



Free Questions for MB-220 by vceexamstest

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Question 1

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

Explanation:

Question 2

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

B

Explanation:

The Target must be set to Accounts for the required grouping (and recurring must be Yes).

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

Question 3

Question Type: MultipleChoice

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?

Options:

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.

Answer:

A

Explanation:

<https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live#customer-journey-go-live-operations-and-status>

Question 4

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

A

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.

<https://docs.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing>

Question 5

Question Type: MultipleChoice

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.

Options:

- A- Website Insights
- B- Customer Journey Insights
- C- Marketing Form Insights
- D- Customer Voice submissions
- E- Marketing Page Insights

Answer:

A, C, E

Explanation:

Question 6

Question Type: MultipleChoice

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?

Options:

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

Answer:

D

Explanation:

<https://docs.microsoft.com/en-us/dynamics365/marketing/create-landing-page>

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