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

Case Study 01

Case study

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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
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 2
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:

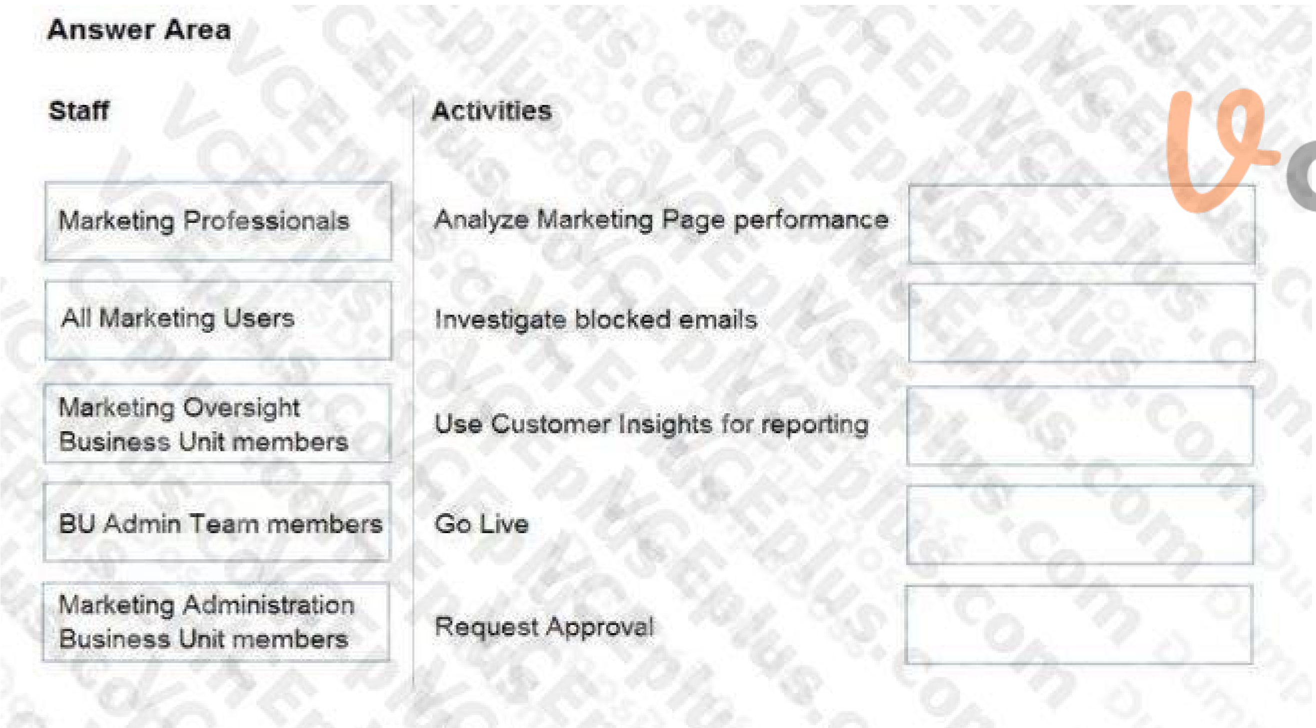
QUESTION 3
Based on ProseWare's licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

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 4
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:

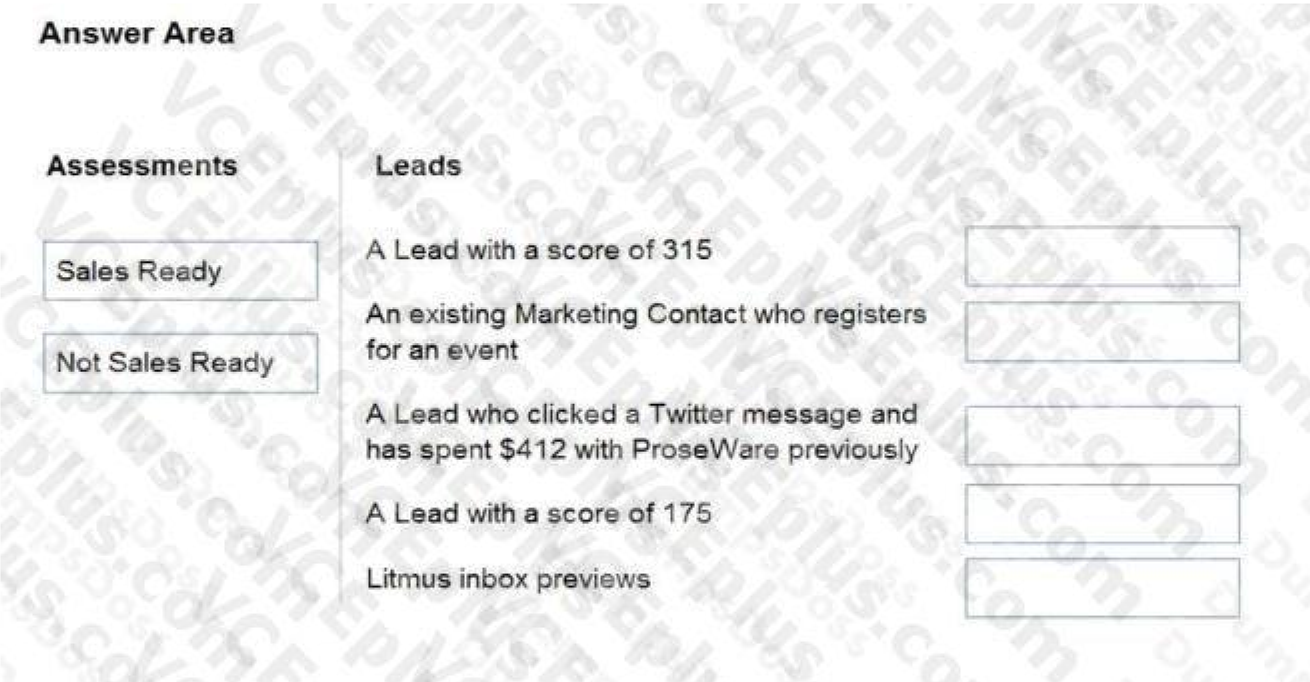


Correct Answer:

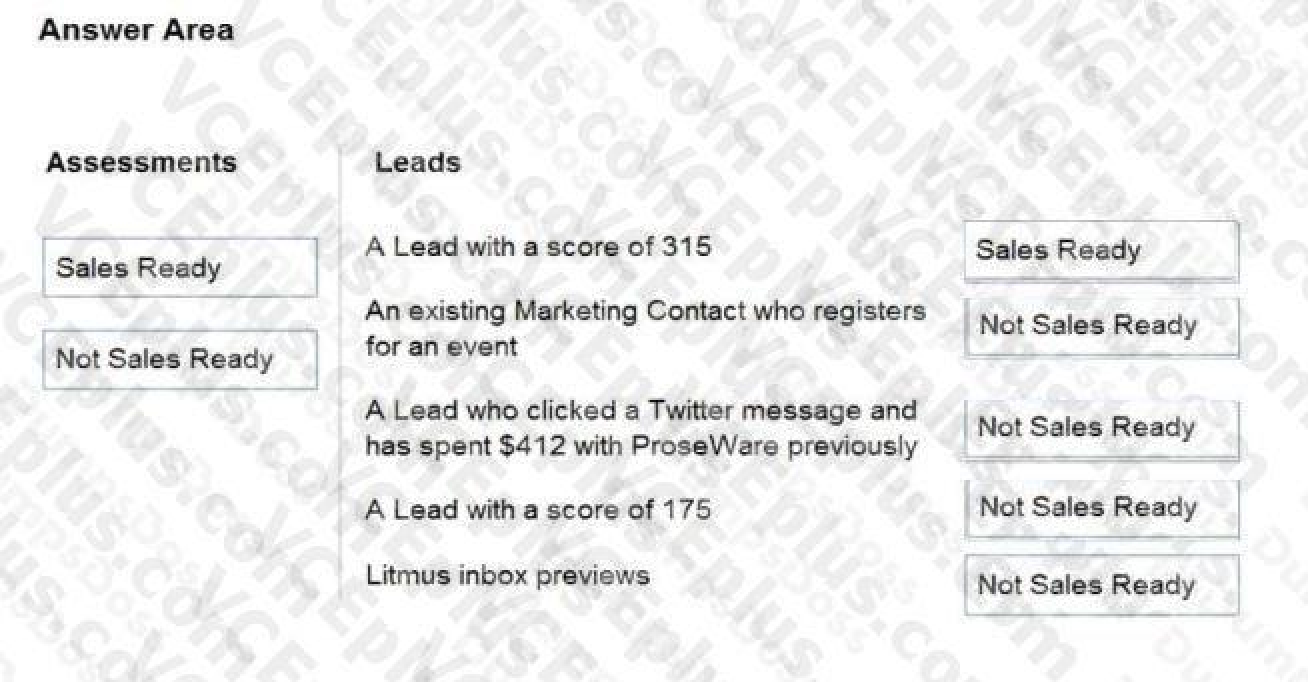
Section:
Explanation:
Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live. Each Business Unit has a Marketing Administrator responsible for approval 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 5
DRAG DROP
Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready. To answer, drag the Assessment to the appropriate Lead. Each Assessment may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content. NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



Section:
Explanation:

Case Study 02

Case study

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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 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 2
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

QUESTION 3
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 4
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

Case Study 03
Case study
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Social Media Management
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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.

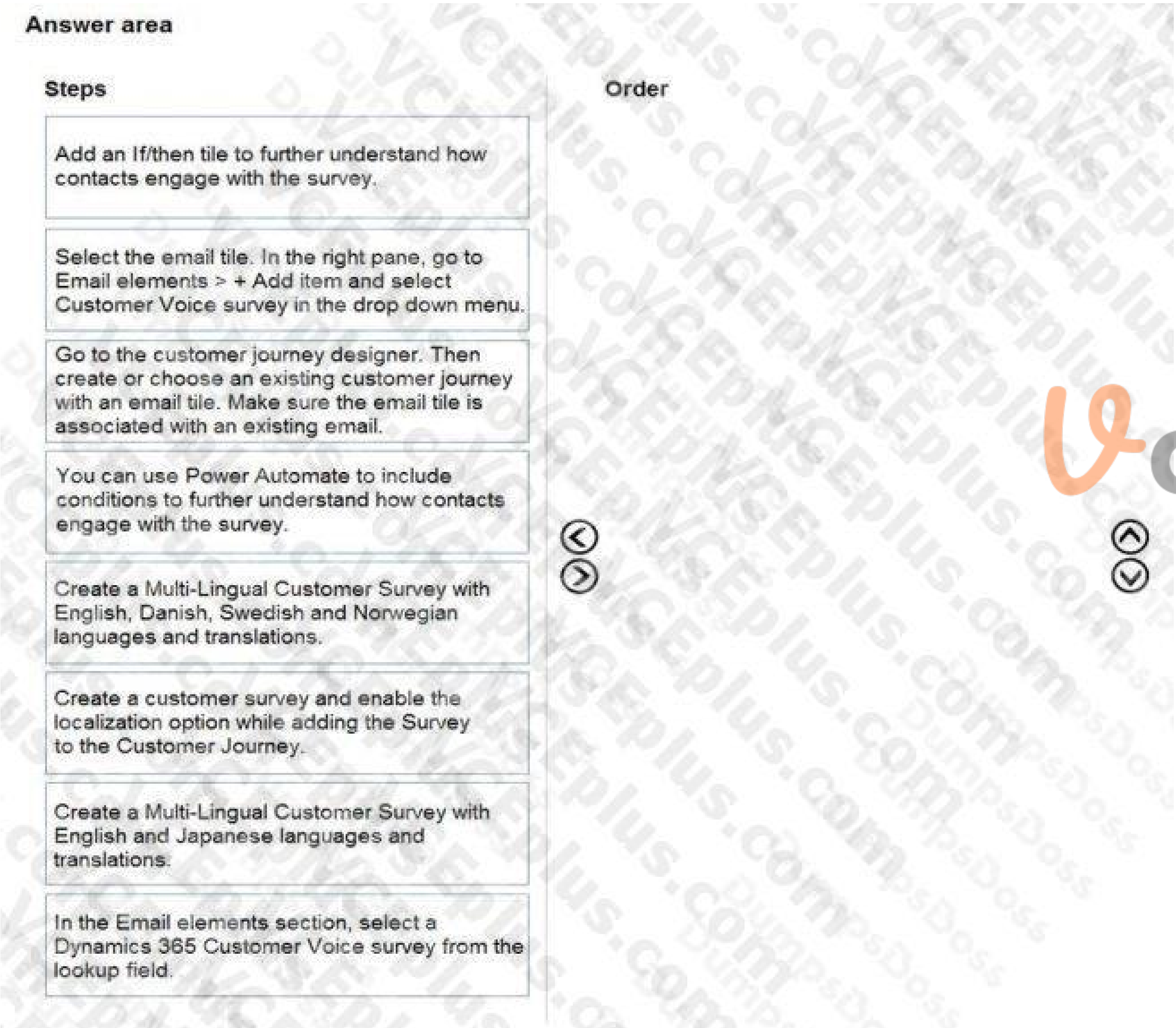
QUESTION 1
You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team. You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact. These leads will be processed by Contoso's Sales team. The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app. What should you do to achieve this goal?

A. 1. Install the "Send Customer Voice survey from Dynamics 365 app" in the Sales Hub app.
B. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
C. 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications. 2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
D. 1. Click on "Enable Customer Voice on Sales Hub".
E. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
F. 1. Since the Dynamics 365 Customer Voice is licensed per Dynamics CE applications such as Sales, Customer Service, and Marketing, Contoso needs to buy an add-on Dynamics 365 Customer Voice application license for the Sales Hub.
G. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

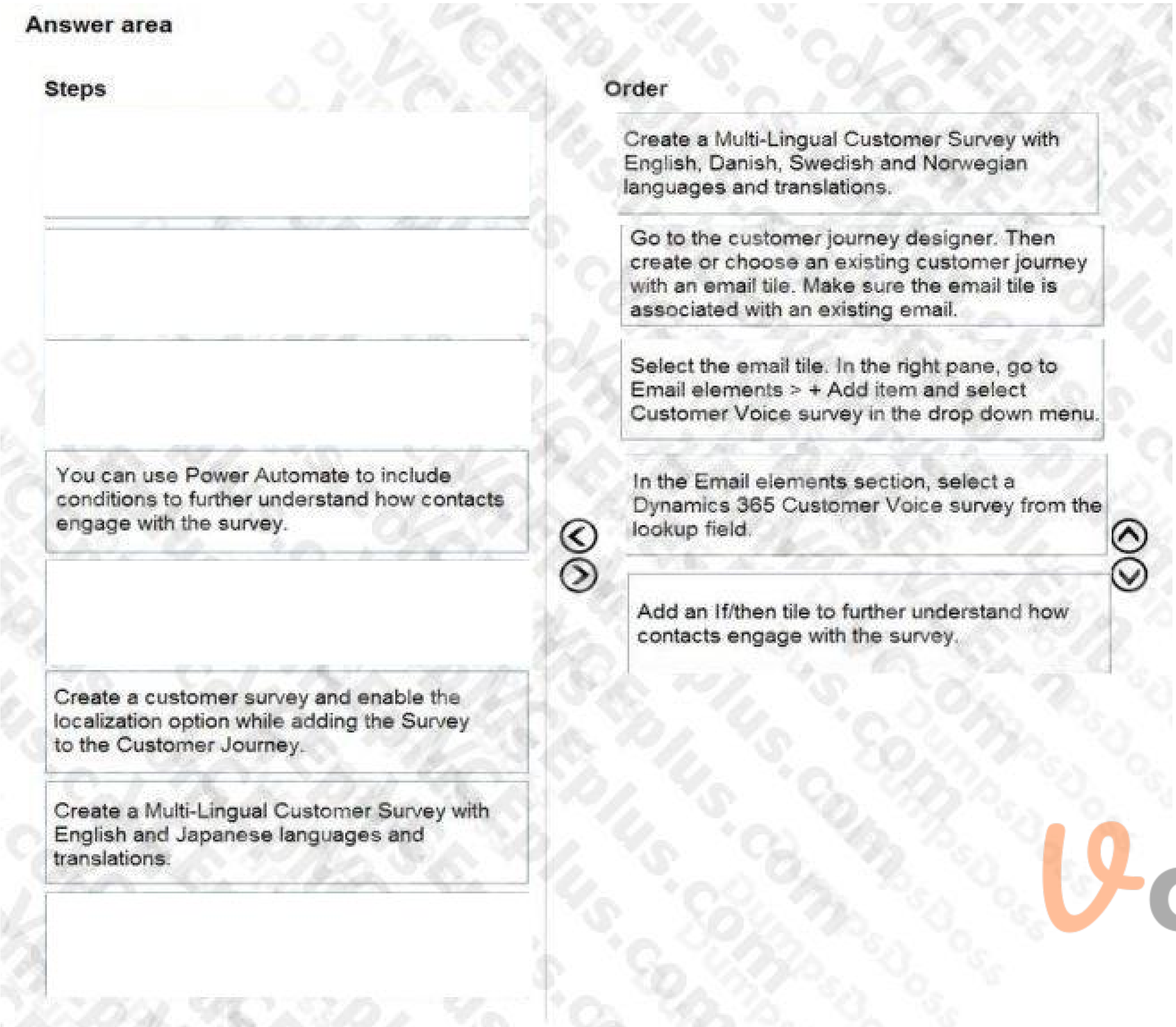
Correct Answer: B
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365

