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Question 1

Question Type: MultipleChoice

The marketing department wants to set up a real-time trigger-based journey to thank contacts who made a donation toward a specific cause. To achieve this, the donation process will initiate a Dynamics 365 Customer Insights - Journeys trigger. This process will include the URL of the individual hero banner of the cause.

You need to ensure that the image from the event trigger is added to the email and displays correctly.

Which two steps do you need to perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

Options:

- A-** Add a predefined token where you use the URL field from the trigger as a personalization token. Then set the image as the label.
- B-** Within a text box, add the pre-defined token with the image field. This will add the `{{image}}` token into the text box and replace it with the hero banner.
- C-** Ensure the attribute name of the field with the URL is set to 'image' when setting up the trigger.
- D-** Add an image element, and open the HTML editor of the designer. Find the relevant image element, and replace the URL of the 'src' attribute with `{{image}}`.

Answer:

C, D

Question 2

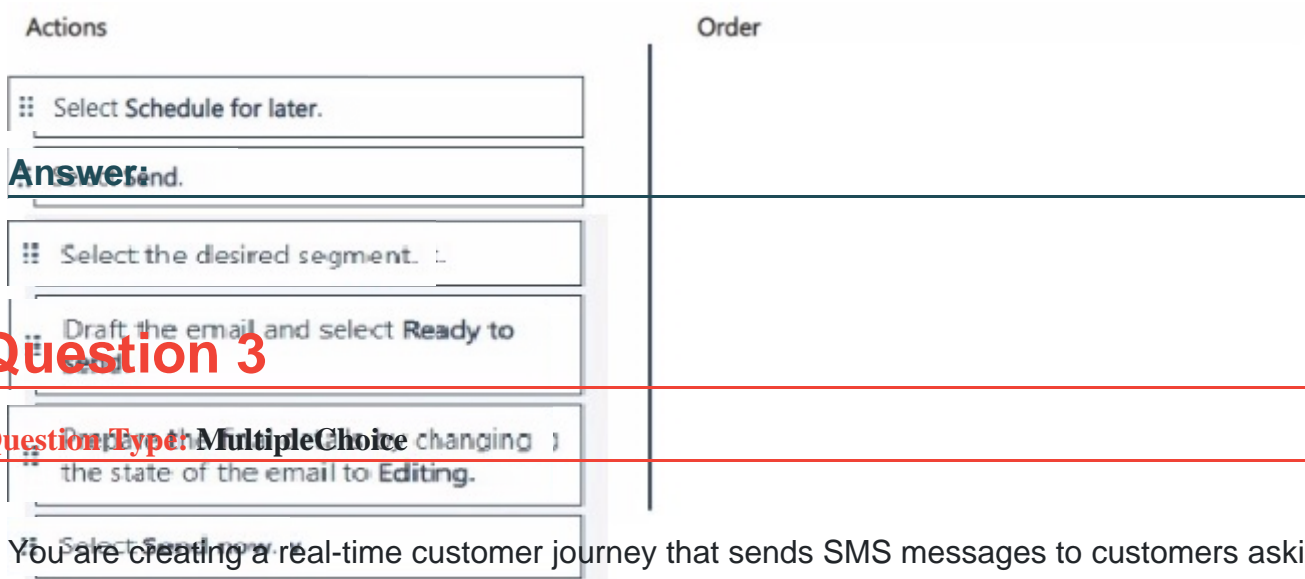
Question Type: DragDrop

Your marketing department requested that you send out a quick email to a specific segment.

You need to send out The email now WITHOUT creating a journey.

Which four actions should you perform in sequence? To answer, move the four appropriate actions from the list of actions to the answer are

a. Arrange the four actions in the correct order.



Answer:

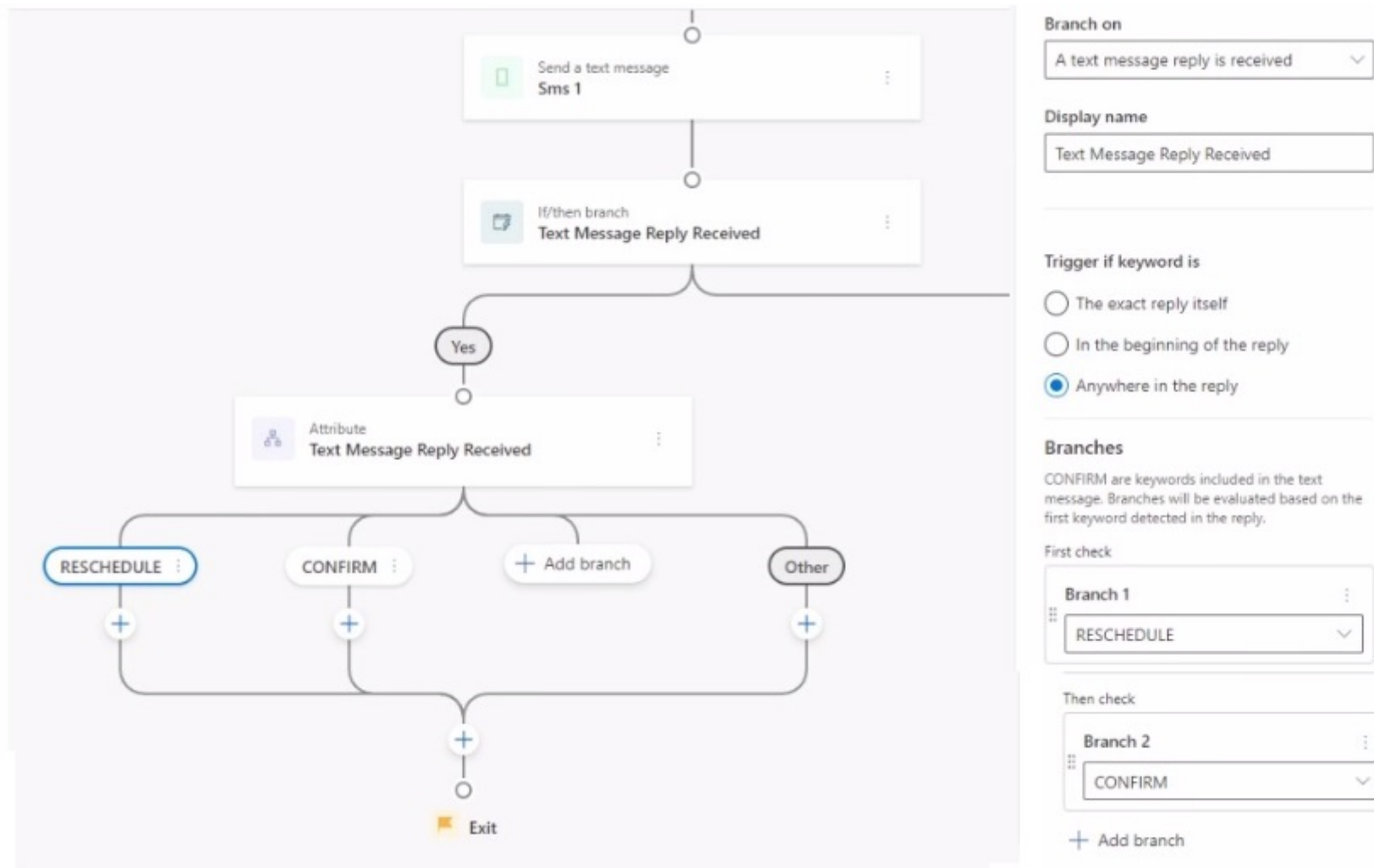
Question 3

Question Type: Multiple Choice

You are creating a real-time customer journey that sends SMS messages to customers asking customers to either confirm scheduled service appointments or request a reschedule.

Your SMS message includes "CONFIRM" and "RESCHEDULE" as the only two configured keywords.

The automated text message keyword flow you created is shown in the following exhibit.



You need to verify that the keyword flow will be able to handle potential customer replies correctly. Which two customer replies will follow the "CONFIRM" branch? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

Options:

- A- CONFIRM RESCHEDULE
- B- STOP CONFIRM RESCHEDULE
- C- EXIT
- D- RESCHEDULE CONFIRM

Answer:

A, D

Question 4

Question Type: MultipleChoice

You work for a non-profit organization where donations are registered and managed within the same Microsoft Power Apps environment where Dynamics 365 Customer Insights - Journeys is enabled and used. The donation table has a direct link to a contact record. When people cancel a donation, a reason is added through an option list.

When a donation is cancelled and becomes deactivated, the donation team wants to trigger a real-time journey to send a confirmation and call-to-action for a single donation. To accomplish this, you work with the donation team and create the journey and a Microsoft Dataverse trigger for the donation table. However, there are some cancellation reasons that are NOT applicable and should NOT be included in the journey.

