



Free Questions for MB-220 by dumpssheet

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Question 1

Question Type: DragDrop

Tasmanian Traders is an online furniture sales company that has recently started using SMS as a channel for their marketing messaging. The company now wants to add personalization to the different messages they are sending out.

You need to create a text message with dynamic content. To begin, you selected +New text message

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

a. Arrange the three actions in the correct order.

Actions	Order
<input type="checkbox"/> Sync entities.	
Answer: Create a new custom channel.	
<input type="checkbox"/> Personalize your message from the icon in the designer.	
<input type="checkbox"/> Use the token to identify your token in the message content.	
<input type="checkbox"/> Select your data source field.	

Question 2

Question Type: DragDrop

You created a new email in Dynamics 365 Customer Insights - Journeys.

You need to check for errors before you go Live with the email.

Which items are required or optional in order to pass the error check test on emails? To answer, move the appropriate required or optional indicator from the column on the left to its email item on the right. You may use each required or optional indicator once, more than once, or not at all.

NOTE: Each correct match is worth one point.

Required or optional	Required or optional items in emails
<input type="checkbox"/> Required	A valid From address
<input type="checkbox"/> Optional	The sender's physical address
	A Subject Line (static or dynamic)
	Dynamic message content
	A filled-in pre-header

Answer:

Question 3

Question Type: MultipleChoice

Your organization wants to create forms and embed the forms on your external website. You are creating forms for the different processes and need to select the proper audience for the form. Which two audiences could you select?

Options:

A- Account

B- Opportunity

C- Contact

D- Campaign

E- Lead

Answer:

C, E

Question 4

Question Type: MultipleChoice

The default email footer for your organization is a content block that can be added by users when they create emails.

You need to ensure that the content and layout of the footer CANNOT be changed by users after the content block is added to an email.

What should you do?

Options:

- A-** Change the status of the content block to Draft after the content block is added to the email,
- B-** Set the Protected attribute in the content block settings.
- C-** Restrict the content block edit privilege in the users' security role.
- D-** Set the Protected attribute in the settings within the email templates.

Answer:

A

Question 5

Question Type: DragDrop

You have Dynamics B65 Customer Insights - Journeys installed. You personalize emails through pre-defined dynamic text tokens.

As part of the emails sent to customers, the marketing department wants to add the account manager details.

You need to ensure that the account manager's name, email address, and mobile phone number are added as global pre-defined tokens, and can be used in various email designs.

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.

Action

Order

- Select Save.
- Select the personalization field and define the dynamic text.
- Select **New dynamic text** from the text editing menu inside a text box.
- Select **New dynamic text** at the bottom of the pre-defined dynamic
- Select **Personalization** from the text editing menu inside a text box.
- Select Save & add to pre-defined list.
- Select the vertical ellipses next to the pre-defined dynamic text's name and then select Add to pre-defined list.

Answer:

Question 6

Question Type: DragDrop

You integrated a lead submission form on your company's website. Lead information submitted on the website must create a Lead record in Dynamics 365 Customer Insights - Journeys.

Marketing team members reported an issue with lead creation from the company's website. You need to identify the issue.

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
<ul style="list-style-type: none"> Select the Inactive Lead view. 	
<ul style="list-style-type: none"> Select the active Forms view. 	
<ul style="list-style-type: none"> Open the lead record on Customer Insights -its - Journeys. 	
<ul style="list-style-type: none"> Open the lead submission form. 	
<ul style="list-style-type: none"> Select Submissions. 	
<ul style="list-style-type: none"> Review the submissions with Status reason "Failure." 	
<ul style="list-style-type: none"> Review the submissions with Status reason "Exception." 	

Question 7

Question Type: MultipleChoice

You work for a non-profit organization that sends a yearly progress summary and thank you email to both their donors and volunteers. Although the emails sent are very similar, the main (hero) image and some call-to-actions can differ based on the contact type.

For simplicity, the content designer wants to design a single email design and add conditions to the content based on the contact type.

On which two design elements are you able to add conditions? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

Options:

A- Text Blocks

B- images

C- Buttons

D- Sections

Answer:

A, D

Question 8

Question Type: DragDrop

You have set up a Dynamics 365 Customer Voice survey for customer feedback.

You need to create the new text message for the marketing team to add to a trigger-based journey upon case completion.

You have the following requirements:

1. Ensure the results of the feedback is anonymous.
2. Include a direct link to the Customer Voice survey in the new text message.

Which three actions should you perform in sequence after creating the text message? To answer, move the three appropriate actions from the list of actions to the answer area

- a. Arrange the three actions in the correct order.

Actions

Order

Select the **Surveys are anonymous** option in the text message options.

Answer:

Select **Select a Customer Voice survey** to choose a data source and select the correct survey.

Select the **Personalization** button in the message field where you want the link to the survey.

Question 9

Question Type: MultipleChoice

Select the **Customer Voice survey** button in the Message field where you want the link to the survey.

The sales team has an upcoming tradeshow.

You need to create a form to collect potential customer interest at the tradeshow. Which type of form should you create?

Select **Select a Customer Voice survey** in the lookup field.

Select the **Survey is anonymous** option when selecting the survey.

Options:

- A- Subscription center
- B- Event registration
- C- Marketing
- D- Landing page

Answer:

B

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