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

Select and Place:



Correct Answer:



Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/customer-voice

Exam A

QUESTION 1
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 2
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

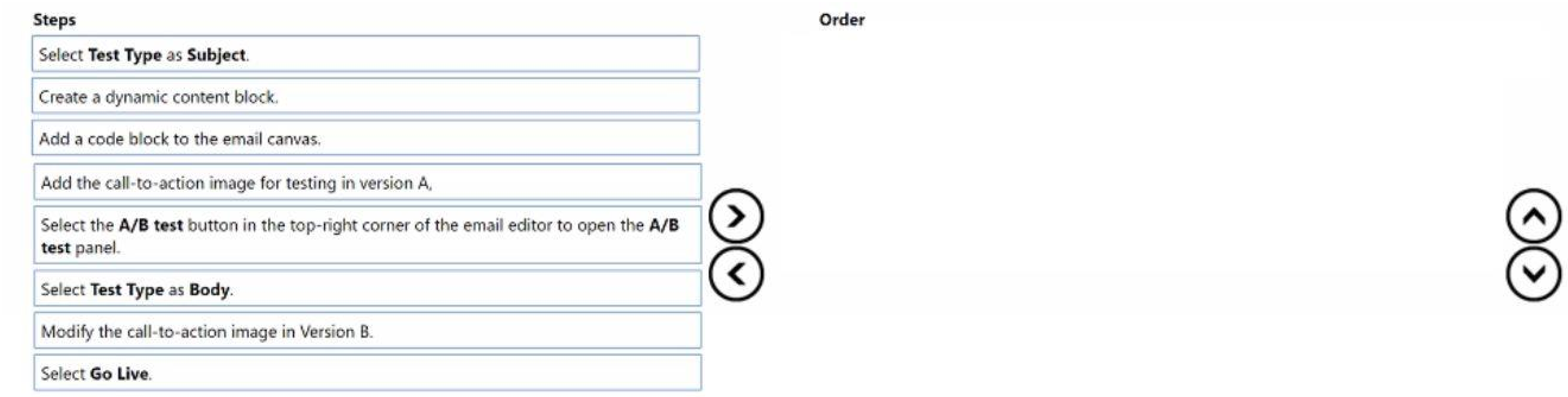
QUESTION 3
Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible 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

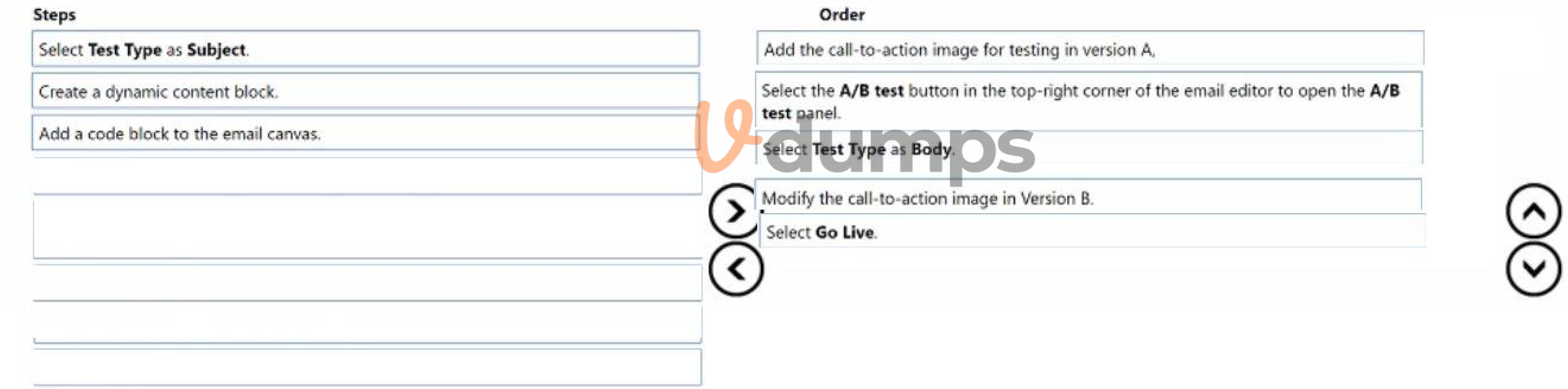
Correct Answer: B
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media

QUESTION 4
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:



Correct Answer:



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 5
DRAG DROP
Various departments in your company work with leads that all contain different information.
You need to explain to these departments the various scenanos 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 6
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:

QUESTION 7
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 8
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 9
You are a Dynamics 365 Marketing functional consultant.
You have created a Subscription Form that lives on a marketing page in a marketing website.
The form is active, and you need to see how many submissions have been received.
In which three places can you find information on form submissions? Each correct response presents a complete solution.

A. Website Insights
B. Customer Journey Insights
C. Marketing Form Insights

D. Customer Voice submissions
E. Marketing Page Insights

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

QUESTION 10
You are a marketer with Contoso. You are preparing an email message that will be attached to a journey for contacts that live in Washington State and have recently looked at your product page for lawn furniture. While going live with the message, you receive a warning that the message is too large.
Which action can you take to remove the warning?

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

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

QUESTION 11
Your company currently has a customer journey that is running.
You have been tasked with making changes to the template without interrupting the customer journey. Will you be able to accomplish this task?

A. No. The customer journey template is locked for editing while it is Live, Editable.
B. Yes, if you set the customer journey as Stopped and modify the template.
C. Yes, if you set the customer journey as Live, Editable and modify the template.
D. No. The customer journey cannot be edited without being at least temporarily stopped.

Correct Answer: A
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live#customer-journey-go-live-operations-and-status

QUESTION 12
You have been tasked with creating a Customer Journey Template that will be used as a starting point by others. Your template must be in French, run every 6 months, and be used to send emails to all of the Contacts and group the journeys by the contacts account.
Which template contains all of the necessary elements to meet these requirements?

A. Purpose: Sales, Target: Contacts, Language: French, Is recurring: Yes
B. Purpose: Multipurpose, Target: Accounts, Language: French, Is recurring: Yes
C. Purpose: Multipurpose, Target: Contacts, Language: French, Is recurring: Yes

D. Purpose: Sales, Target: Accounts, Language: French, Is recurring: No

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

QUESTION 13
Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe. How should you define who to include in this Customer Journey?

A. Create a Dynamic segment.
B. Edit the contacts in your database.
C. Create a Segment Type.
D. Create a Static segment.

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

QUESTION 14
You are Dynamics 365 Marketing functional consultant for AdventureWorks Cycles.
You are configuring the system and storing marketing files in the Dynamics 365 Marketing content library. Which three file formats are supported in the content library? Each correct answer presents a complete solution.

A. .bmp
B. .jpg
C. .pdf
D. .tiff
E. .gif

Correct Answer: A, C, E
Section:
Explanation:
Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-asset-library

QUESTION 15
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 16
You are a Dynamics 365 Marketing functional consultant at Contoso Ltd.
You need to configure the LinkedIn Lead Gen feature.
What are the two pre-requisites that must be applied before you are able to proceed with the configuration? Each correct answer presents part of the solution.

A. Create a strategy to match LinkedIn incoming leads to existing leads.
B. Have LinkedIn Profile with Campaign Manager enabled.
C. Grant the rightful users with the LinkedIn Lead Gen Forms Administrator or LinkedIn Lead Gen Forms Salesperson security roles.
D. Send a request to LinkedIn to allow the synchronization.
E. Have a LinkedIn Profile with Lead Gen Administrator enabled.

Correct Answer: B, C
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration

QUESTION 17
You are a functional consultant at Contoso. The EMEA sales manager wants you to configure Contoso's landing page settings to capture activities by existing leads and contacts located in Belgium. You already configured the Default Marketing Page Configuration for Landing pages.
What should you do next to achieve your goal?

A. Update the Belgian landing page Matching Strategy.
B. Update the Default Matching Strategy located in Landing Page settings.
C. Update the Matching Strategy for the landing page in the Customer Journey.
D. Update the Default Matching Strategy located in Marketing settings.

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

QUESTION 18
You are creating a marketing list.
You need the marketing list to be available for the subscription center. You set the marketing list to be a subscription list. What will the Marketing List Member Type Be?

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

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

QUESTION 19

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

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

Correct Answer: A, B
Section:
Explanation:
Reference: https://docs.microsoft.com/en-us/dynamics365-release-plan/2021wave2/marketing/dynamics365-marketing/use-natural-language-create-targeted-segments https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketingnatural-language

QUESTION 20
To meet privacy and reporting standards, which three items does Litware require for segments? Each answer represents a complete solution.

A. Segments must include sorting by privacy requirements.
B. Segments should be Dynamic.
C. Segments should be Static.
D. Contacts blocked due to quotas will be added to a new segment.
E. Segments must include sorting by the Building Location entity.

Correct Answer: B, D, E
Section:
Explanation:
A custom entity called Building Location is used as a reference for every contact. All segments need to include sorting by this entity. Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped. If the Contact stopped because Litware, Inc. reached the send quota for the month, the blocked Contacts should be added to a new segment and retried on the first of the following month.
Segments must be dynamic in order to comply with GDPR regulations. Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

QUESTION 21
You are the administrator for your company's Dynamics 365 for Marketing application. You are responsible for ensuring that the current constraints of your subscription are not exceeded. You want to establish monitoring for the critical components that drive additional subscription costs. Which three subscription limits can you monitor at Settings > Advanced Settings > Others > Quota Limits? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month
B. the total number of emails that your company has sent this month and the total number of emails remaining in the month
C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription
D. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription
E. the total number of surveys that your company has sent this month and the total number of surveys remaining in the month

Correct Answer: A, B, D
Section:

QUESTION 22
Note: This question is part of a series of questions that present the same scenario. Which question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen. You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot. After a week you notice that no one has received any scores from your model.
Solution: You add an action tile.
Does this resolve your issue?

A. Yes
B. No

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

QUESTION 23
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 24
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 25
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 26
You use Dynamics 365 for Marketing to obtain detailed analytical views to help you understand your impact and learn which marketing instruments work best for your audience. You need to track response data regarding how your contacts react to your various marketing initiatives. Which three sources of analytical data are available to you regarding your marketing initiatives? (Choose three.) Each answer presents a complete solution. NOTE: Each correct selection is worth one point.

A. Insights by Contact will be available to you on individual contact records and on the account with which the contact is associated.
B. The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.
C. The insights aggregating results from all emails sent in a certain timeframe will be available on your Email Marketing Dashboard.
D. Survey insights measured over all respondents will be available on the Survey Insights form.
E. Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

Correct Answer: A, B, C
Section:

QUESTION 27
Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition. Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

A. based on age
B. clicking on an email advertisement
C. an event for which the contact registered
D. based on zip code

Correct Answer: A, D
Section:
Explanation:
Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads

QUESTION 28
You are a Dynamics 365 Marketing functional consultant.
The marketing department wants to see customer journeys, appointments, and events in a single calendar, rather than as a list. What should be enabled and configured to achieve this goal?

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

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

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

QUESTION 29
You are a Dynamics 365 functional consultant for Contoso Ltd. Because of recent policy changes, the marketing team needs to update the privacy policy banner text and URL. What should you configure to implement these updates?

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

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

QUESTION 30
Your sales team often request reports on Lead Source Effectiveness. They want to know which marketing campaigns, events, and web contacts generate the most qualified leads, and ultimately the most revenue. How can you use tools in Dynamics 365 Marketing to generate this report?

A. Navigate to Leads, click on Insights, then select the Lead Source Effectiveness tab.
B. Navigate to Leads, select the appropriate Lead View, click on Run Report, and select Lead Source Effectiveness.
C. Navigate to Contacts, select the appropriate Contact View, click on Run Report, and select Lead Source Effectiveness.
D. Under Customer Journeys, go to the insights section for each journey that generates Leads, download the appropriate data, and aggregate it into a separate spreadsheet.

Correct Answer: B
Section:
Explanation:
Reference: https://neilparkhurst.com/2019/02/27/mb-210-microsoft-dynamics-365-for-sales-sales-reports/

QUESTION 31
Your marketing department needs to create a Customer Journey for female wine enthusiasts over 40 years-old who live in Europe. How should you define who receives this Customer Journey?

A. Create a Static segment.
B. Create a Segment Type.
C. Edit the contacts in database.
D. Create a Dynamic segment.

Correct Answer: D
Section:

QUESTION 32

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

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

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

QUESTION 33
You are a marketing professional for AdventureWorks Cycles. You want to create a new subscription form with a new subscription list.
You have created the new subscription list, but must be able to see the subscription list selection in the designer toolbox.
When creating the new form, which form type must you select to meet the condition?

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

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

QUESTION 34
The sales team needs guidance on adding Contacts to existing segments.
Which three statements accurately describe those process? Each answer represents a complete solution.

A. Those who do not have access to the segment entity cannot add a contact record to a segment.
B. A Contact can be added to a static segment while viewing the contact record.
C. A Contact can be added to several segments at once.
D. Those who do not have access to the segment entity can add a contact record to a segment.
E. A Contact can be added to a dynamic segment while viewing the contact record.

Correct Answer: B, C, D
Section:
Explanation:
Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/manage-segments-from-contacts

QUESTION 35
You are a Dynamics 365 Marketing functional consultant.
You create a marketing subscription list and you need to make it available for website visitors.
In which two ways can you do this?

A. In the Email Marketing form, drag the created subscription list to the form.
B. In the Subscription Center form, drag the created subscription list to the form.
C. In the Landing Page template, drag the created subscription list to the form.
D. In the Event Template, drag the created Subscription List to the form.

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

QUESTION 36
You are a marketing professional for Contoso, Ltd.
You are creating a marketing form and want to add a subscription list. As you go through the tool box, you see the subscription list. You notice that there are not as many lists as expected. Which criteria should be used to allow a subscription list to be visible in the toolbox.

A. Published Marketing Lists where the subscription field is set to True
B. Active Marketing lists where the subscription field is set to False
C. Published Marketing Lists where the subscription field is set to False
D. Active Marketing Lists where the subscription field is set to True

Correct Answer: D
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 37
You are a marketing administrator.
You need a marketing form that will only accept contact information and allow opt-in to emails.
What kind of form should you create?

