score should be 50.

D: a score of 15 is used in both the Average grade (15-35) and the Poor grade (0-15). The scores in each grade should not overlap.

QUESTION 48

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated

goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem. You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.
Solution: You reauthorize the Facebook social posting configuration to resolve the ticket.
Does this meet your goal?

A. Yes
B. No

Correct Answer: A
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media

QUESTION 49
Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem. You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.
Solution: You create a Facebook Social Posting Configuration to resolve the ticket.
Does this meet your goal?

A. Yes
B. No

Correct Answer: B
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media

QUESTION 50
You have been tasked with creating a customer journey for leads located in the Northwestern United States. Which two conditions must be true in order for the lead to receive your customer journey? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

A. The lead must be associated with a contact record.
B. Follow Email must be set to "Allow".
C. The lead must be associated with an account record.
D. Bulk Email must be set to "Allow".

Correct Answer: A, D
Section:

QUESTION 51
You are setting up a small workshop event. The event will have one session and one speaker.
After you create the event, session and speaker engagement record, you want to publish the event to the event portal. How should you publish the event?

A. Publish the event. The session and speaker will publish automatically.
B. Publish the session. The event and speaker will publish automatically.

C. Publish the event, session and speaker manually.

D. Publish the event and session separately. Speaker will publish automatically.

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

QUESTION 52
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.

Correct Answer: A
Section:
Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/invite-register-house-event-attendees

QUESTION 53
You are a marketing professional for Contoso, Ltd.
You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration account to register for the event.
Why might the event require you to register anonymously, despite the setting above?

A. Your portal is a site hosted externally.

B. Your portal is a site hosted by Dynamics 365 Portals.

C. Your portal is Dynamics Native Portal.

D. You must republish the event.

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

QUESTION 54
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. NOTE: Each correct selection is worth one point.

A. Customer

B. User

C. Contact

D. Account

Correct Answer: B, C
Section:
Explanation:
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event

QUESTION 55
You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.
Your manager gives you a list of sponsors and their items. You need to record the information in the system. What should you do?

A. Create the sponsors in Accounts, and add their items in Equipment. Then, add the relationship into the event.

B. Create the sponsors in Events Sponsorships. In Sponsorship Type, select Equipment and add their items as the details.

C. Create the sponsors in Accounts, and add their items in Products. Then, add the relationship into the event.

D. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

Correct Answer: B
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships

QUESTION 56
DRAG DROP
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.

Select and Place:

Correct Answer:

Answer Area

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

Section:

Explanation:

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

QUESTION 57

DRAG DROP

You want to create a method that will alert sales people when a lead is ready to be sold to.

This method should automatically move the lead to the Sales-Acceptance stage of the lead life-cycle. Which four steps must you take, in order to complete your task? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

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

Correct Answer:

Steps

Set the Sales Ready Score on the Summary Tab.

Click Publish.

Set the Sales Ready Score on the Action tile.

Order

Create a Lead Scoring Model.

Add a condition and action tile.

Set the Sales Ready Score on the Grades Tab.

Click Go Live.

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

QUESTION 58
DRAG DROP
Your marketing department purchases a file with a list of leads.
Which actions should you perform, in sequence, in order to be able to add these leads to a marketing segment? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

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.	

Correct Answer:

Actions	Order
	Assure the file is in the proper format and data exists for all required fields.
	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.

Section:
Explanation:

QUESTION 59
The legal department in your company indicates that new contacts 'cannot' receive commercial tagged emails unless they opted in to receive them.
As part of the onboarding journey for new customers, you send a transactional email requesting that the customers opt in and informing them of the new privacy policy.
You need to be sure that you can send out the opt-in message without sending accidental commercial messages.
What do you need to set as default values on the preference attributes on a contact?