You need to ensure that certain cancellation reasons are excluded and do NOT start a customer journey.

What should you do?

Options:

- A-** In the creation step of the customer journey, add filter conditions to specify which cancellation reasons it should run on.
- B-** Create an exclusion segment of contacts that have donations with specific cancelation reasons. Add this segment to the real-time journey as an excluded segment.
- C-** Add an attribute tile in the real-time journey. Add filter conditions with the applicable cancelation reasons. Only add the email tile to the applicable branch.
- D-** On the Dataverse trigger, set the attribute that activates the trigger to the Status field instead of the Cancellation Reason field,

Answer:

A

Question 5

Question Type: MultipleChoice

The marketing department at Contoso Children's Foundation wants to set up a real-time journey to thank people for their donations, using specific donation values in emails and journey branches. The journey needs to be triggered when someone donates through your organization's website.

You need to:

1. create the custom event trigger, and
2. give the event code snippet to the website team so they can build the trigger into the donations page.

Which two field types can you add in a custom event to provide additional context for the journey? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

Options:

- A- True or false
- B- Option list
- C- Currency
- D- Number

Answer:

C, D

Question 6

Question Type: DragDrop

Your customers can request service appointments through a custom website. When a request is submitted, you want to send a confirmation using Dynamics 365 Customer Insights - Journeys. The website builder has set up an API call that calls a custom trigger which you have created in your development environment.

You need to ensure that the trigger is available in your test environment.

Which four actions should you perform in sequence? To answer, move the four appropriate actions from the list of actions to the answer area

a. Arrange the four actions in the correct order.

Actions

Order

Select to add a new **Custom API** as component type and select the correct

Answer:

Open Power Platform solutions for your current source environment and create a new solution.

Question 7

Select to add a new **Trigger** as component type and select the

Question Type: MultipleChoice

Export the solution as **Managed**.

Download the solution and import it into the test environment.

You need to send follow-up emails based on the closing of an Opportunity in Dynamics 365 Sales. You decide to create a custom trigger in Dynamics 365 Customer Insights - Journeys. Which condition must be met to use the trigger in a journey?

Options:

- A-** The trigger must be in Ready to use status.
- B-** You must select Opportunity close in the Attribute option.
- C-** You must connect the Opportunity table to Customer Insights - Journeys.
- D-** You must select Microsoft Dataverse as a source.

Answer:

A

Question 8

Question Type: MultipleChoice

You are using Dynamics 365 Customer Insights - Journeys to manage events.

You need to set up the venue for an upcoming in-person event. The event brief says you must indicate Wi-Fi availability and floor plan as part of your setup.

Which two actions should you perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

Options:

- A- Set up Wi-Fi availability on the building record.
- B- Assign floor plan on the layout record.
- C- Assign floor plan on the building record.
- D- Set up Wi-Fi availability on the room record.
- E- Assign floor plan on the room record.

F- Set up Wi-Fi availability on the layout record.

Answer:

A, E

Question 9

Question Type: MultipleChoice

You are configuring Dynamics 365 Customer Insights - Journeys for an upcoming online event.

You have the following requirements:

- * The ability to use breakout rooms.
- * Event registration must be supported.

Which type of Microsoft Teams event should you use?

Options:

A- Teams Meetings

B- Teams URL

C- Teams Live Events

D- Teams Webinar

Answer:

D

Question 10

Question Type: MultipleChoice

Your organization is launching a new brand and product line named Fourth Coffee.

As part of the launch strategy, the marketing team is planning a large event. The team wants to send email invitations using launch@fourthcoffee.com as the From email address.

You need to set up the domain authentication for the new brand.

Which domain should you set up?

Options:

- A- fourthcoffee.com
- B- powerpages.fourthcoffee.com
- C- www.fourthcoffee.com
- D- launch.fourthcoffee.com

Answer:

A

Question 11

Question Type: DragDrop

You are working in the domain authentication wizard.

You need to authenticate the main domain that the marketing team uses to send marketing emails.

Which four actions should you perform in sequence? To answer, move the four appropriate actions from the list of actions to the answer are

a. Arrange the four actions in the correct order.

Actions

Order

☰ Enable external form hosting for the domain. .

Answer: ☰ Review and publish.

☰ Enter the domain name that you want to authenticate.

☰ Verify domain ownership. .

☰ Enable email sending for the domain.

☰ Review and finish. .

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