A. Journey Form
B. Forward to a friend Form
C. Landing Page Form
D. Subscription Page Form

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

QUESTION 38
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 39
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 40
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 41
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 42
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 43
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 44
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: D
Section:
Explanation:

QUESTION 45
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 46
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 47
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 48
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 49
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 50
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 51
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 52
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 53
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

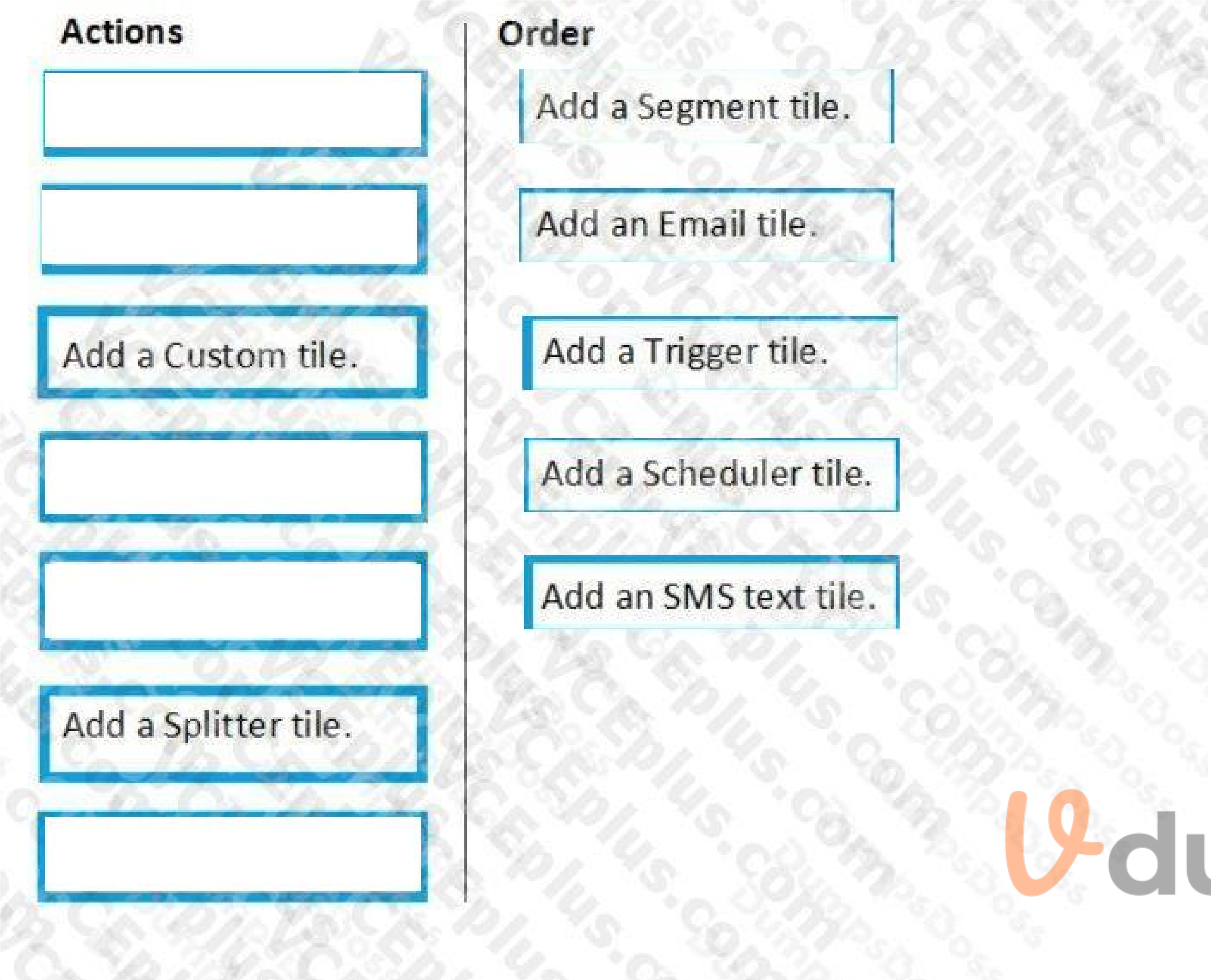
Correct Answer: A, B, E, F
Section:
Explanation:
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-simple-customer-journey

QUESTION 54
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:



Section:
Explanation:

QUESTION 55
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:

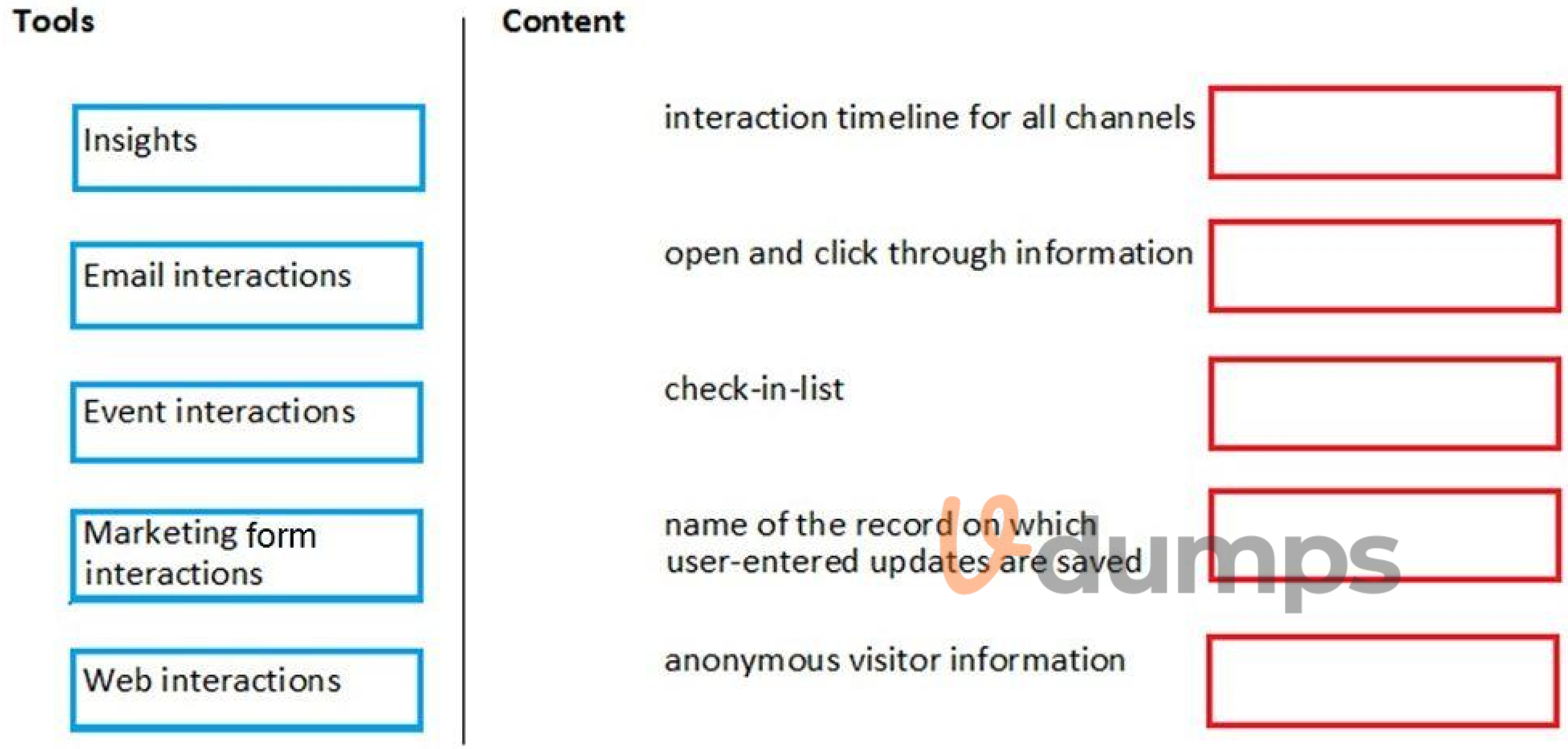
Actions	Order
	Establish the target segment.
Set general options.	Select a customer journey template.
	Add tiles from the Toolbox.
	Configure tile settings.
	Go live with the customer journey.
Create an activity marketing template.	

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

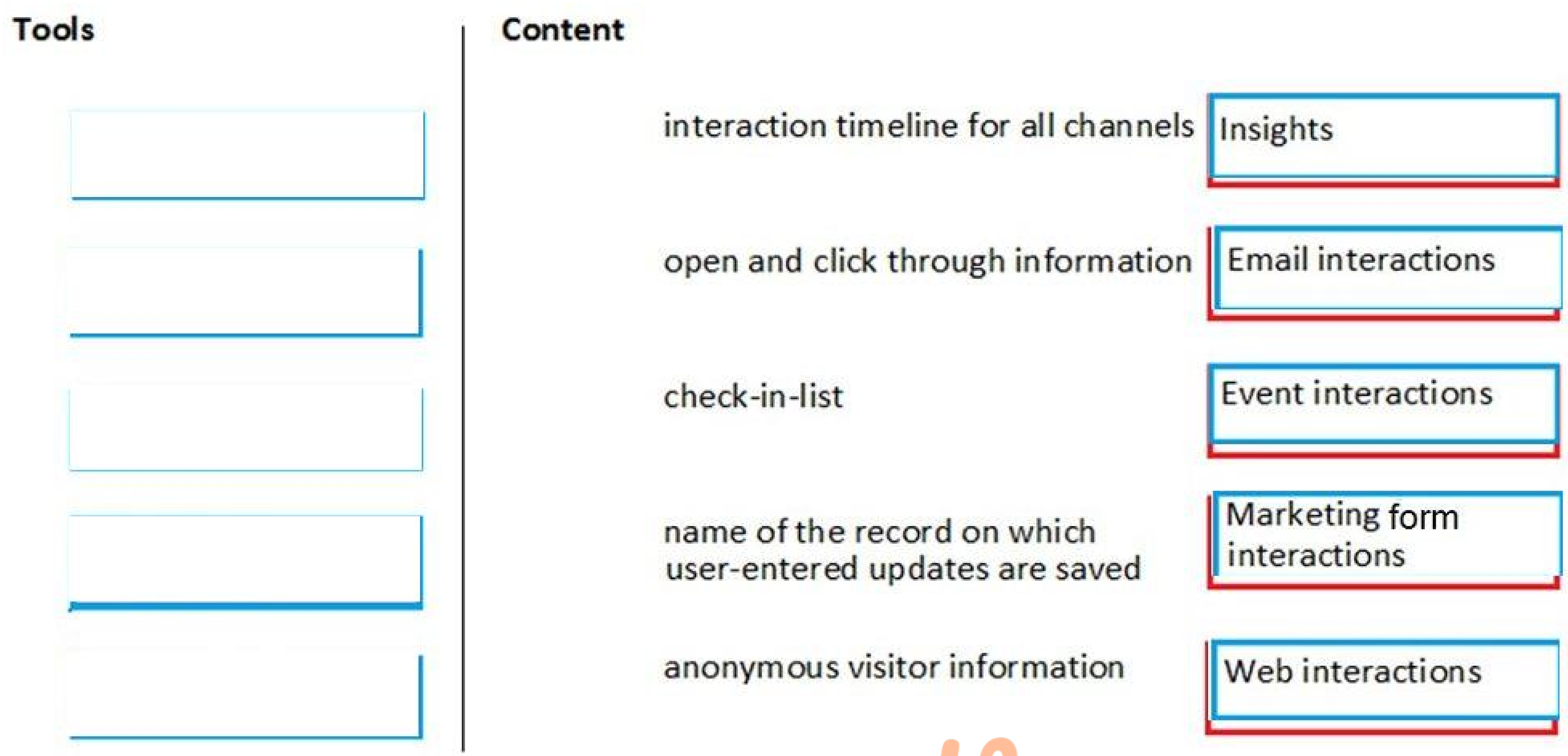
QUESTION 56

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:



Correct Answer:



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

QUESTION 57
You need to send follow-up emails based on the closing of an Opportunity in Dynamics 365 Sales. You decide to create a custom trigger in Dynamics 365 Customer Insights - Journeys. Which condition must be met to use the trigger in a journey?

A. The trigger must be in Ready to use status.
B. You must select Opportunity close in the Attribute option.
C. You must connect the Opportunity table to Customer Insights - Journeys.
D. You must select Microsoft Dataverse as a source.

Correct Answer: A
Section:

QUESTION 58
You need to send follow-up emails based on the closing of an Opportunity in Dynamics 365 Sales. You decide to create a custom trigger in Dynamics 365 Customer Insights - Journeys. Which condition must be met to use the trigger in a journey?

A. The trigger must be in Ready to use status.
B. You must select Opportunity close in the Attribute option.
C. You must connect the Opportunity table to Customer Insights - Journeys.
D. You must select Microsoft Dataverse as a source.

Correct Answer: A
Section:

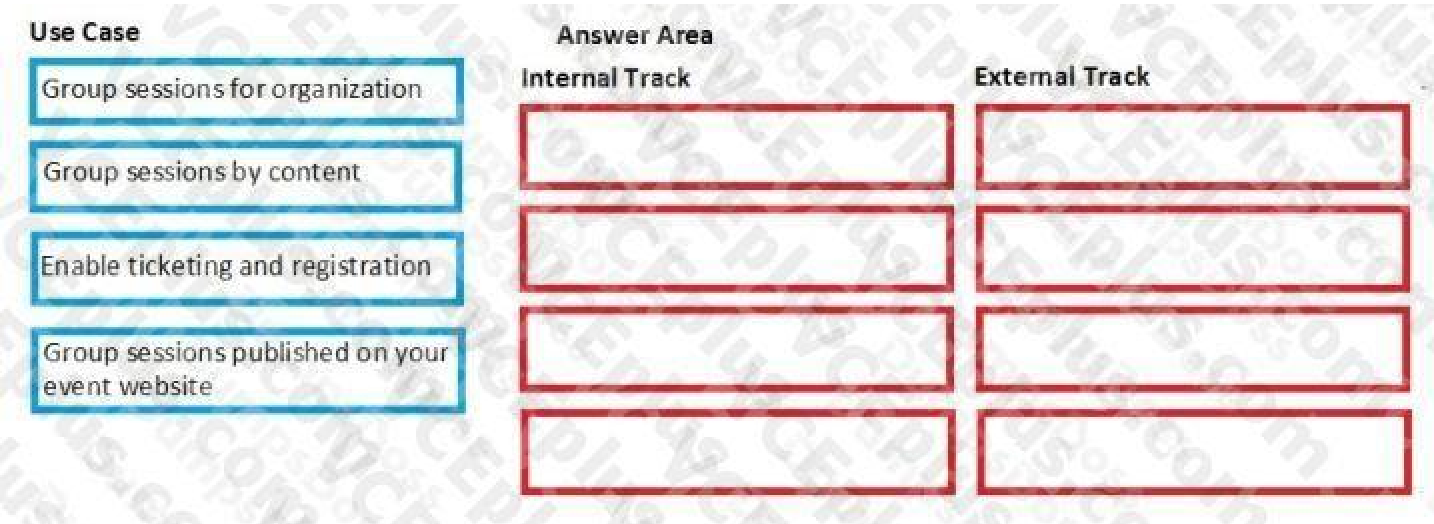
QUESTION 59
The marketing department at Contoso Children's Foundation wants to set up a real-time journey to thank people for their donations, using specific donation values in emails and journey branches. The journey needs to be triggered when someone donates through your organization's website.
You need to:
1. create the custom event trigger, and
2. give the event code snippet to the website team so they can build the trigger into the donations page.
Which two field types can you add in a custom event to provide additional context for the journey? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. True or false
B. Option list
C. Currency
D. Number

