



**Free Questions for MB-220 by actualtestdumps**

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# Question 1

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## Question Type: MultipleChoice

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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:

You ensure that the marketing journeys target Contacts, instead of Leads or Customer Profiles.

Does this meet the goal?

### Options:

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A- Yes

B- No

### Answer:

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B

## Question 2

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### Question Type: MultipleChoice

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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?

**Options:**

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**A-** Yes

**B-** No

**Answer:**

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B

## Question 3

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**Question Type:** MultipleChoice

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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?

**Options:**

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A- Yes

B- No

**Answer:**

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B

## Question 4

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### Question Type: MultipleChoice

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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.

### Options:

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- 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.

### Answer:

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A, B

## Question 5

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**Question Type: MultipleChoice**

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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.

### **Options:**

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- 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

**Answer:**

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B, D, E

## Question 6

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**Question Type: OrderList**

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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.



## Actions

## Order

Verify that data is being shared by ensuring Customer Insights - Data segments appear in the segment list on the real-time journey **Designer** screen.

Manually establish the connection by navigating to **Settings > Data management > Customer Insights connector**, and select **Connect**.

Ensure that the Customer Insights - Data environment is set up in a region where real-time marketing is available.

Set up **Map**, **Match**, and **Merge** rules in Customer Insights - Data to unify customer data, and create unified customer profile and segment.

Enable data sharing between your Customer Insights - Data environment and the Microsoft Dataverse organization where Customer Insights - Journeys is installed.

Verify the connection is automatically established by navigating to **Settings > Data management > Customer Insights connector**, and check the status.



## Answer:

5. Enable data sharing between your Customer Insights - Data environment and the Microsoft Dataverse organization where Customer Insights - Journeys is installed. 6. Set up Map, Match, and Merge rules in Customer Insights - Data to unify customer data, and create unified customer profile and segment. 7. Ensure that the Customer Insights - Data environment is set up in a region where real-time marketing is available. 8. Manually establish the connection by navigating to Settings > Data management > Customer Insights connector, and select Connect. 9. Verify that data is being shared by ensuring Customer Insights - Data segments appear in the segment list on the real-time journey Designer screen.

## Question 7

Question Type: OrderList

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.

#### Actions

#### Order

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**.



#### Answer:

Select **Ready to Send** or **Schedule for later**, open the **Emails** section, and compose a new email.

## Question 8

Question Type: OrderList

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.

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

**Answer:**

Share the access token and application ID with the app development team.

**Question 9**

**Question Type: MultipleChoice**

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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?

**Options:**

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- 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.

**Answer:**

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D

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