A. Bulk email is set to Allow. Email is set to Allow.

B. Bulk email is set to Allow. Email is set to Do not allow.

C. Bulk email is set to Do not allow. Email is set to Do not allow.

D. Bulk email is set to Do not allow. Email is set to Allow.

Correct Answer: C
Section:

QUESTION 60
A client completes multiple customer journeys that include email tiles. Now, the client wants to implement flow control on future customer journeys to improve open rates and optimize delivery.
What are two accurate statements about the Smart Scheduler feature? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. A Scheduler tile must be used in front of each action segment, which allows you to set the options for Smart Scheduling.

B. Auto Scheduler enables customer journeys to schedule message deliveries to each individual contact automatically, based on the best time to email as calculated by the AI for that contact.

C. Auto Scheduler enables customer journeys to schedule message deliveries to each individual contact automatically, based on the last time an email was opened as calculated by the AI for that contact.

D. The Smart Scheduler feature can be enabled inside an outbound journey's email tile.

Correct Answer: B, D
Section:

QUESTION 61
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

Correct Answer: A, C
Section:
Explanation:
References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/content-blocks

QUESTION 62
You are a marketing professional.
You have created a marketing form and want content items to automatically fill in for the customer. What is a valid form for prefill?

A. Pre-fill Form

B. Survey Form

C. Journey Form

D. Subscription Center Form

Correct Answer: D
Section:
Explanation:
References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/form-prefill

QUESTION 63
You are a marketing analyst at Contoso, Ltd. The sales manager surveyed the current customers regarding their satisfaction level with their last support call. Over 6,000 responses were received.
The sales manager wants to review individual responses to each question on a survey.
After selecting the survey name in the Report* section of Microsoft Dynamics 365 Customer Voice, what are two ways to obtain survey responses? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Navigate lo display a graphical representation of all responses.

B. Select Export All in the report, and all responses are downloaded in a csv file.

C. Select Respondents, and then select the survey name to display all responses.

D. Double-click a respondent's name to see their individual responses.

Correct Answer: C, D
Section:

QUESTION 64
DRAG DROP
When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected. Which five actions are required, in sequence, to create a complete customer journey? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

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.	

Correct Answer:

Actions

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

Section:

Explanation:

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

QUESTION 65

DRAG DROP

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.

Select and Place:

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

Correct Answer:

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

Section:

Explanation:

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

QUESTION 66

DRAG DROP

You are a Dynamics administrator that is setting up Dynamics for Marketing for your organization.

You need to configure Dynamics for Marketing to work with your webinar provider and create a webinar event. Which four steps should you take, in sequence, to complete your task? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Steps

| 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. |

Order

Correct Answer:

Steps

| |

| |

| Add credentials to the webinar provider record. |

| |

| |

| Create an event and set the Event Type to Webinar or Hybrid. |

Order

| 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 Configuration Record. |

| Create an event and set the Format to Webinar or Hybrid. |

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

QUESTION 67
You are a Dynamics 365 Marketing functional consultant.
Your company wants to:

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

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

Correct Answer: B, D, E
Section:
Explanation:
Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management https://docs.microsoft.com/en-us/dynamics365/marketing/designer-feature-protection

QUESTION 68
DRAG DROP
At your organization's latest event, booth visitors may sign up to try a newly developed game that uses the mixed reality of Microsoft HoloLens, As part of the sign-on process, the participant is created as a lead in the same Microsoft Dataverse environment where Microsoft Dynamics 365 Marketing is enabled. After the participant plays the game, the game results and points tally are sent to a custom trigger in Dynamics 365 Marketing.
After the event, the marketing department wants to use a real-time journey to follow-up with the participants.
* The department wants the first email to be sent directly after triggering the journey This email will include different content based on a range of points that are achieved in the game. The marketing department creates different emails for the different point ranges.
* After the first email, the lead should be assigned to the correct salesperson for follow-up.
You need to create the required steps and set up a Microsoft Power Automate flow to determine the correct salesperson, assign the lead, and create a phone call activity in Dynamics 365.