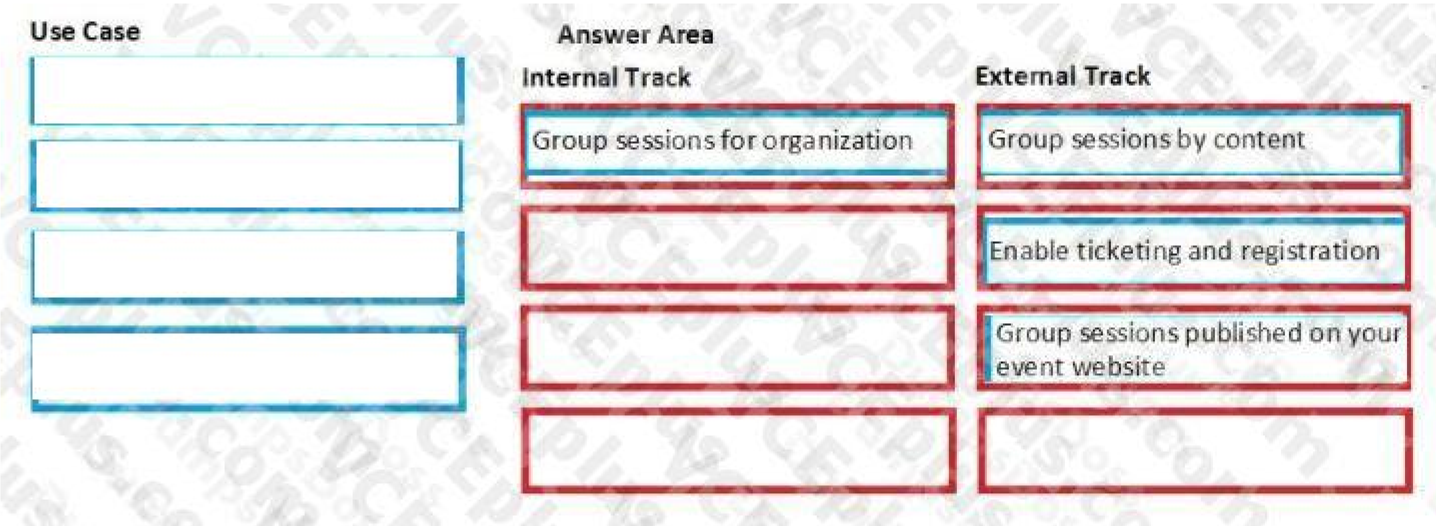
Correct Answer: C, D
Section:

QUESTION 60
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:



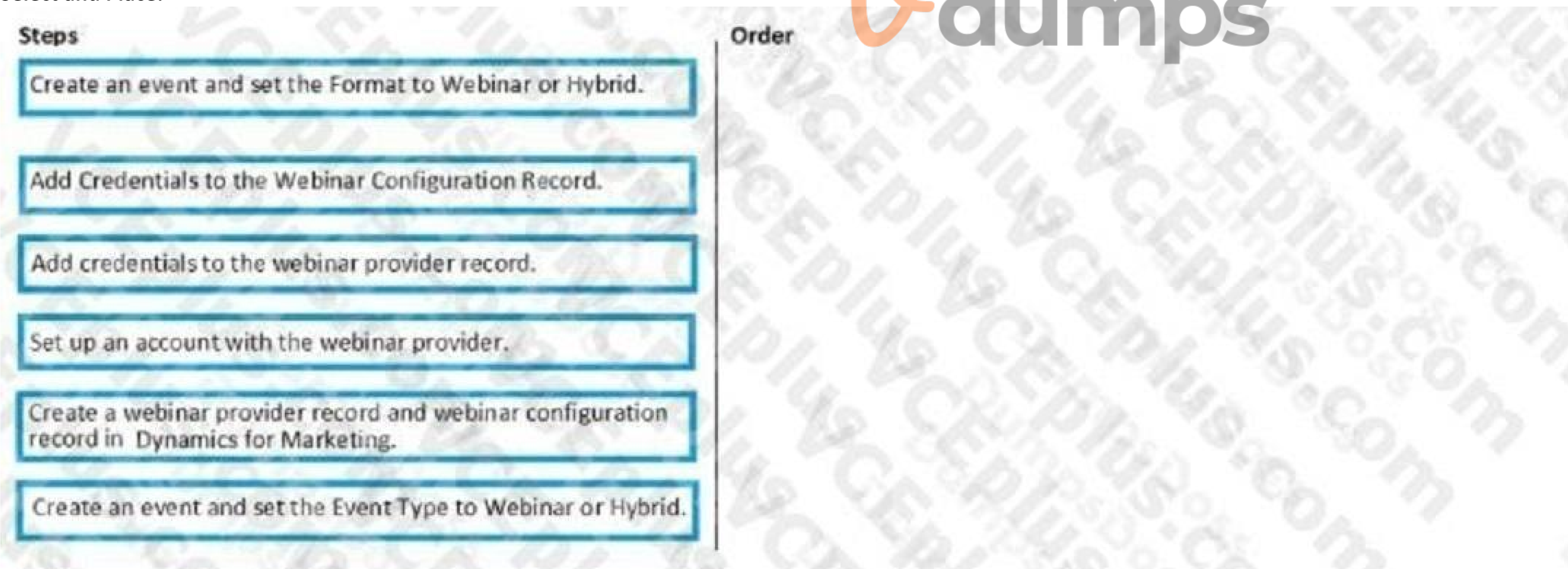
Correct Answer:



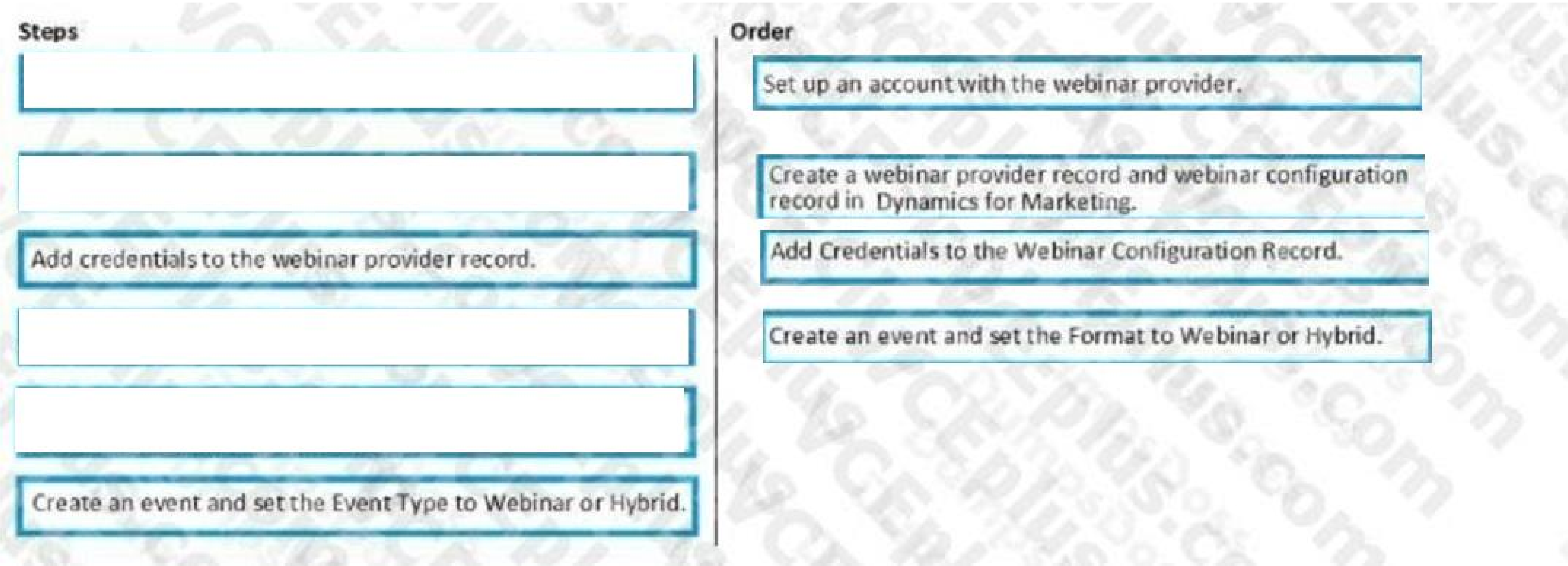
Section:
Explanation:
References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event

QUESTION 61
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:



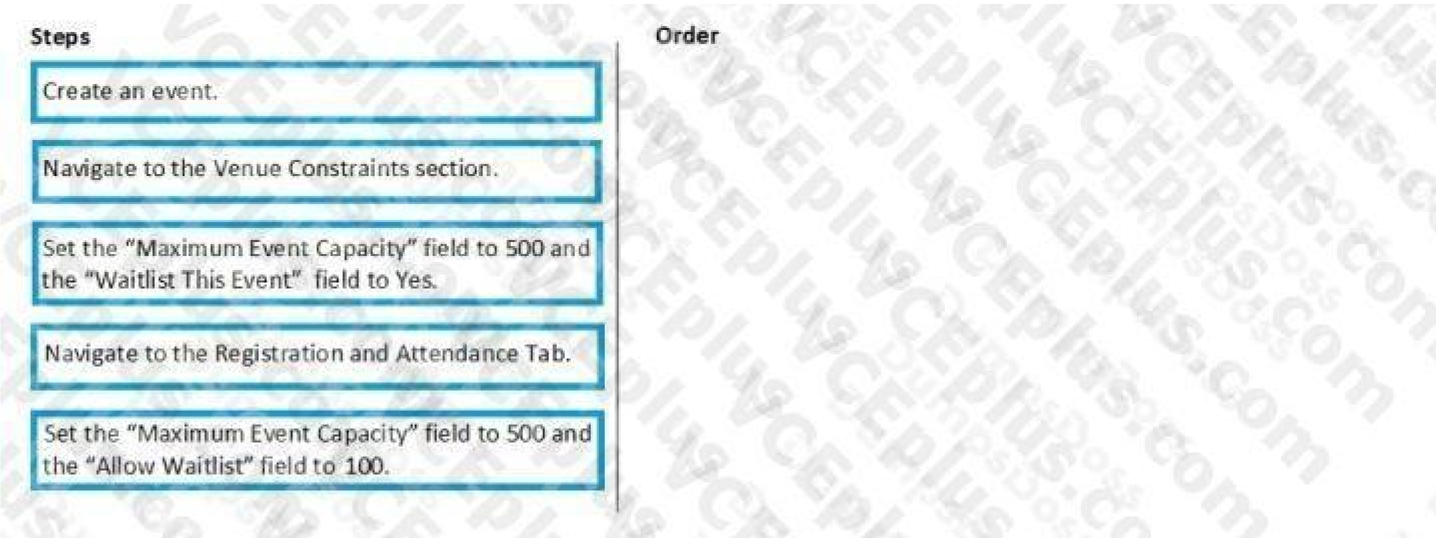
Correct Answer:



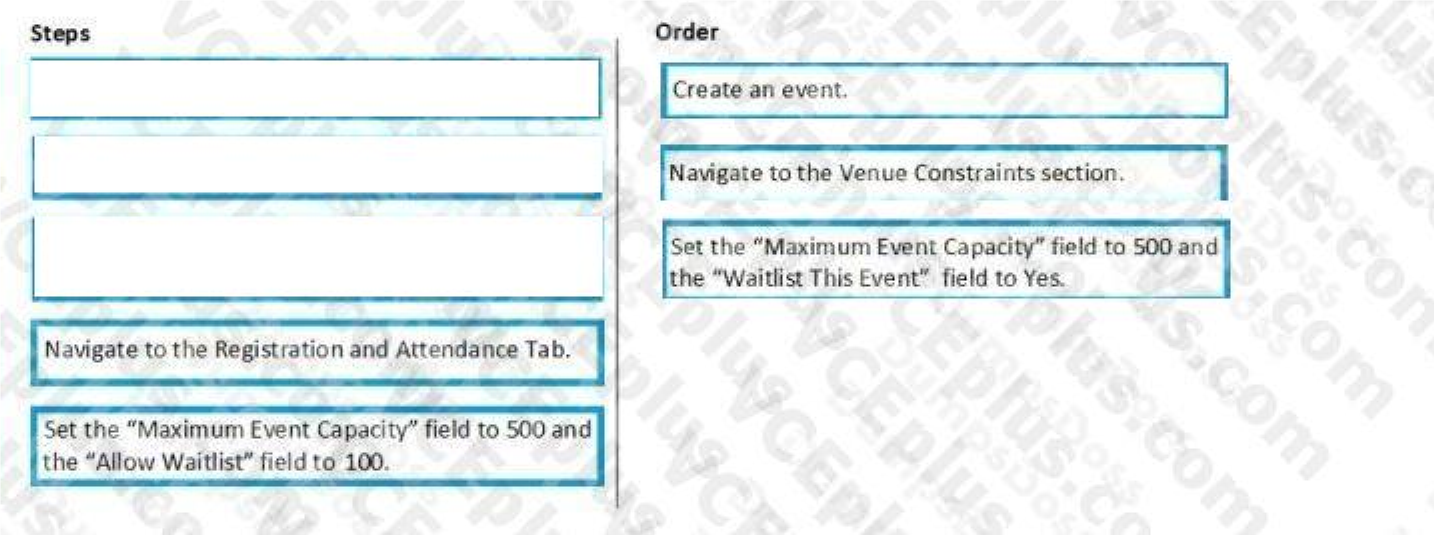
Section:
Explanation:
References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/events-settings https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-webinar

QUESTION 62
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:



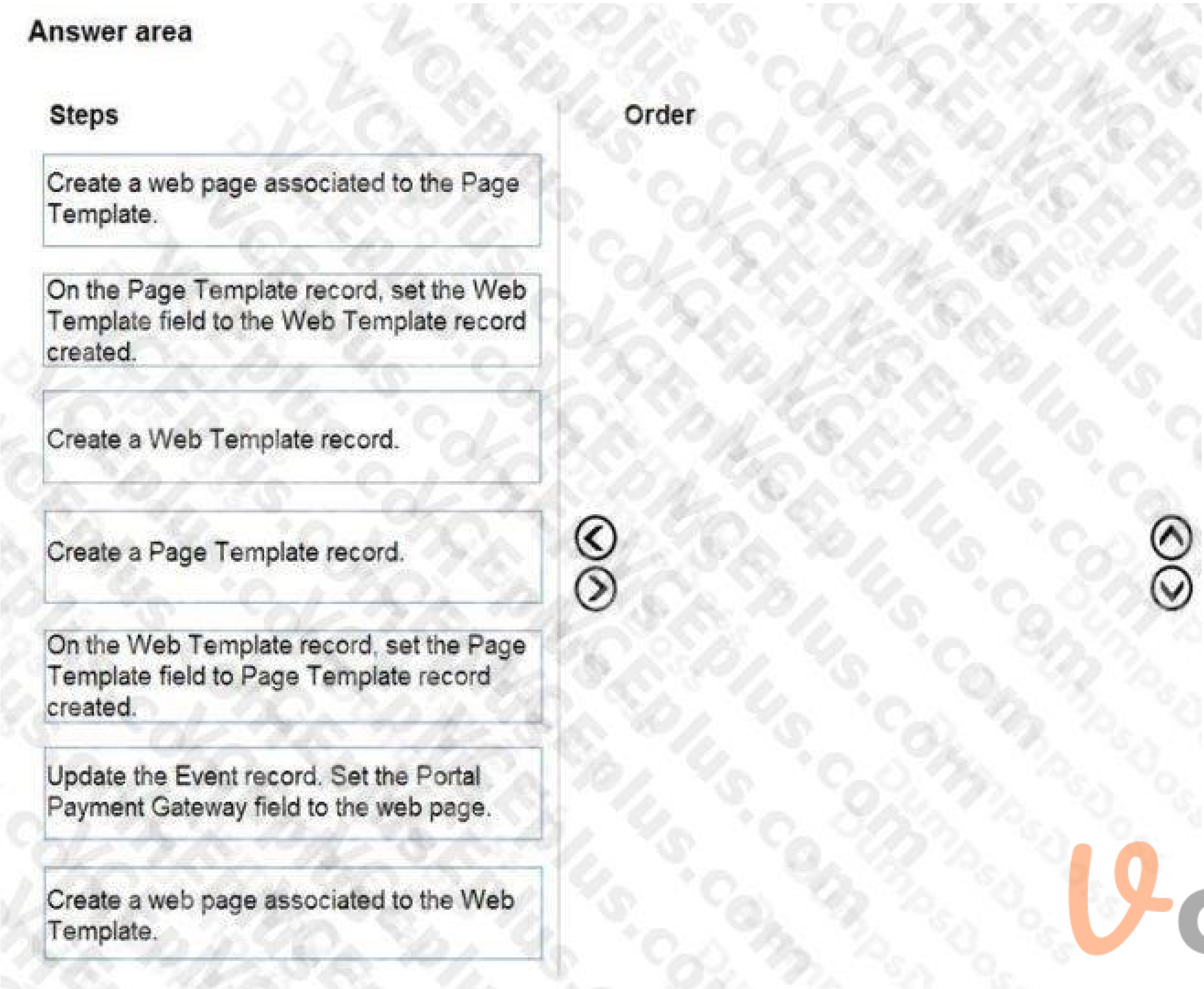
Correct Answer:



