

Free Questions for MB-220

Shared by Rios on 04-10-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

You are configuring matching strategies.

You need to define the matching strategies to capture leads uniquely by different forms.

Which two configurations should you perform on the matching strategy record? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

Options:

- A- Specify the email address as a matching attribute.
- B- Specify the submitted form as a matching attribute.
- C- Specify the form as the target.
- D- Specify the marketing page as the target.

Answer:

A, B

Question 2

Question Type: MultipleChoice

Your company's marketing department recently started using the built-in Microsoft Teams integration to create chats and collaborate between colleagues on the different entities in real-time marketing.

in reviewing the feature, the marketing director tells you that members of the marketing team are unable to collaborate and create a connected chat when working on marketing forms within the Dynamics 365 Customer Insights - Journeys application.

You need to explain why the team members are experiencing this behavior.

What should you tell the marketing director?

Options:

- A-** Connected chats are only enabled for a specific set of default record types.
- B-** Connected chats must be specifically enabled for the marketing form entity from the Entity settings.
- C-** Connected chats must be specifically enabled for the marketing form entity from the Teams Chat settings.
- D-** Connected chats for non-default entities can only be set up from the Teams application.

Answer:

A

Question 3

Question Type: MultipleChoice

In the weeks leading up to the holiday season, the marketing department sets up a new segment-based journey.

The journey sends a marketing email to all wine enthusiasts who meet the following requirements:

- 1, The wine enthusiasts have a recorded wine order against their contact record.
2. The wine enthusiasts live in Europe.

You need to ensure that newly added wine enthusiasts also receive this email automatically. How should you set up the segment?

Options:

- A-** Create a segment and set the refresh rate to Static Snapshot.
- B-** Create a segment and add a group through Behavioral data.
- C-** Create a segment and set the refresh rate to Automatic Refresh.
- D-** Create a segment and add contacts through a included members group.

Answer:

C

Question 4

Question Type: MultipleChoice

You are deploying Dynamics 365 Customer Insights - Journeys. You need to update the settings within the preference center. What is available for configuration in the preference center?

Options:

- A- Update email settings.
- B- Create customized subscription centers.
- C- Add or remove a purpose so the preference center collects the right information.
- D- View consent audit history.

Answer:

B

Question 5

Question Type: MultipleChoice

You are configuring attribution options for a Survey in Dynamics 365 Customer Voice - Dat

a. The One response per person setting is currently disabled You need to enable the One response per person setting. Which configuration change should you perform?

Options:

- A- Turn on the Save invited participants as contacts setting.
- B- Turn on the Accept responses setting
- C- Turn on the Only people in my organization can respond setting.
- D- Turn on the Save survey progress setting.

Answer:

C

Question 6

Question Type: MultipleChoice

You are showing the marketing team how to measure campaign effectiveness with the built-in dashboards in Dynamics 365 Customer Insights - Journeys

A team member asks where they can find the metric that shows how many emails had at least one link selected, as a percentage of the total number of emails that were delivered as part of a customer journey.

You need to tell the team which section of the built-in aggregate channel analytics dashboard contains a key performance indicator (KPI) that provides this information.

Which section contains the relevant KPI?

Options:

- A- Delivery issues
- B- Positive customer engagement
- C- Negative customer engagement
- D- Delivery successes

Answer:

B

Question 7

Question Type: MultipleChoice

You work with your company's marketing team to determine that a Global Double Opt-In methodology will be best suited for your company. You need to enable Global Double opt-in. Which element is required?

Options:

- A- an event registration page
- B- a privacy policy
- C- a subscription center page
- D- a consent confirmation message

Answer:

D

Question 8

Question Type: MultipleChoice

Your marketing team sends a dairy newsletter to email subscribers.

Your manager wants to see a visual heat map report displaying the area of the email body that receives the most clicks.

What should you do in the marketing email Insights tab?

Options:

- A- Select the Links category and take a screen capture of the heat map for your report
- B- Select the Delivery category and download the heat map PDF file.
- C- Gather the data from the Insights tab. then create a heat map image of the email highlighting the most-clicked regions.
- D- Select the Interactions category and export to Microsoft Excel.

Answer:

B

Question 9

Question Type: MultipleChoice

Your marketing department works with an audience acquisition firm to invite attendees to marketing webinars.

The audience acquisition firm displays statistics related to attendees on a dashboard on its partner portal. The Chief Marketing Officer for your company asks you to add a link to this dashboard directly to the navigation for your Dynamics 365 Customer Insights - Journeys app.

You need to select the appropriate subarea content type

Which subarea content type should you select in the sitemap?

Options:

A- Custom page

B- URL

C- Web resource

D- Dashboard

Answer:

C

To Get Premium Files for MB-220 Visit

<https://www.p2pexams.com/products/mb-220>

For More Free Questions Visit

<https://www.p2pexams.com/microsoft/pdf/mb-220>