Select and Place:

Steps	Order
Create different branches for each point range.	
Create a trigger-based journey.	
Create a single custom trigger with a points attribute.	
Add a custom trigger tile, and select the trigger that starts the Power Automate flow.	
Share the trigger integration code with the game developers.	
Create a single branch with different conditions for each point range.	
Add a custom trigger tile, and select the Power Automate flow.	

Correct Answer:

Steps

Steps
Create different branches for each point range.
Create a trigger-based journey.

Order

Order
Create a single custom trigger with a points attribute.
Add a custom trigger tile, and select the trigger that starts the Power Automate flow.
Share the trigger integration code with the game developers.
Create a single branch with different conditions for each point range.
Add a custom trigger tile, and select the Power Automate flow.

Section:
Explanation:
Create a single custom trigger with a points attribute.
Add a custom trigger tile, and select trigger...
Share the trigger integration code with the game developers.
Create a single branch with different conditions for each point range.
Add a custom tigger tile, and select the Power Automate flow.

QUESTION 69
DRAG DROP
You are designing a new survey to measure customer loyalty.
You need to configure a new satisfaction metric to collect and report the loyalty scores in a standardized manner.
Which four required 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.

Select and Place:

Actions	Order
Select **satisfaction** metrics from the **Reports** section in the left pane.	
Select **Advanced logic** from the **Customization** menu.	
Add a **Net Promoter Score (NPS)** metric.	
Add a Rating question in the survey designer.	
Select **satisfaction** metrics from the **Customization** menu.	
Add a Net Promoter Score (NPS) question in the survey designer.	
Select the corresponding survey question.	
Add a **custom score** metric.	

Correct Answer:

Section:
Explanation:
Select satisfaction metrics from the Customization menu.
Add a Net Promoter Score (NPS) question in the survey designer.
Select the corresponding survey question.
Add a custom score metric.

QUESTION 70
DRAG DROP
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? (Choose three.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Correct Answer:

Steps

| |
| |
| |
| Navigate to the Registration and Attendance Tab. |
| Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100. |

Order

| 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. |

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

QUESTION 71
DRAG DROP
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.

Select and Place:

Answer area

Steps

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.

Order

ⓒ
ⓒ

ⓒ
ⓒ

Correct Answer:

Answer area

Steps

On the Web Template record, set the Page Template field to Page Template record created.
Create a web page associated to the Web Template.

Order

Create a Web Template record.
Create a Page Template record.
On the Page Template record, set the Web Template field to the Web Template record created.
Create a web page associated to the Page Template.
Update the Event record. Set the Portal Payment Gateway field to the web page.

Section:

Explanation:

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

QUESTION 72

DRAG DROP

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.

Select and Place:

Answer area

Steps	Order
Associate applicable sessions and tracks.	
Set event publish status to "Live".	
Click "Go Live" on the command bar.	⊙ ⊙ ⊙ ⊙
Create an event/events.	
Create sessions and internal track records.	
Create sessions and external track records.	

Correct Answer:

Answer area

Steps	Order
	Create an event/events.
	Create sessions and external track records.
Click "Go Live" on the command bar.	Associate applicable sessions and tracks.
	Set event publish status to "Live".
Create sessions and internal track records.	

Section:

Explanation:

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event https://docs.microsoft.com/enus/dynamics365/marketing/set-up-event-portal#publish-event

QUESTION 73

Your company sells its products through distributors to other businesses. You are responsible for marketing to the distributors.

For the next year, the vice president (VPJ of the sales department wants the marketing team to support their sales efforts by sending a weekly email to Primary Contacts for Distributor Accounts The email, which you have already developed, will include a list of all open opportunity records for each Distributor. The sales VP will be reviewing the Open and Click rates for the weekly email each week.

You need to enable this email to be sent each week for a year

What should you do?

A. Set up a recurring journey with recurrence interval 7 and recurrence count 52.

B. Set up a recurring journey with recurrence interval 52 and recurrence count 7.

C. Create a new journey each week, as you cannot set up this type of email to occur weekly.

D. Set up a real-time journey based on the opportunity form being submitted in Dynamics 365 Marketing.

Correct Answer: A
Section:

QUESTION 74

Your marketing users are running a real-time journey for all contacts with an email address. It is important to address each recipient with their first name in the email.