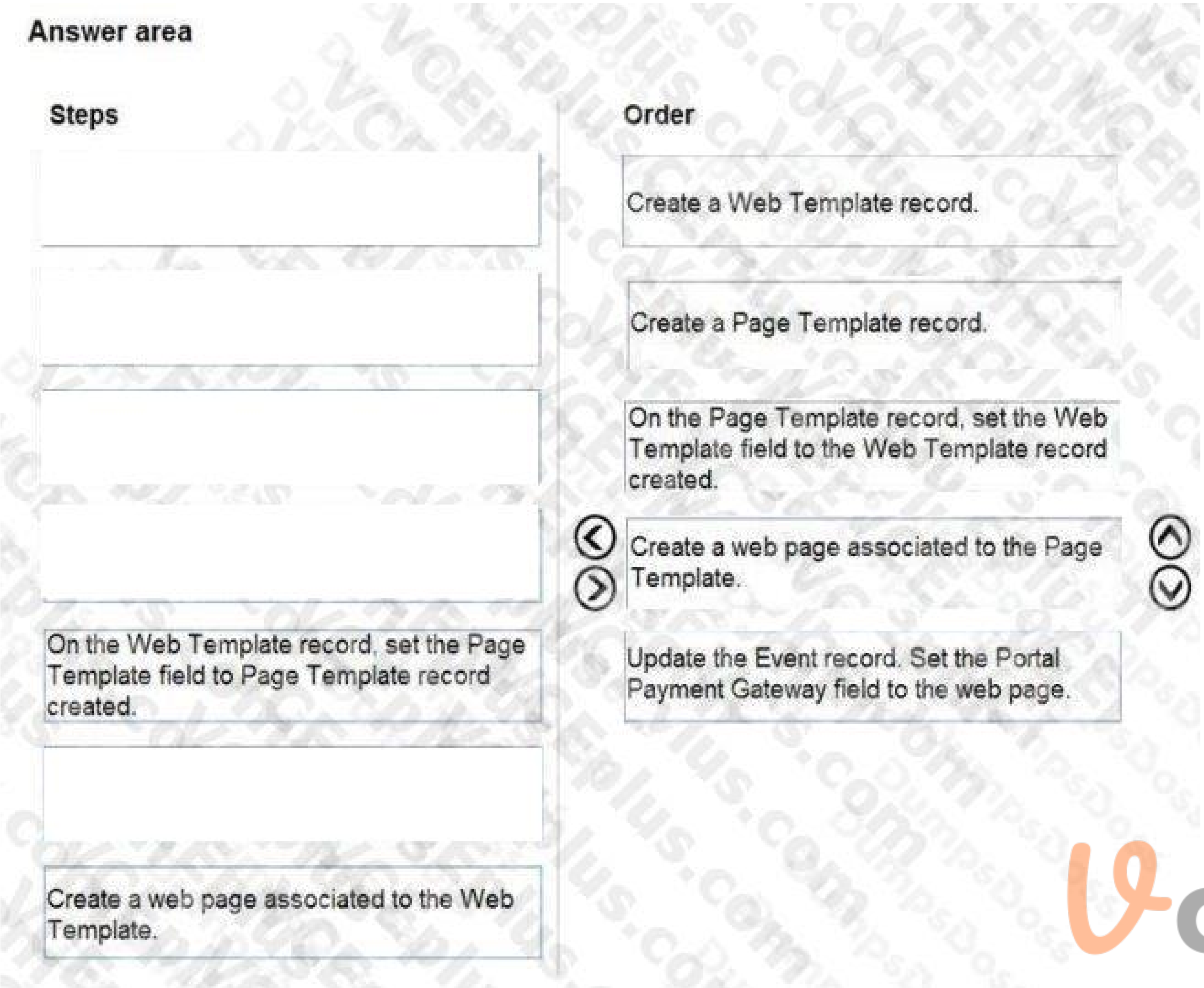
Section:
Explanation:
References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/event-waitlist

QUESTION 63
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:



Correct Answer:



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

QUESTION 64
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

- 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.

Order

Correct Answer:

Answer area

Steps

- Click “Go Live” on the command bar.
- Create sessions and internal track records.

Order

- Create an event/events.
- Create sessions and external track records.
- Associate applicable sessions and tracks.
- Set event publish status to “Live”.

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

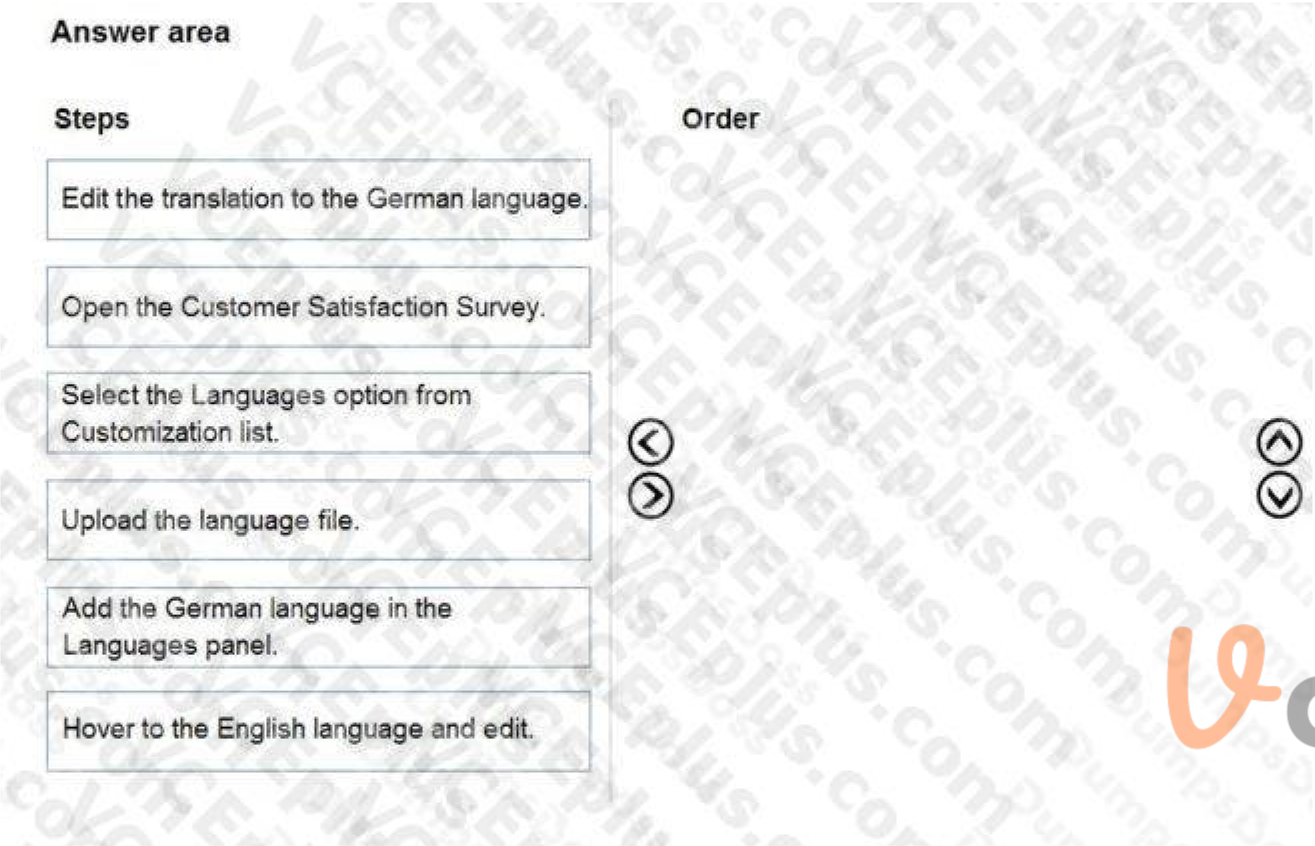
QUESTION 65

DRAG DROP

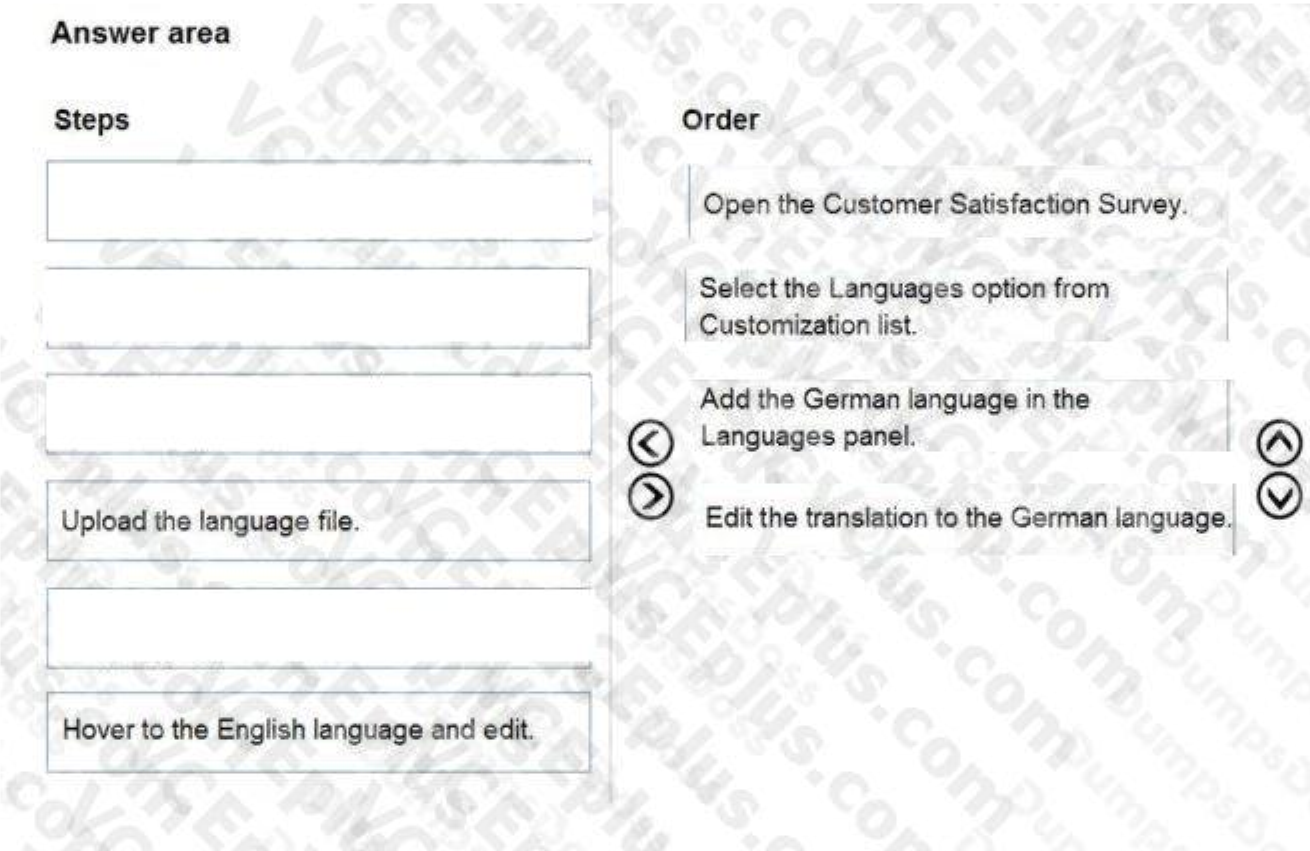
You have been asked to add the German language to the Customer Satisfaction Survey. The survey is currently only available in the default English language. You need to configure Dynamics 365 Customer Voice to display the German language option.

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:



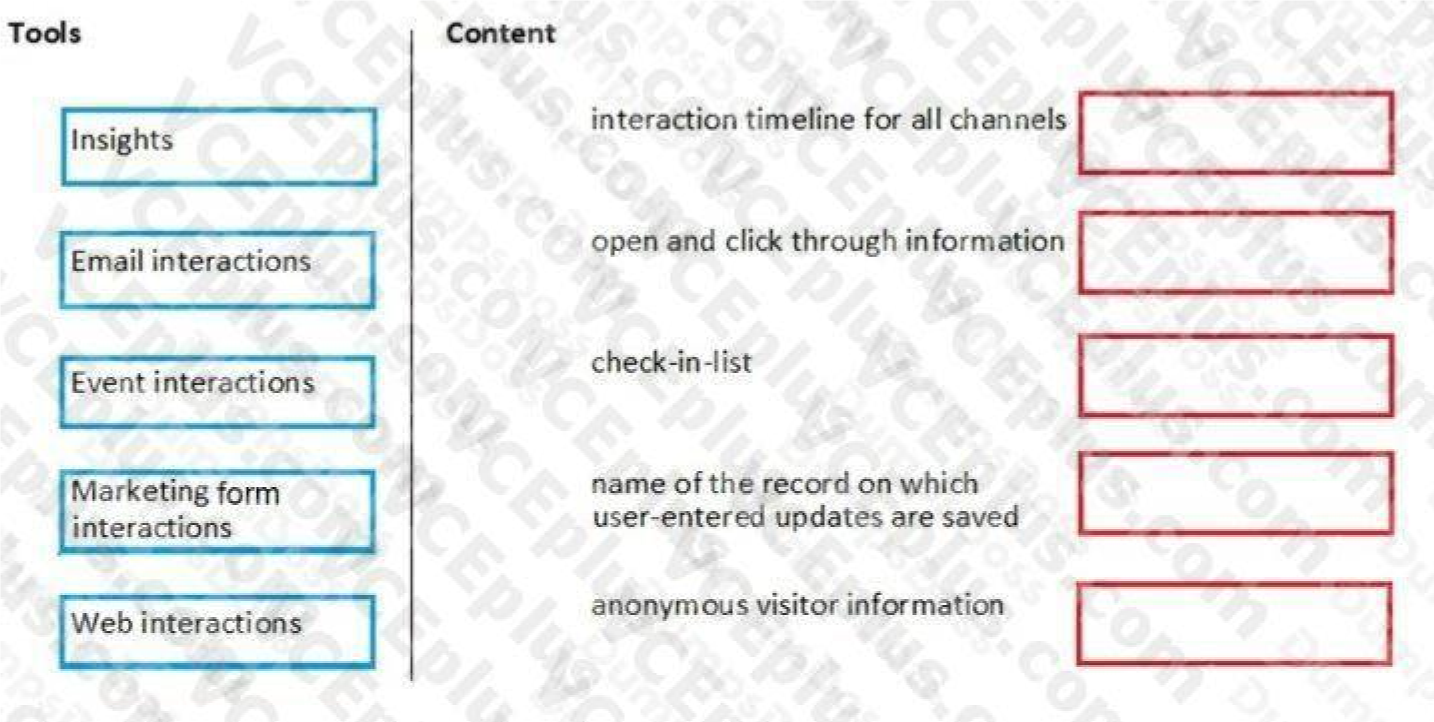
Correct Answer:



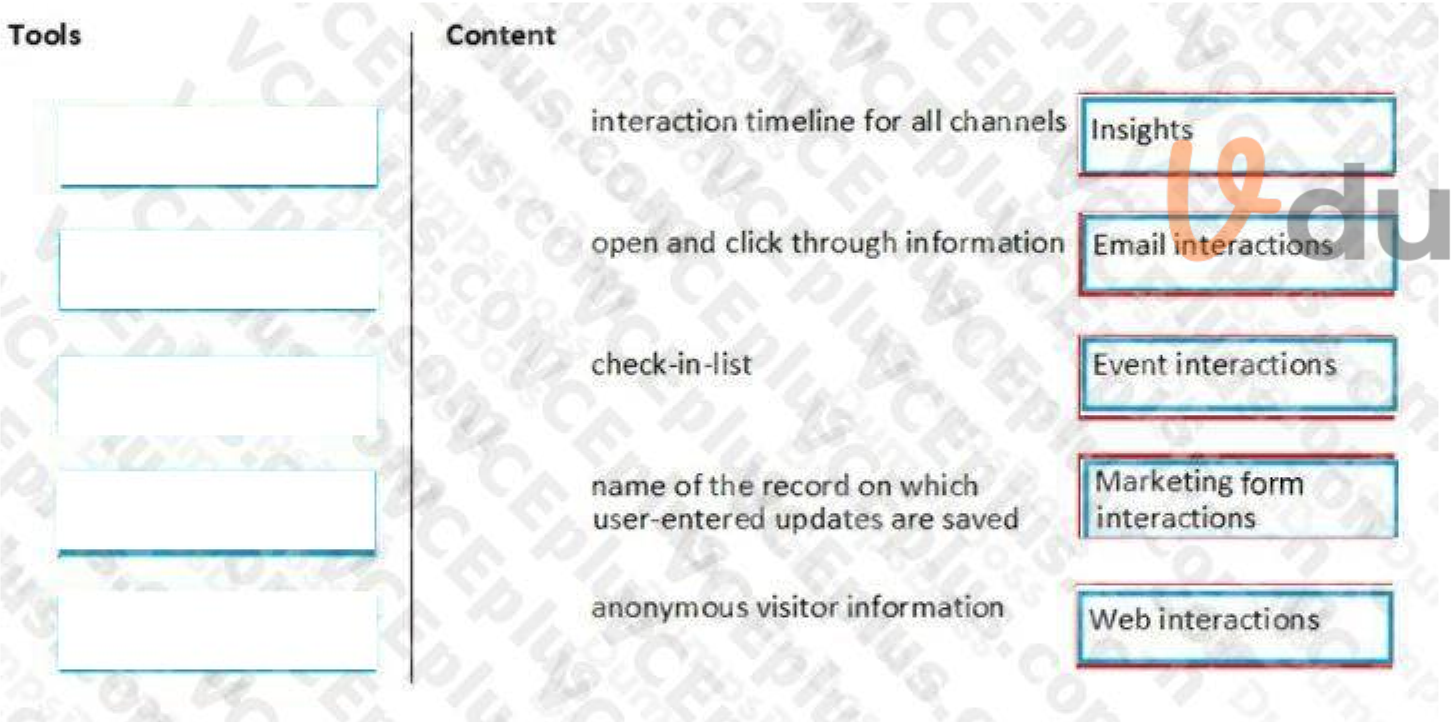
Section:
Explanation:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/create-multilingual-survey

QUESTION 66
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:



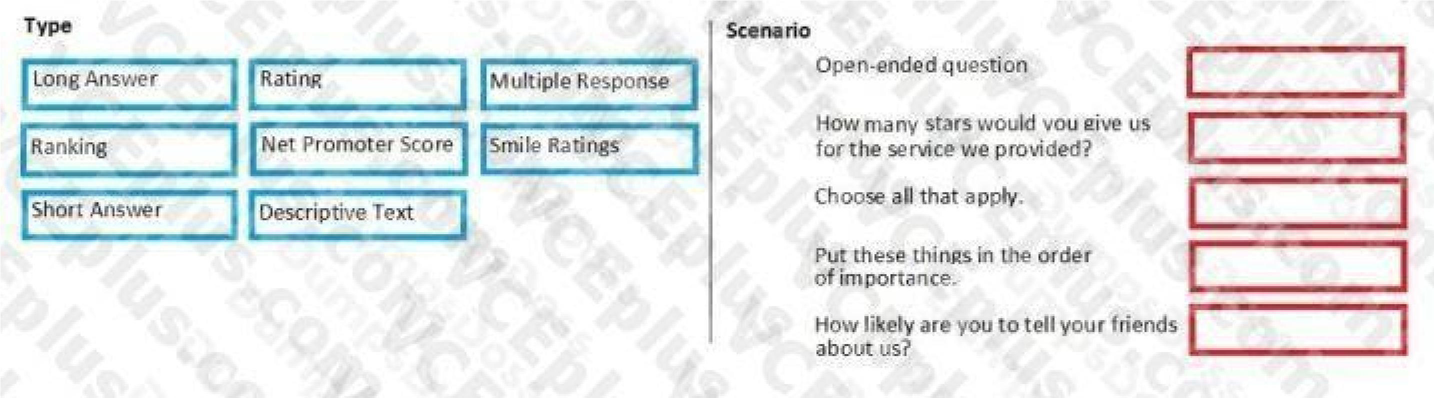
Correct Answer:



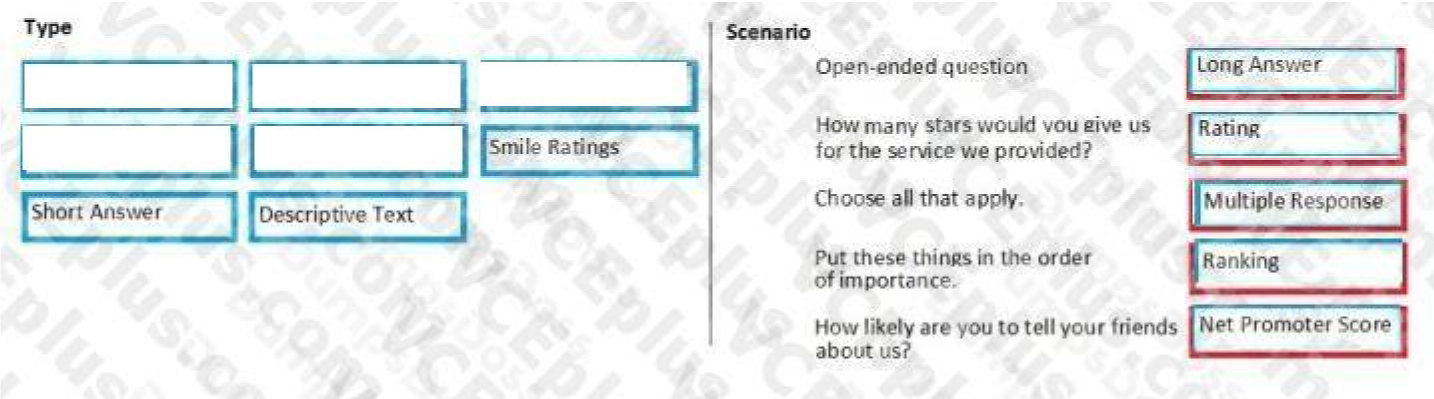
Section:
Explanation:
References: https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories

QUESTION 67
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:



Correct Answer:



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

QUESTION 68
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 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 69
You are a functional consultant analyzing the insights of the Marketing Page available in Dynamics 365 Marketing to collect data for a management presentation. Which element should you analyze to obtain information on the number of times the page was opened?

A. Visits
B. Interactions
C. Overview

D. Submissions

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

QUESTION 70
You are a Dynamics 365 Marketing functional consultant.
Marketing pages must conform to corporate branding standards. You need to ensure they all use the same style sheet. How can you add the style sheet?

A. Add it to the Portal Settings.
B. Click on HTML in the Page Designer in the marketing pages.
C. Add it to the Portal Integration tab of the marketing page.
D. Add it to a content block, then add the content block to the marketing page.

Correct Answer: D
Section:
Explanation:
Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/content-blocks

QUESTION 71
You are creating a new marketing page showing a holiday offer.
You have completed your page, and now you want it to be viewable by everyone on the Internet.
Which action should you perform to accomplish your goal?

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

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

QUESTION 72
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 73

DRAG DROP

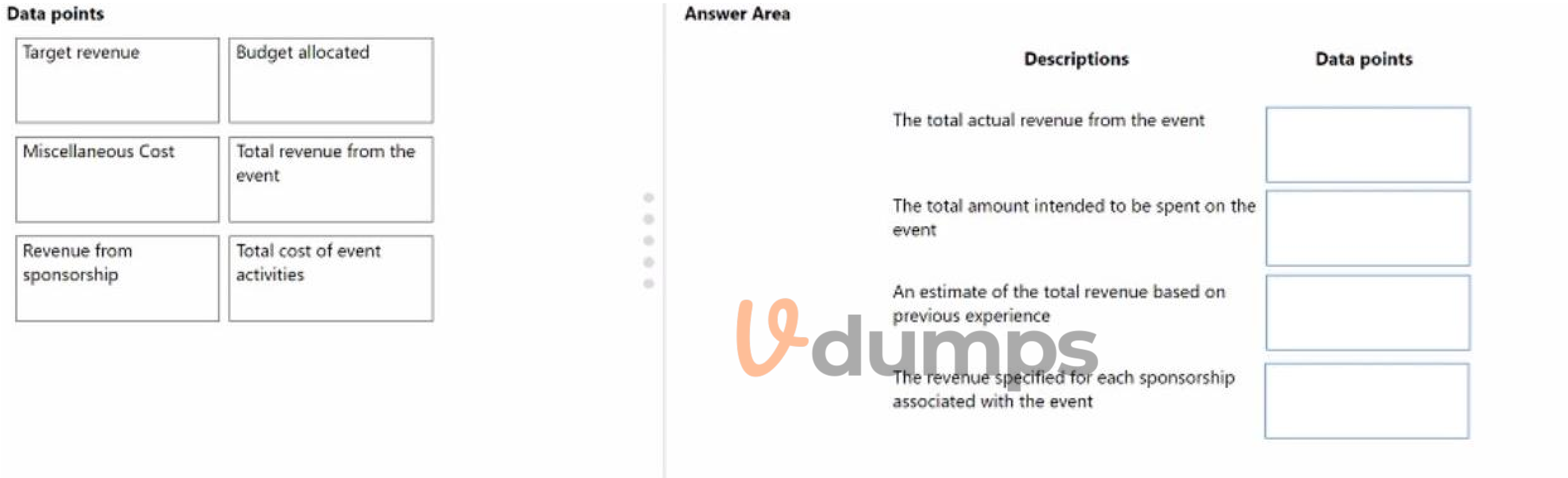
Your company's annual customer-facing conference has just occurred. As a marketing professional, you need to present the conference's financial information at an upcoming monthly management meeting.

You need to determine the financial details to use when presenting the overall data.

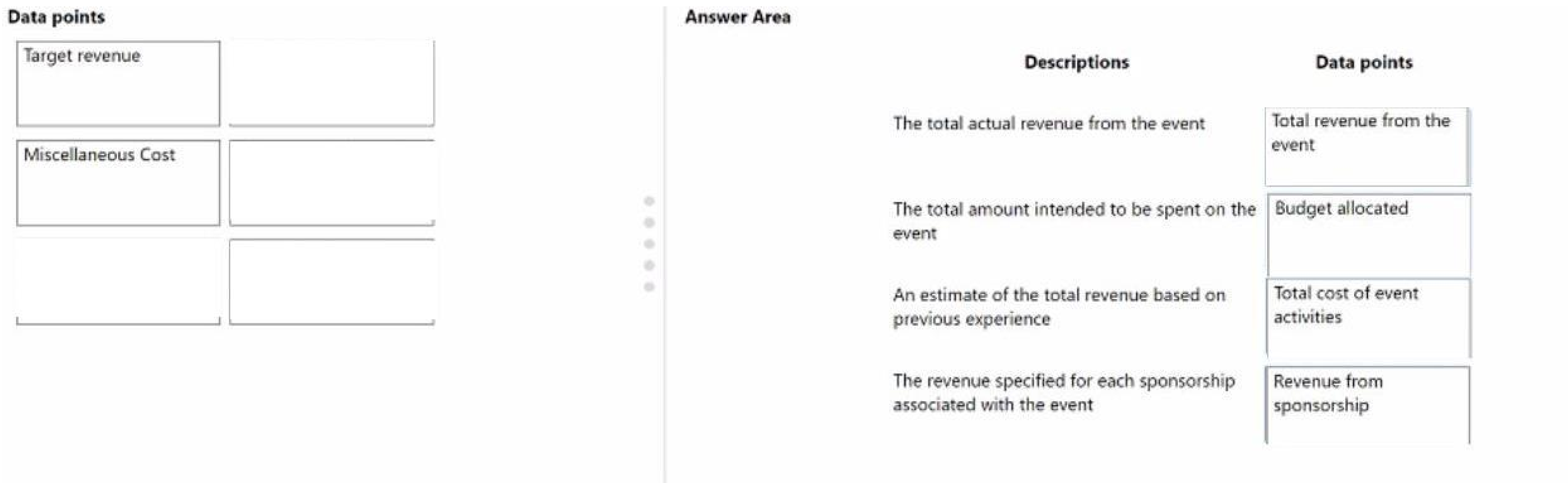
Which metric should you use for each type of data required? To answer, drag the appropriate data point to the correct description. Each data point may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct match is worth one point.

Select and Place:



Correct Answer:



Section:
Explanation:

QUESTION 74
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 75
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 76

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:

Correct Answer:

Section:

Explanation:

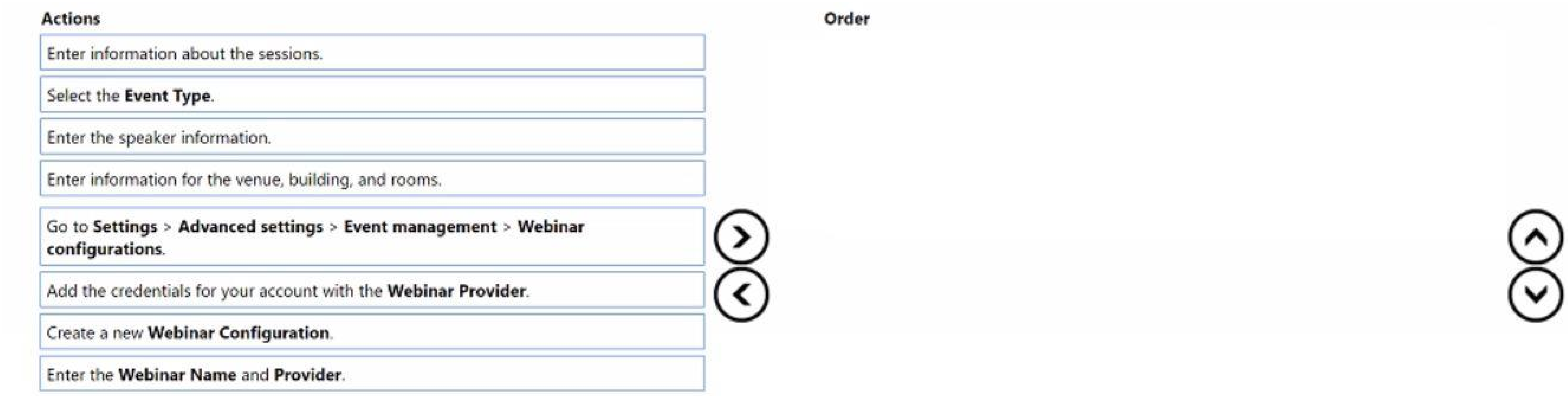
QUESTION 77

DRAG DROP

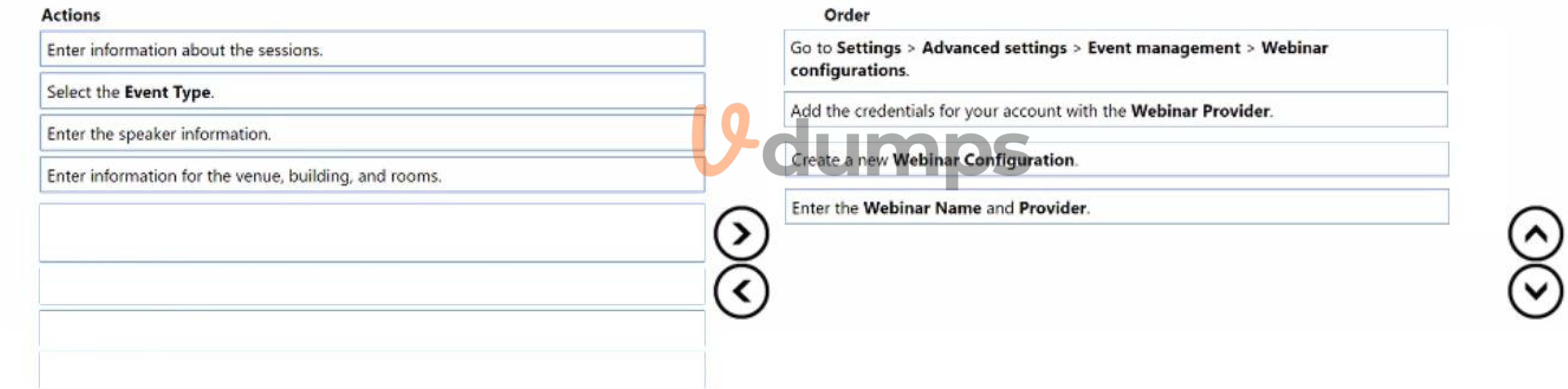
You are setting up a simple webinar with a webinar provider.

You need to configure the webinar provider.

Select and Place:



Correct Answer:



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 78
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.

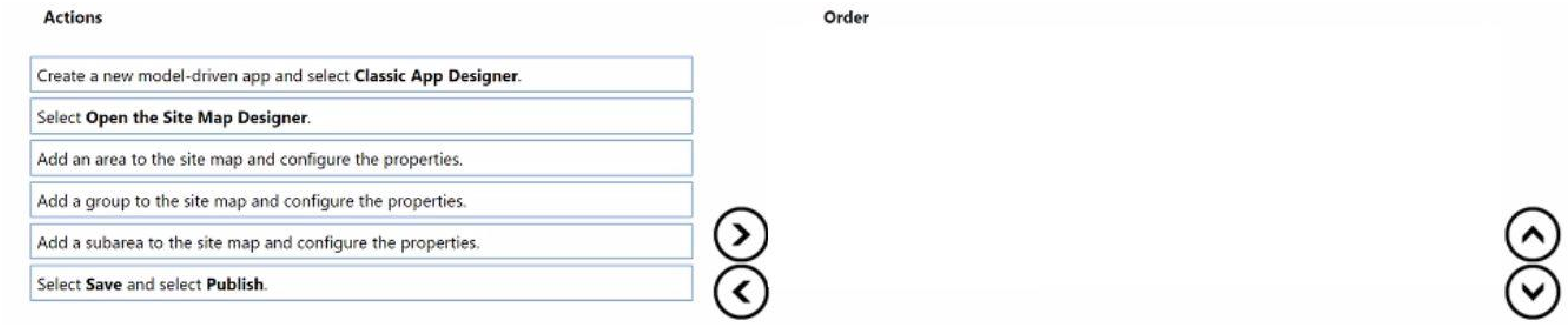
Select and Place:

Correct Answer:

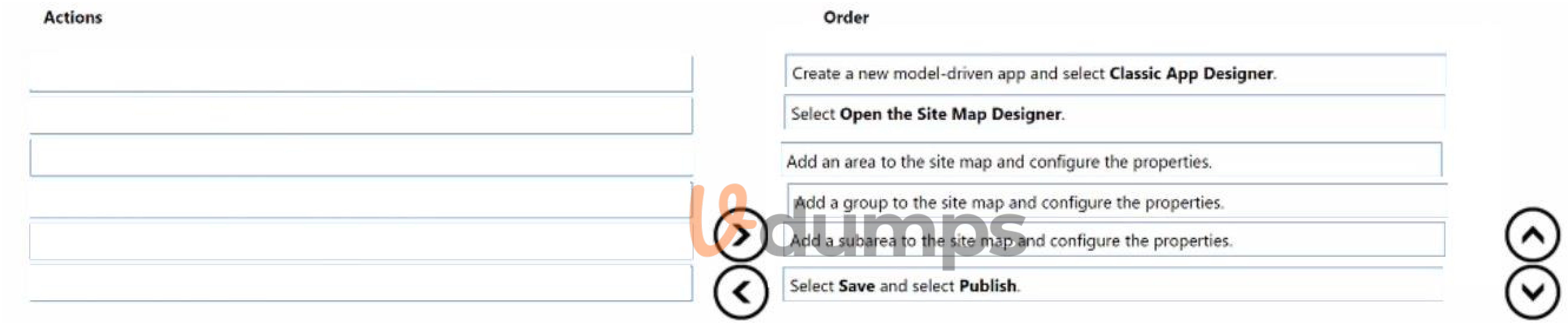
Section:
Explanation:

QUESTION 79
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:



Correct Answer:



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 80

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 81
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 82
The marketing department hired a new content designer to be in charge of email design and personalization. You need to instruct the content designer on using and managing the tokens for pre-defined dynamic text. Which two guidelines should you give to the content designer? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Updating a token only applies to the current message and future messages.
B. Removing a token will impact messages that ate currently using it. The original placeholder will be removed from the text box.
C. Updating a token will also update the dynamic text in existing messages that use it.
D. Removing a token only removes it from the pre-defined list; messages already using the token will continue to use the token.

Correct Answer: A, C
Section:

QUESTION 83
Your organization recently implemented Microsoft Dynamics 365 Marketing. You are educating the marketing team on tools that are available to protect your sender's reputation, such as the backend suppression lists.
You need to recommend the backend suppression list that will prevent emails from being sent to certain domains known to be harmful to your senders' reputation.
Which backend suppression list should you recommend?

A. Spam complaint suppression
B. Hard bounce suppression
C. Email complaint suppression
D. Pattern suppression

Correct Answer: D
Section:

QUESTION 84
You are a marketing analyst at Contoso, Ltd. The sales manager wants to post a Microsoft Dynamics 365 Customer Voice feedback survey on the company website.
The sales manager wants the entire survey to display statically in a page on the site.
What should you do?

A. Add The button embed code for the survey to the web page.
B. Add the HTML source code for the survey to the web page.
C. Add the pop-up window embed code for the survey to the web page.
D. Add the inline embed code for the survey to the web page.

Correct Answer: D
Section:

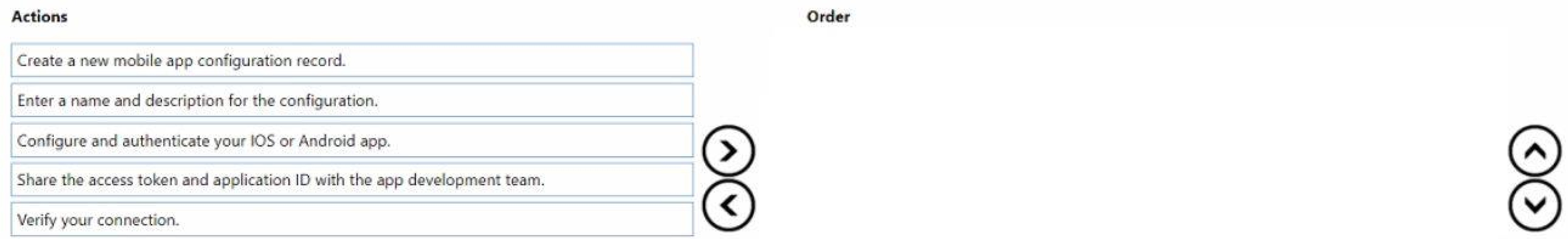
QUESTION 85
Your company is hosting a series of events. You are responsible for configuring the events in Dynamics 365 Customer Insights - Journeys.
You plan to create an event template to save time when creating events in the future. Which three features can be saved as part of your event template?
NOTE: Each correct selection is worth one point.

A. Start and End Date of the next event that will be using the template
B. Webinar Settings
C. Links to Sessions and Speakers
D. Basic Event Setup (name, description, type, etc.)
E. Event Venues and Passes

Correct Answer: B, D, E
Section:

QUESTION 86
DRAG DROP
Your company is Contoso Coffee Beans. The company's marketing department is setting up a real-time journey.
After a customer uses the mobile application to sign in to one of the coffee bars, Contoso Coffee Beans wants to send them a push notification through the company's mobile app. This is the first time that the company has used the push message channel.
You need to set up a connection to the mobile app.
In which order should you perform the actions in Dynamics 365 Customer Insights - Journeys? To answer, move all actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:



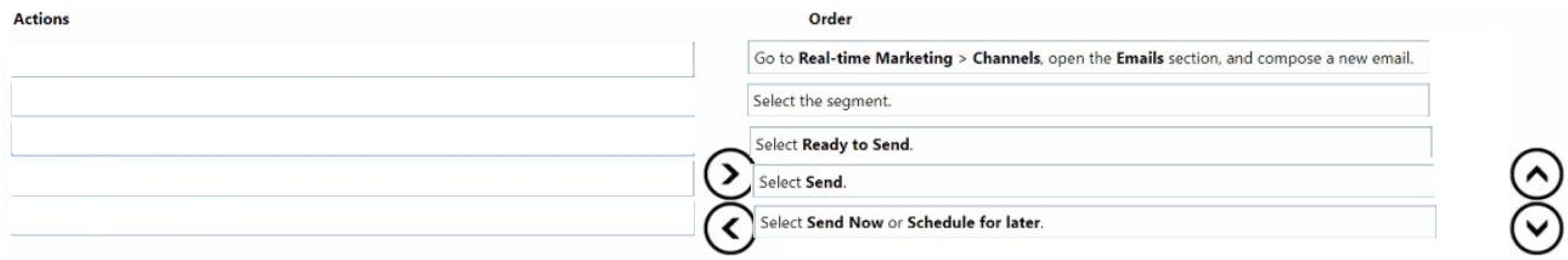
Correct Answer:

Section:
Explanation:
Create a new mobile app configuration record.
Enter a name and description for the configuration.
Configure and authenticate you IOS or Android app.
Share the access token and application ID with the app development team.
Verify your connection.

QUESTION 87
DRAG DROP
Your company wants to use the email functionality in Dynamics 365 Customer Insights - Journeys.
You need to send out a marketing email to a published customer segment, but you do not want to create a complete journey.
In which order should you perform the actions? To answer, move all actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

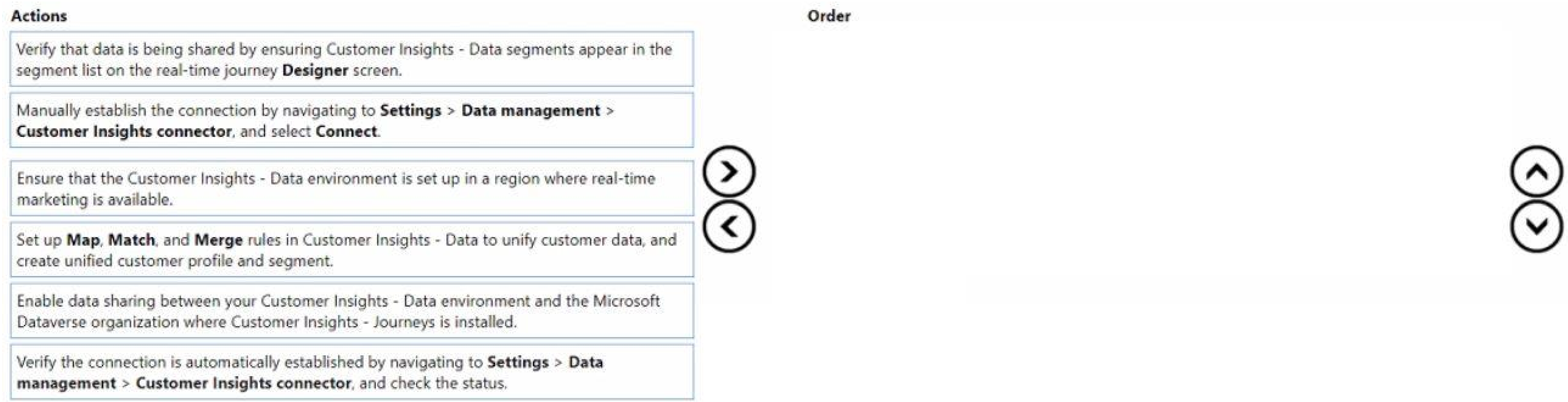
Correct Answer:



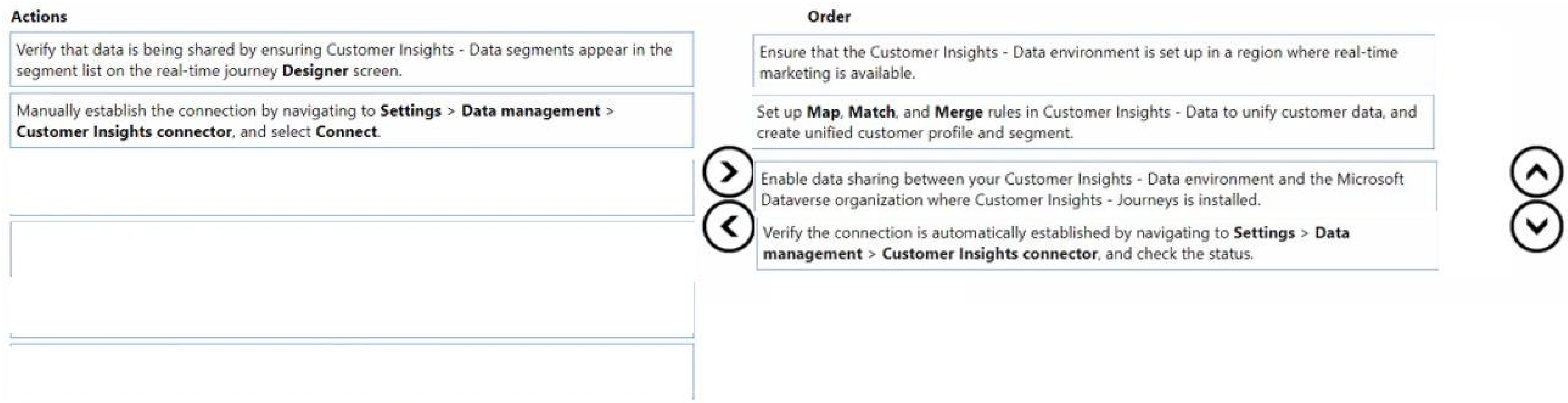
Section:
Explanation:
Go to Real-time Marketing > Channels, open the Emails section, and compose a new email.
Select the segment.
Select Ready to Send.
Select Send.
Select Send Now or Schedule for later.

QUESTION 88
DRAG DROP
Your company currently uses real-time marketing capabilities in Dynamics 365 Customer Insights - Journeys. Your marketing director wants you to provision a new instance of Dynamics 365 Customer Insights - Data and enable the use of Customer Insights - Data profile attributes in personalized email content.
You need to prepare your plan for connecting the two applications.
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:



Correct Answer:



Section:
Explanation:
Ensure that the Customer Insights - Data environment....
Set up Map, Match, and Merge rules...
Enable data sharing between your Customer Insights....
Verify the connection is automaticall established by navigating...

QUESTION 89
Note: This question is part of a series of questions that present the same scenario. Each 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 shown.
After you answer a question in this section, you will NOT be able to return to it once you click on the Next button. As a result, these questions will not appear in the review screen.
The marketing department created a new subscription center and marketing page that should be used whenever outbound and real-time emails are sent to Contacts.
The content designer asked you to ensure the emails sent through real-time marketing journeys have the correct link in their preference center placeholder.
You need to ensure that the new subscription URL is used when emails are sent to Contacts.
Solution:
For compliance settings: Create a new Content Settings record and add the subscription center marketing page.
For email settings: Link the consent record to the real-time marketing journey settings.
Does this meet the goal?

