

MB-220.27q

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Microsoft Dynamics 365 for Marketing (beta)

Sections

1. Topic 1, Configure marketing applications
2. Topic 2, Manage segments and lists
3. Topic 3, Create and manage marketing forms and pages
4. Topic 4, Manage leads
5. Topic 5, Create and manage marketing emails
6. Topic 6, Manage customer journeys
7. Topic 7, Manage events and webinars
8. Topic 8, Configure and analyze customer responses

Exam A

QUESTION 1

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

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.

The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You create an approval process on the template records. You restrict usable templates to only those that have been approved.



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Does this meet the goal?

A. Yes

B. No

Correct Answer: A

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

QUESTION 2

Your landing page must include your privacy banner to let your customers know that you take their privacy seriously.

Once enabled, where will the full text of your privacy policy be stored?

- A. on your organization's private website, with the login information needed to access it
- B. on any publicly-available website, with the URL listed in the Event Management Settings
- C. on your organization's website, with the URL listed on the Default Configuration Set
- D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Correct Answer: D

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

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

QUESTION 3

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: BCD

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference: References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/quota-management>

QUESTION 4

You have been tasked with creating a customer journey for leads located in the Northwestern United States.

Which two conditions must be true in order for the lead to receive your customer journey? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

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



Correct Answer: AD

Section: Topic 1, Configure marketing applications

Explanation

Explanation/Reference:

QUESTION 5

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: Topic 2, Manage segments and lists

Explanation

Explanation/Reference:

QUESTION 6

DRAG DROP

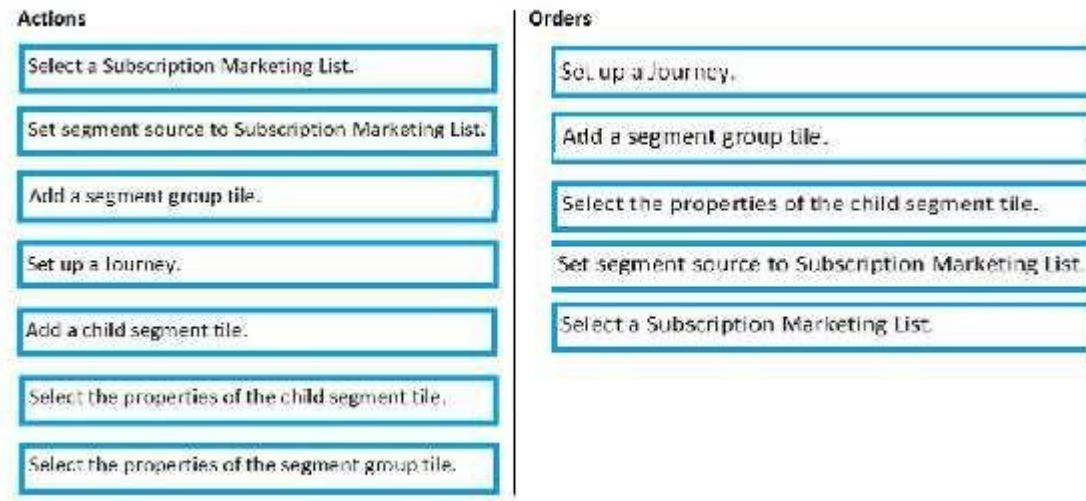
You are a marketing professional who needs to have a segment that is based on a single marketing list.

Which five actions must you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

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

Correct Answer:



Section: Topic 2, Manage segments and lists

Explanation

Explanation/Reference:

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

QUESTION 7

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: Topic 2, Manage segments and lists

Explanation

Explanation/Reference:

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

QUESTION 8

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: Topic 3, Create and manage marketing forms and pages

Explanation

Explanation/Reference:

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

QUESTION 9

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: Topic 3, Create and manage marketing forms and pages

Explanation

Explanation/Reference:

QUESTION 10

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: AC

Section: Topic 3, Create and manage marketing forms and pages

Explanation

Explanation/Reference:

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

QUESTION 11

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: Topic 3, Create and manage marketing forms and pages

Explanation

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

QUESTION 12

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: Topic 4, Manage leads

Explanation

Explanation/Reference:

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

QUESTION 13

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.

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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: Topic 4, Manage leads

Explanation

Explanation/Reference:

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

QUESTION 14

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: AB

Section: Topic 4, Manage leads

Explanation

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

QUESTION 15

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.



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meet the goal?

- A. Yes
- B. No

Correct Answer: B

Section: Topic 5, Create and manage marketing emails

Explanation



Explanation/Reference:

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

QUESTION 16

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.

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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: Topic 5, Create and manage marketing emails

Explanation

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

QUESTION 17

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: Topic 5, Create and manage marketing emails

Explanation

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

QUESTION 18

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: CDE

Section: Topic 5, Create and manage marketing emails

Explanation

Explanation/Reference:

References:

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

QUESTION 19

Your marketing department will be creating multiple email messages to be used in several customer journeys.

To prepare for this, you need to create content settings to determine the dynamic values to be used.

What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

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

Correct Answer: A

Section: Topic 6, Manage customer journeys

Explanation

Explanation/Reference:

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

QUESTION 20

In preparing for going live with your customer journey you select “Check for Errors” in the command bar.

Which three functions does this command provide? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

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

Correct Answer: ABC

Section: Topic 6, Manage customer journeys

Explanation

Explanation/Reference:

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

QUESTION 21

You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use.

Which pieces of information will help you decide which template to use?

- A. Target, Recurrence, Purpose, Name
- B. Purpose, Target, Recurrence, Description
- C. Language, Purpose, Target, Recurrence
- D. Language, Owner, Target, Recurrence

Correct Answer: B

Section: Topic 6, Manage customer journeys

Explanation

Explanation/Reference:

QUESTION 22

You have a customer journey that sends an email, creates a phone call activity and sends a text message.

Which set of actions must you take to activate your customer journey?

- A. Validate, then Go Live.
- B. Check for Errors, then Publish
- C. Validate, then Publish.
- D. Check for Errors, then Go Live.

Correct Answer: D

Section: Topic 6, Manage customer journeys

Explanation

Explanation/Reference:

QUESTION 23

You are creating a customer journey.

You want to control the actions based on choices the contact makes and control the speed at which those actions happen.

Which three types of tiles are available to control the flow to meet your needs? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Splitter
- B. Decision point
- C. Internal action item
- D. Trigger
- E. Scheduler

Correct Answer: BDE

Section: Topic 6, Manage customer journeys

Explanation

Explanation/Reference:

QUESTION 24

You are setting up a small workshop event. The event will have one session and one speaker.

After you create the event, session and speaker engagement record, you want to publish the event to the event portal.

How should you publish the event?

- A. Publish the event. The session and speaker will publish automatically.
- B. Publish the session. The event and speaker will publish automatically.
- C. Publish the event, session and speaker manually.
- D. Publish the event and session separately. Speaker will publish automatically.

Correct Answer: D

Section: Topic 7, Manage events and webinars

Explanation

Explanation/Reference:

References:

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

QUESTION 25

You are a marketing professional for Contoso, Ltd.

You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration account to register for the event.

Why might the event require you to register anonymously, despite the setting above?

- A. Your portal is a site hosted externally.
- B. Your portal is a site hosted by Dynamics 365 Portals.
- C. Your portal is Dynamics Native Portal.
- D. You must republish the event.

Correct Answer: A

Section: Topic 7, Manage events and webinars

Explanation

Explanation/Reference:

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

QUESTION 26

You are an event coordinator for Contoso, Ltd, and are creating a multi-day tradeshow event.

You need to set up an event team that will consist of Contoso, Ltd employees, vendors, partners and customers.

Which two kinds of records should you associate to the event team member? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

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

Correct Answer: BC

Section: Topic 7, Manage events and webinars

Explanation



Explanation/Reference:

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

QUESTION 27

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: ABC

Section: Topic 8, Configure and analyze customer responses

Explanation

Explanation/Reference:

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