You need to ensure that each contact is addressed appropriately, 'Valued Customer' should be used if the recipient's first name is not captured in the system.

What should you do?

A. Select First Nam* for the Data field in the Personalization configuration. Then, enter valued Customer into the Default value field.

B. Perform a mass update to add 'Valued Customer* into the First Name Field Then, select First Name for the Data field in the Personalization configuration

C. Enter 'Valued Customer' far the Data field in the Personalization configuration. Then, enter First Name into the Default Value field.

D. Enter 'Valued Customer' into the Label field in the Personalization configuration. Then, enter First Name into the Default Value field.

Correct Answer: B
Section:

QUESTION 75
DRAG DROP
You are creating a segment based on a combination four other segments: Segment A, Segment B, Segment C and Segment D.

The marketing director wants you to define the membership of the new segment as follows:
* Include all members of Segment B
* Include all members of Segment C who are members of segment D
* Exclude any members of Segment A
You need to combine the segments using the appropriate operators to satisfy the marketing directors criteria.
Which segment name or operator type applies in each segment block and query operator'
To answer, drag the appropriate segment name or operator type to the correct empty segment blocks and query operators in the answer are a. Each segment name will be used once. Each operator type may be used once, more than once, or not at all.
NOTE: Each correct match is worth one point.

Answer Area

- ✪ Segment
  - ___

- ▤ and also ∨
  - ꞏ

- ✪ Segment
  - ✪ Segment C
    - ___

- ✪ Segment
  - ___

- ✪ Segment
  - ___

Answer:

Answer Area

- ✪ Segment
  - Segment B

- ▤ and also ∨
  - ꞏ

- ✪ Segment
  - ✪ Segment C
    - and also

- ✪ Segment
  - Segment D

- ✪ Segment
  - Segment A

Select and Place:

Segment name or operator type

Segment A	Segment B	Segment D
OR	but not	and also

Answer Area

Correct Answer:

Segment name or operator type

OR		

Answer Area

Segment
Segment B

and also ∨

Segment
Segment C

and also

Segment
but not

Segment D

Segment
Segment A

Section:
Explanation:

QUESTION 76
You currently have a dynamic marketing segment for anyone living in Singapore that is not based on a template. You need to update this segment to be anyone living in Singapore who has also opened an email this year.
What should be done to the marketing segment?

A. Add a Behavior Block that queries emails opened this year.
B. Add a Query Block that queries emails opened this year.
C. Add a Segment Block that has a segment far emails opened.
D. Change the template to Opened a Template.

Correct Answer: A
Section:

QUESTION 77
Your marketing department needs to create a simple customer journey, to send marketing emails to female win* enthusiasts, over 40 years old. who live in Europe. You need to make sure that newly added wine enthusiasts also receive this email.
How should you define who to include in this customer journey?

A. Create a suppression segment
B. Create a static segment.
C. Create a segment type.

D. Create a dynamic segment.

Correct Answer: D
Section:

QUESTION 78
DRAG DROP
Your company's annual customer-facing conference has just occurred. As a marketing professional, you need to present the conference's financial information at an upcoming monthly management meeting.
You need to determine the financial details to use when presenting the overall data.
Which metric should you use for each type of data required? To answer, drag the appropriate data point to the correct description. Each data point 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 match is worth one point.

Select and Place:

Data points		Answer Area		
			Descriptions	**Data points**
Target revenue	Budget allocated		The total actual revenue from the event	
Miscellaneous Cost	Total revenue from the event		The total amount intended to be spent on the event	
Revenue from sponsorship	Total cost of event activities		An estimate of the total revenue based on previous experience	
			The revenue specified for each sponsorship associated with the event	

Correct Answer:

Data points

Target revenue

Miscellaneous Cost

Answer Area

Descriptions	Data points
The total actual revenue from the event	Total revenue from the event
The total amount intended to be spent on the event	Budget allocated
An estimate of the total revenue based on previous experience	Total cost of event activities
The revenue specified for each sponsorship associated with the event	Revenue from sponsorship

Section:
Explanation:

QUESTION 79
You are a marketing analyst at Contoso Ltd.
The marketing department needs you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received. Each survey response needs to be in a separate row, and the answers to individual questions should be in separate columns.
What should you do?

A. Open the project in Microsoft Dynamics 365 Customer Voice. Select the survey in the Reports section, select Export and choose to download the responses in a .XLSX file.
B. Open the project in Microsoft Dynamics 365 Customer Voice. Select the survey in the Reports section, select Export and choose to download the responses in a .CSV file.
C. Use Advanced Find to query Microsoft Dynamics 365 entities. Set the Look for to Microsoft Dynamics 365 Customer Voice survey responses. Export to Microsoft Excel.
D. Use Advanced Find to query Microsoft Dynamics 365 entities. Set the Look for to Microsoft Dynamics 365 Customer Voice survey questions responses. Export to Microsoft Excel.

Correct Answer: B
Section:

QUESTION 80
You are a marketing manager at Contoso Ltd. Your team created a survey and sent it out through email for responses. You have received over 5.000 responses to date.
You want to export the responses for further analysis.
Which export file format should you use?

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

Correct Answer: A
Section:

QUESTION 81
DRAG DROP
You are a marketing professional who frequently creates and sends surveys to your company's customers. You need to know various satisfaction metrics and their mapping to survey questions.
Which type of grouping is appropriate for each Net Promoter Score (NPS) satisfaction metric' To answer, drag the appropriate grouping to the correct satisfaction metric. Each grouping 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.

Select and Place:

Types of grouping

| Detractors | Passives | Promoters |
| Neutral | Negative | Positive |

Answer Area

Satisfaction metrics	Types of grouping
NPS of 0 through 6	
NPS of 7 or 8	
NPS of 9 or 10	

Correct Answer:

Types of grouping

| | | |
| Neutral | Negative | Positive |

Answer Area

Satisfaction metrics	Types of grouping
NPS of 0 through 6	Detractors
NPS of 7 or 8	Passives
NPS of 9 or 10	Promoters

Section:
Explanation:

QUESTION 82
DRAG DROP
You are setting up a simple webinar with a webinar provider.
You need to configure the webinar provider.

Select and Place:

Actions

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

Order

Correct Answer:

Actions

Actions
Enter information about the sessions.
Select the **Event Type**.
Enter the speaker information.
Enter information for the venue, building, and rooms.

Order

Order
Go to **Settings** > **Advanced settings** > **Event management** > **Webinar configurations**.
Add the credentials for your account with the **Webinar Provider**.
Create a new **Webinar Configuration**.
Enter the **Webinar Name** and **Provider**.

Section:
Explanation:
Go to Settings > Advanced settings > Event management > Webinar configurations.
Add the credentials for your account with the Webinar Provider.
Create a new Webinar Configuration.
Enter the Webinar Name and Provider.

QUESTION 83
DRAG DROP
You are a Dynamics 365 Marketing functional consultant.
You are setting up conditions for a lead-scoring model.
Which categories should you use during the configuration? To answer, drag the appropriate category to the correct condition. Each category 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.

Select and Place:

Answer Area

Categories	Conditions	
Fixed rules	Emails clicked	
Behavior rules	Events registered	
	Demographic information	
	Website visited	
	Firmographic information	

Correct Answer:

Answer Area

Categories	Conditions	
Fixed rules	Emails clicked	Fixed rules
Behavior rules	Events registered	Behavior rules
	Demographic information	Fixed rules
	Website visited	Behavior rules
	Firmographic information	Fixed rules

QUESTION 84
DRAG DROP
Read each of the backup concepts below and determine which are correct or incorrect.
To answer, drag the Answer to the appropriate Backup Concept. Each Answer may be used once or more than once. You may need to drag the split bar between panes or scroll to view content. NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Elements	Statements	
Correct	Automatic System Backups contain interaction records and image files.	
Incorrect	Automatic system backups are stored for up to 28 days.	
	On-Demand Backups can be created any time.	
	Restoring a backup to another instance will delete image files.	