A. Yes
B. No

Correct Answer: B
Section:

QUESTION 90
Note: This question is part of a series of questions that present the same scenario. Each 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 shown.
After you answer a question in this section, you will NOT be able to return to it once you click on the Next button. As a result, these questions will not appear in the review screen.
The marketing department created a new subscription center and marketing page that should be used whenever outbound and real-time emails ate sent to Contacts.
The content designer asked you to ensure the emails sent through teal-time marketing journeys have the correct link in their preference center placeholder
You need to ensure that the new subscription URL is used when emails are sent to Contacts.

Solution:
You ensure that the marketing journeys target Contacts, instead of Leads or Customer Profiles.
Does this meet the goal?

A. Yes
B. No

Correct Answer: B
Section:

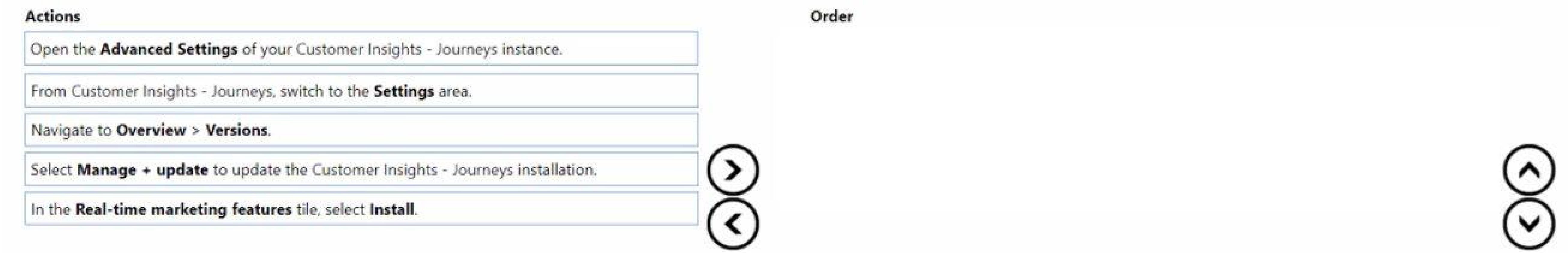
QUESTION 91
You recently implemented Dynamics 365 Customer Insights - Journeys.
You need to enable a previously created marketing list to be available for the subscription center.
What does the Marketing List Member type need to be in order to do this?

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

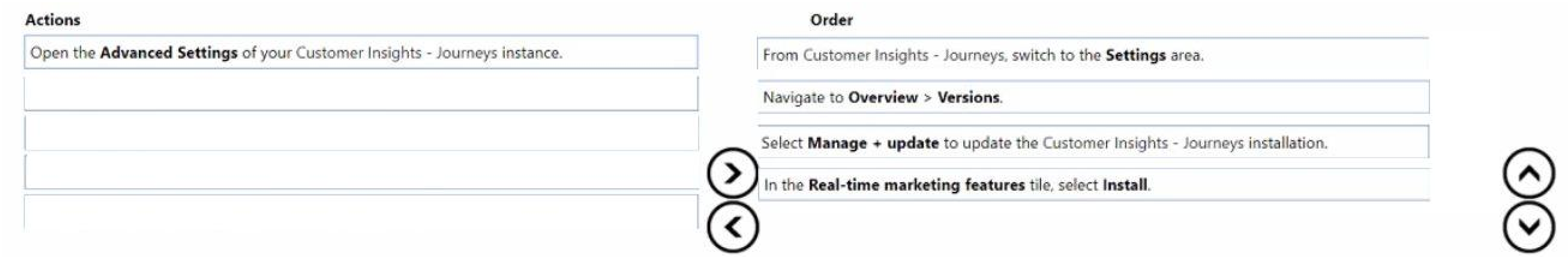
Correct Answer: D
Section:

QUESTION 92
DRAG DROP
Your company has been using Dynamics 365 Customer Insights - Journeys for a few months. The Chief Marketing Officer (CMO) asks you to enable real-time customer journey orchestration. The CMO wants to set up an abandoned shopping cart journey using a trigger from the company's online store.
You need to update your current Customer Insights - Journeys version and enable the real-time customer journey orchestration.
Which four 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:



Correct Answer:



Section:
Explanation:
From Customer Insights - Journeys, switch to the Settings area.
Navigate to Overview > Versions.
Select Manage + update to update the Customer Insights - Journeys installation.
In the Real-time marketing features tile, select Install.

QUESTION 93
Your marketing department created a recurring outbound customer journey so the contacts are reprocessed at regular intervals during the active period. The marketing manager indicates that the customer journey with a future end date has been in a Stopped state.
The marketing manager wants to enable the contacts to continue being reprocessed in the journey.
What should you do?

A. Increase the Iterations count value.
B. Manually update the state to Live
C. Select Check for Errors and then select Go Live
D. Update the recurring interval.

Correct Answer: A
Section:

QUESTION 94
Your company's marketing team is reviewing insights for several marketing pages that have been used in a recent customer journey. The team reports that the number of submissions for one marketing page is greater than the total number of submissions for the entire customer journey.
You need to help the team understand why the number of submissions is greater than expected.
What do you tell the team?

A. You can only group submissions by journey if you export the detail records to a .csv file and analyze the records in Microsoft Excel.
B. You must select a specific customer journey on the marketing page Insights tab to filter insights to that specific journey.
C. You can only analyze submissions for a marketing page in a journey from the specific journey record.
D. You can only track marketing page insights at an aggregate level across all associated customer journeys.

Correct Answer: D
Section:

QUESTION 95
You are creating a new outbound promotional journey.

You want to target new contacts who submitted a form on the company's landing page to download a whitepaper.
Which two actions should you perform? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Select 'Submitted a Form' as the audience source type filtered to the company's landing page in the outbound journey.
B. Create a dynamic behavioral contact segment with the condition of having submitted the form on the company's landing page. Then, select this segment as the target audience in the outbound journey.
C. Create a static marketing list with the condition of having submitted the form on the company's landing page. Then, select this segment as the target audience in the outbound journey.
D. Select 'Download Whitepaper Journey' as the target audience in the outbound journey.

Correct Answer: A, B
Section:

QUESTION 96
Note: This question is part of a series of questions that present the same scenario. Each 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 company recently installed the real-time marketing module.
You need to make sure that the consent center is filled with the correct consent data currently available in Dynamics 365 Customer Insights - Journeys and from legacy campaign solutions.
Solution: You import consent settings from a Microsoft Excel file.
Does this meet the goal?

A. Yes
B. No

Correct Answer: B
Section:

QUESTION 97
You work with your company's marketing team to determine that a Global Double Opt-In methodology will be best suited for your company You need to enable Global Double opt-in. Which element is required?

A. an event registration page
B. a privacy policy
C. a subscription center page
D. a consent confirmation message

Correct Answer: D
Section:

QUESTION 98
You are showing the marketing team how to measure campaign effectiveness with the built-in dashboards in Dynamics 365 Customer Insights - Journeys
A team member asks where they can find the metric that shows how many emails had at least one link selected, as a percentage of the total number of emails that were delivered as part of a customer journey.
You need to tell the team which section of the built-in aggregate channel analytics dashboard contains a key performance indicator (KPI) that provides this information.
Which section contains the relevant KPI?

A. Delivery issues
B. Positive customer engagement
C. Negative customer engagement

D. Delivery successes

Correct Answer: B
Section:

QUESTION 99
You want to update the marketing settings to enable this scenario:
When a person submits a torn, the marketing system will pair the submission with an existing lead by their email address and the product they are interested in.
Which setting should you update?

A. Landing pages
B. Lead scoring
C. Default marketing settings
D. Matching strategy

Correct Answer: D
Section:

QUESTION 100
Your marketing department works with an audience acquisition firm to invite attendees to marketing webinars.
The audience acquisition firm displays statistics related to attendees on a dashboard on its partner portal. The Chief Marketing Officer for your company asks you to add a link to this dashboard directly to the navigation for your Dynamics 365 Customer Insights - Journeys app.
You need to select the appropriate subarea content type
Which subarea content type should you select in the sitemap?

A. Custom page
B. URL
C. Web resource
D. Dashboard

Correct Answer: C
Section:

QUESTION 101
Your marketing team sends a dairy newsletter to email subscribers.
Your manager wants to see a visual heat map report displaying the area of the email body that receives the most clicks.
What should you do in the marketing email Insights tab?

A. Select the Links category and take a screen capture of the heat map for your report
B. Select the Delivery category and download the heat map PDF file.
C. Gather the data from the Insights tab. then create a heat map image of the email highlighting the most-clicked regions.
D. Select the Interactions category and export to Microsoft Excel.

Correct Answer: B
Section:

QUESTION 102
Your colleague has an upcoming product launch. They heard from the marketing operations team that they cannot go live with the launch email because the instructions provided are missing a required element.

The message created already has the following elements;
* a subscription center link
* a physical address
* a valid from name and from address
* an HTML body
* a plain text version
The instructions told the marketing operations team to use {{contact.emailddress1}} in the 'To' field. All videos and images were present in the library, and there are no dynamic expressions in the email.
You need to help identify the missing element.
What should also be included in the instructions?

A. A/B test elements
B. a subject line
C. a preheader
D. a-reply-to'address

Correct Answer: B
Section:

QUESTION 103
A multi-day conference includes multiple vendors, sponsors, and hotel accommodations
You need to schedule presenters for the conference sessions.
As you are booking the presenters tor the sessions, where should you set the presenter's fee for this event?

A. Event
B. Speaker Engagement
C. Account
D. Session

Correct Answer: A
Section:

QUESTION 104
An IT solutions provider decided to host an onsite educational event for their customers. They create an event in Marketing Event Management with pass level registration and will not allow anonymous registrations.
You need to convey to the IT solutions provider the actions that will be available to the event attendees after they create an account.
Which two actions are allowed? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Assemble their own schedule from available sessions
B. Register without a password.
C. Edit their registration phone number.
D. View the event schedule

Correct Answer: C, D
Section:

QUESTION 105
You created and published an event to a Microsoft Dynamics 365 Portal site. You need to restrict event registration to registered visitors only. What should you do?

A. Allow multiple attendees registration.
B. Disable anonymous registration.
C. Enable must register indicator.
D. Set the auto-redirect URl to a login page when the event page is accessed.

Correct Answer: D
Section:

QUESTION 106
Your company recently installed the real-time marketing module.
You need to make sure that the consent center is tilled with the correct consent data currently available in Dynamics 365 Customer Insights - Journeys and from legacy campaign solutions.
Solution: You load the consent information that was already captured tor contacts in Customer Insights - Journeys by selecting the corresponding option from the lop ribbon in the consent center. Does this meet the goal?

A. Yes
B. No

Correct Answer: B
Section:

QUESTION 107
Your customer is using an outbound subscription center in Dynamics 365 Customer Insights -- Journeys.
Due to data privacy concerns, they want to implement a global double opt-in for new subscriptions and consent preferences.
You need to configure the settings for this requirement.
Solution: Add a privacy policy link.
Does this meet the goal?

A. Yes
B. No

Correct Answer: B
Section:

QUESTION 108
Your customer is using an outbound subscription center in Dynamics J65 Customer Insights - Journeys.
Due to data privacy concerns, they want to implement a global double opt-in for new subscriptions and consent preferences.
Vou need to configure the settings for this requirement.
Solution: Create an increase consent confirmation request message.
Does this meet the goal?

A. Yes
B. No

Correct Answer: A
Section:

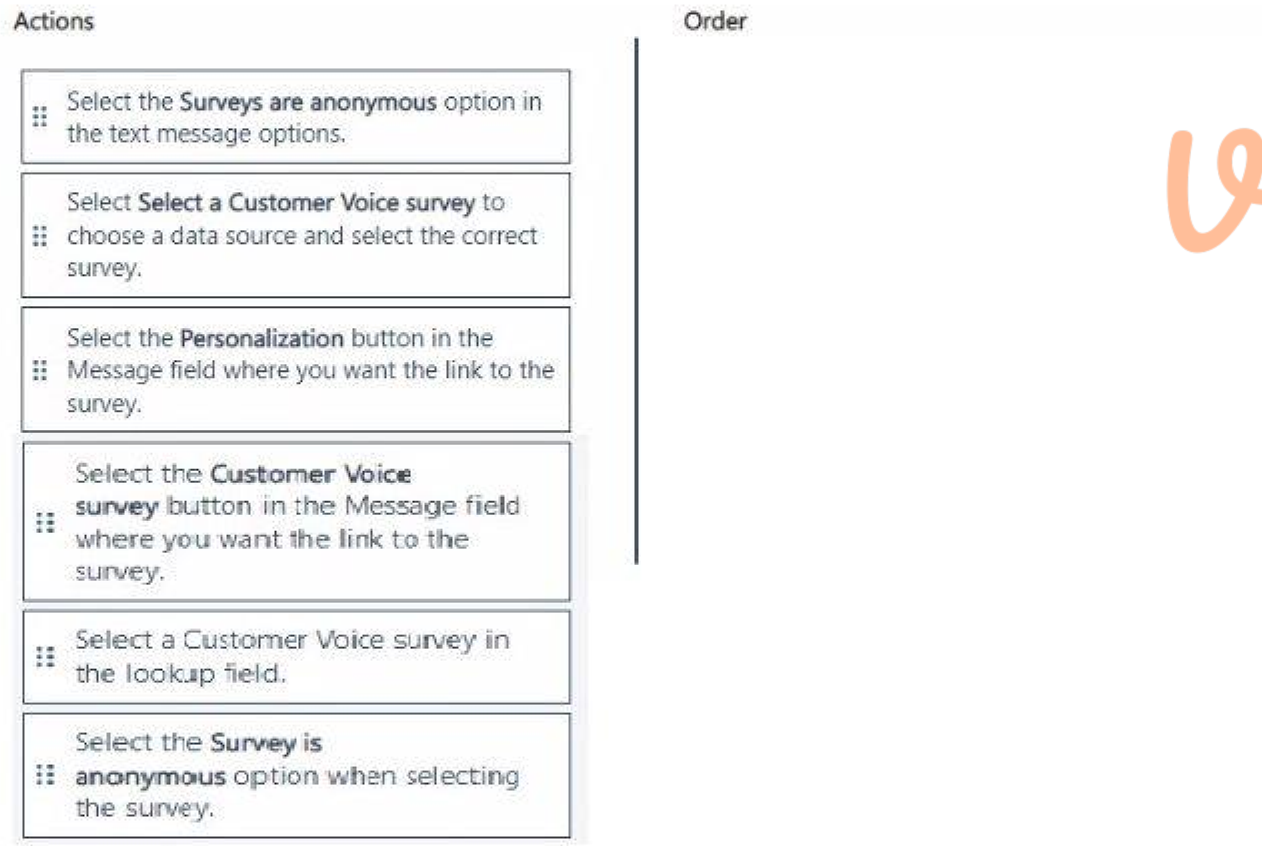
QUESTION 109
The sales team has an upcoming tradeshow.
You need to create a form to collect potential customer interest at the tradeshow. Which type of form should you create?

A. Subscription center
B. Event registration
C. Marketing
D. Landing page

Correct Answer: B
Section:

QUESTION 110
DRAG DROP
You have set up a Dynamics 365 Customer Voice survey for customer feedback.
You need to create the new text message for the marketing team to add to a trigger-based journey upon case completion.
You have the following requirements:
1. Ensure the results of the feedback is anonymous.
2. Include a direct link to the Customer Voice survey in the new text message.
Which three actions should you perform in sequence after creating the text message? To answer, move the three appropriate actions from the list of actions to the answer are a. Arrange the three actions in the correct order.

Select and Place:



Correct Answer:

Actions

- Select the **Surveys are anonymous** option in the text message options.
- Select **Select a Customer Voice survey** to choose a data source and select the correct survey.
- Select the **Personalization** button in the Message field where you want the link to the survey.

Order

- Select the **Customer Voice survey** button in the Message field where you want the link to the
- Select a Customer Voice survey in the lookup field.
- Select the **Survey is anonymous** option when selecting the survey.

Section:
Explanation: