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Microsoft Dynamics 365 Customer Insights (Journeys) Functional Consultant

Microsoft MB-220

Version Demo

Total Demo Questions: 10

Total Premium Questions: 144

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Topic Break Down

Topic	No. of Questions
Topic 1, Case Study 1	5
Topic 2, Case Study 2	4
Topic 3, Case Study 3	4
Topic 4, Case Study 4	2
Topic 5, Mixed Questions	129
Total	144

QUESTION NO: 1 - (DRAG DROP)

DRAG DROP

As the Dynamics 365 Marketing functional consultant, it is your responsibility to make sure your company stays within the quota limits defined by your subscription. The current subscription includes a quota of 10,000 contacts and 100,000 Marketing email messages.

Your manager wants you to create a monthly report showing usage.

When you navigate to Quota Limits, which items will you be viewing to create the required report? To answer, drag the appropriate element to the correct data point. Each element 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:

Answer Area

Element

Marketing Email Messages

Marketing Contacts

Litmus Inbox Previews

Total Contacts in Database

Data Points

Shows the total number you can still send this month, and the total number you have sent.

Shows the total number that users at your organization can still request this month, and the total number you have used.

Shows the total number you can have in your database.

Shows the total number stored in your database.

ANSWER:

Answer Area

Element

Marketing Email Messages

Marketing Contacts

Litmus Inbox Previews

Total Contacts in Database

Data Points

Shows the total number you can still send this month, and the total number you have sent.

Shows the total number that users at your organization can still request this month, and the total number you have used.

Shows the total number you can have in your database.

Shows the total number stored in your database.

Marketing Email Messages

Litmus Inbox Previews

Marketing Contacts

Total Contacts in Database

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management>

QUESTION NO: 2 - (DRAG DROP)

DRAG DROP

The VP of Marketing has been assigned to create you a new lead scoring model for Contoso, Ltd. based on recently-adopted marketing targets.

Which five steps in sequence are required to design and set up your lead scoring model in Dynamics 365? (Choose five.) To answer, move the appropriate actions to the answer area and arrange them in the correct order.

Select and Place:

Steps

Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.

Set up an action that tells the system what to do to the lead score when the defined conditions exist.

Set the entity target of your lead scoring model to Account, Contact or Lead.

Set the entity target of your lead scoring model to Account or Contact.

Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.

Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.

Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.

Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

Order

ANSWER:

Steps

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Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

Order

Set the entity target of your lead scoring model to Account or Contact.

Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.

Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

Set up an action that tells the system what to do to the lead score when the defined conditions exist.

Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.

Explanation:

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

QUESTION NO: 3

You are a Dynamics 365 functional consultant.

Your company hosts multiple events. Some of the event information can be standardized into an event template.

Which three settings can be used in a standard event template? Each correct answer presents a complete solution.

- A. Event passes
- B. Event payment
- C. Event sessions and speakers
- D. Event team members

E. Event venues

ANSWER: A C E

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/event-templates>

QUESTION NO: 4

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

ANSWER: B

Explanation:

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

QUESTION NO: 5

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

ANSWER: A C

Explanation:

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

QUESTION NO: 6

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

ANSWER: A B C

Explanation:

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

QUESTION NO: 7

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.

ANSWER: B

QUESTION NO: 8

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

ANSWER: B D

QUESTION NO: 9

You are a marketing analyst at Contoso Ltd.

The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received.

They would like each survey to be a single row, with the responses as a column for their analysis.

What should you do?

- A. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in an Excel File.
- B. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey responses. Export to Excel.
- C. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey questions responses. Export to Excel.
- D. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in a CSV File.

ANSWER: D

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report>

QUESTION NO: 10

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

ANSWER: A

Explanation:

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