Question 1

At your organization's latest event, booth visitors may sign up to try a newly developed game that uses the mixed reality of Microsoft HoloLens, As part of the sign-on process, the participant is created as a lead in the same Microsoft Dataverse environment where Microsoft Dynamics 365 Marketing is enabled. After the participant plays the game, the game results and points tally are sent to a custom trigger in Dynamics 365 Marketing.

After the event, the marketing department wants to use a real-time journey to follow-up with the participants.

* The department wants the first email to be sent directly after triggering the journey This email will include different content based on a range of points that are achieved in the game. The marketing department creates different emails for the different point ranges.

* After the first email, the lead should be assigned to the correct salesperson for follow-up.

You need to create the required steps and set up a Microsoft Power Automate flow to determine the correct salesperson, assign the lead, and create a phone call activity in Dynamics 365.

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

Answer:

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

Question 2

Question Type: **OrderList**

Your company's marketing team created several real-time marketing journeys. The Chief Sales Officer asked you to modify one of these journeys in order to create an item in a Microsoft SharePoint list when a customer reaches a certain point in the journey.

You need to create a new Microsoft Power Automate flow and trigger it from the customer journey using a custom trigger called "Add list item.'

Actions	Order
Add a Microsoft Dataverse **When a row is added, modified or deleted** trigger.	
Add a Microsoft Dataverse **Perform unbound action**.	
Configure the following values: catalog "(ALL)" , category "(ALL)" , table name "(none)" , action name "Add List Item."	
Create a new scheduled cloud flow.	
Create a new automated cloud flow.	❯
Add a Microsoft Dataverse **When an action is performed** trigger.	❮
Configure the following values - catalog "(ALL)", category "(ALL)" , table name "Customer journey" , action name "Add List Item."	
Add an action to create a SharePoint list item.	

Answer:

Create a new automated cloud flow... Add a Microsoft Dataverse When an action is performed trigger... Configure the following values - catalog "(All)" , category "(All)" , table name "Customer journey"...

Question 3

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?

Options:

A- Spam complaint suppression

B- Hard bounce suppression

C- Email complaint suppression

D- Pattern suppression

Answer:

D

Question 4

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.

Options:

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.

Answer:

A, C

Question 5

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.

Options:

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.

Answer:

C, D

Question 6

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.

Options:

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.

Answer:

B, D

Question 7

You are creating a new outbound journey that will create a lead when a contact has opened the welcome email, and registered to attend the Widget 9000 announcement event.

You need to configure the If/Then tile, and include both the email and event sources for the condition.

What should you do?

Options:

A- In the marketing email, add the event as a property. The If/Then tile will have both sources as options.

B- In the email tile, add the webinar event as an email element The if/then tile will have both sources as options.

C- In the journey, add the event tile. The If/Then tile will have both sources as options.

D- In the If/Then tile, add the event as a source. The email will already exist as a source.

Answer:

C

Question 8

You are creating a survey using Dynamics 365 Customer Voice. You need to include multiple question types.

Which survey question type presents the best choice for each scenario/example presented? To answer, drag the appropriate survey question type 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 content.

NOTE: Each correct selection is worth one point.

Type	Scenario	
Single Response	Choose one of the answers provided.	
Fixed Sum	Divide 100 points over these 5 items by these criteria.	
Numerical Response	How many times did you do something?	
Rating		
Multiple Response		
CSAT		

Answer:

Explanation:

Question 9

Question Type: DragDrop

You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Dynamics 365 Marketing error checker.

Which of these items are required and which are simply best practices? To answer, drag the appropriate answer source to the correct email element. Each answer may be used once, or more than once. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Required or Best Practice	Item	
A Subscription center link		
The Sender's physical street		
A subject		
A valid From address		
Email size must be below 128KB		
A personalized greeting in the subject using the {{contact.firstname}} token		
Both an HTML and Text version of the email		

Question 10

Question Type: OrderList

You are a functional consultant that needs to create a new marketing form landing page.

You want this form structure to be available for multiple future forms.

Which five actions should you perform 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.

Actions	Order
Go Live with the form template.	
Select the marketing form template by marketing form type "Landing Page".	
Set the form type to "Landing Page".	
Create a new marketing form type.	Ⓒ Ⓒ
Save the form template.	
Create a new form template.	

Answer:

Seebattteafanmtfasttkklllagnlellteng@aae"by marketing form type "Landing Page".

Explanation:

Question 11

Question Type: MultipleChoice

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?

Options:

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

Answer:

D

Explanation:

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

Question 12

Question Type: **MultipleChoice**

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?

Options:

A- Visits

B- Interactions

C- Overview

D- Submissions

Answer:

A

Explanation:

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