Correct Answer:

Answer Area

Elements	Statements	
Correct	Automatic System Backups contain interaction records and image files.	Incorrect
Incorrect	Automatic system backups are stored for up to 28 days.	Correct
	On-Demand Backups can be created any time.	Correct
	Restoring a backup to another instance will delete image files.	Incorrect

Section:

Explanation:

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/manage-marketing-environments#create-and-restorebackups https://docs.microsoft.com/en-us/power-platform/admin/backup-restore-environments

QUESTION 85

DRAG DROP

Your marketing department has provided you with the information you need to create a dynamic market segment. Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. Each tool may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:

Tools	Type of Design	
Flow Designer Query	Combine segments using logical operators.	
	Define conditions to filter out contacts.	
	Text defining a database search.	

Correct Answer:

Tools

Type of Design

Combine segments using logical operators.	Flow
Define conditions to filter out contacts.	Designer
Text defining a database search.	Query

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

QUESTION 86
DRAG DROP
You are a marketing professional who needs to have a segment that is based on a single marketing list. Which five actions must you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Actions

Select a Subscription Marketing List.

Set segment source to Subscription Marketing List.

Add a segment group tile.

Set up a Journey.

Add a child segment tile.

Select the properties of the child segment tile.

Select the properties of the segment group tile.

Orders

Correct Answer:

Actions

Add a child segment tile.
Select the properties of the segment group tile.

Orders

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

Section:

Explanation:

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

QUESTION 87

DRAG DROP

You are a functional consultant. You need to edit a live web page that contains a form used for holiday offers. The page, and form, are visible to the outside world. Which five steps, in sequence, are needed 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.

Select and Place:
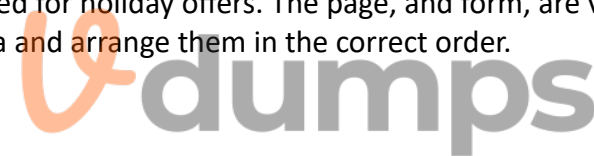
Answer area

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.	

Correct Answer:

Answer area

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

QUESTION 88
DRAG DROP
You are a marketing professional who is conducting training for a group of marketing trainees.
You are training on marketing forms and explaining the type of forms in Dynamics 365 Marketing.
Which form type applies to each data collection purpose? To answer, drag the appropriate form type to the correct data collection purpose. Each form type may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Form Type

| Landing page form |
| Subscription form |
| Forward to a friend form |

Data Collection Purpose

This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions.

This form is used to collect contact information on marketing pages.

This form is used to provide a short collection of fields with email address to extend to others.

Correct Answer:

Answer Area

Form Type

Data Collection Purpose

This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions. → | Subscription form |

This form is used to collect contact information on marketing pages. → | Landing page form |

This form is used to provide a short collection of fields with email address to extend to others. → | Forward to a friend form |

Section:

Explanation:

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

QUESTION 89

DRAG DROP

You need To create a Content Settings set to be used with all marketing emails.

Which elements are available to you? To answer, drag the appropriate availability indicator to the correct element. Each availability indicator 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.

Select and Place:

Availability

Available	
Not Available	

Answer Area

Elements	Availability
Company's physical address	
LinkedIn URL	
Subscription Center page	
Company's web address	

Correct Answer:

Availability

Available	
Not Available	

Answer Area

Elements	Availability
Company's physical address	Available
LinkedIn URL	Available
Subscription Center page	Available
Company's web address	Not Available

Section:
Explanation:

QUESTION 90
DRAG DROP
You are creating a new site map for the marketing department. The site map must contain the navigation to The modules in Microsoft Dynamics 365 Marketing. You need to use the model-driven app to configure the site map.

Select and Place:

Actions

Order

Create a new model-driven app and select **Classic App Designer.**

Select **Open the Site Map Designer.**

Add an area to the site map and configure the properties.

Add a group to the site map and configure the properties.

Add a subarea to the site map and configure the properties.

Select **Save** and select **Publish.**

Correct Answer:

Actions

Order

Create a new model-driven app and select **Classic App Designer.**

Select **Open the Site Map Designer.**

Add an area to the site map and configure the properties.

Add a group to the site map and configure the properties.

Add a subarea to the site map and configure the properties.

Select **Save** and select **Publish.**

Section:
Explanation:
Create a new model-driven app and select Classic App Designer.
Select Open the Site Map Designer.
add an area to the site map and configure the properties.
Add a group to the site map and configure the properties.
Add a subarera to the site map and configure the properties.
Select Save and select Publish.

QUESTION 91
DRAG DROP
Your company is running a campaign for a new product The outbound marketing journey includes an outbound marketing email-based product announcement.
Your advertising agency comes up with two call-to-action images for the email.
You want to test which of the images is more successful at enticing recipients to click on the image to learn more. To start, you create a marketing email.

Select and Place:

Steps

Select **Test Type** as **Subject**.

Create a dynamic content block.

Add a code block to the email canvas.

Add the call-to-action image for testing in version A.

Select the **A/B test** button in the top-right corner of the email editor to open the **A/B test** panel.

Select **Test Type** as **Body**.

Modify the call-to-action image in Version B.

Select **Go Live**.

Order

> (right arrow) ∧ (up arrow)

< (left arrow) ∨ (down arrow)

Correct Answer:

Steps

Select **Test Type** as **Subject**.

Create a dynamic content block.

Add a code block to the email canvas.

Order

Add the call-to-action image for testing in version A.

Select the **A/B test** button in the top-right corner of the email editor to open the **A/B test** panel.

Select **Test Type** as **Body**.

Modify the call-to-action image in Version B.

Select **Go Live**.

> (right arrow) ∧ (up arrow)

< (left arrow) ∨ (down arrow)

Section:
Explanation:
Add the call-to-action image for testing in version A.
Select the A/B test button in the top-right corner...
Select Test Type as Body.
Modify the call-to-action image in Version B.
Select Go Live.

QUESTION 92
DRAG DROP
Various departments in your company work with leads that all contain different information.
You need to explain to these departments the various scenarios that can create leads automatically or manually.
Which scenarios will or will not create a lead? To answer, drag the appropriate lead creation statement to the correct scenario Each lead creation statement 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.

Select and Place:

Lead creation
Will create a lead.
Will not create a lead.

Answer Area

Scenarios	Lead creation
A sales person goes to a view for Leads and selects New.	
A marketing contact visits a landing page.	
A list of event visitors is imported and marked as leads.	
A marketing user goes to a view for marketing contacts and selects New.	
Someone submits a marketing form that has the default table settings.	

Correct Answer:

Lead creation
Will create a lead.
Will not create a lead.

Answer Area

Scenarios	Lead creation
A sales person goes to a view for Leads and selects New.	Will create a lead.
A marketing contact visits a landing page.	Will not create a lead.
A list of event visitors is imported and marked as leads.	Will create a lead.
A marketing user goes to a view for marketing contacts and selects New.	Will not create a lead.
Someone submits a marketing form that has the default table settings.	Will create a lead.

Section:
Explanation:

QUESTION 93
You receive a call from a user stating that the automated lead scoring model is not working correctly. There are several leads that are not being scored.
You need to determine the cause of this issue.
What could be the cause?

A. Leads must be associated with a contact and an account.

B. Leads must have submitted a form on the company website.

C. Leads must be associated with a contact only.

D. Leads must be associated with a contact or an account.

Correct Answer: A
Section: