

DUMPS ARENA

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

You are a marketing professional.

You have created a marketing form and want content items to automatically fill in for the customer.

What is a valid form for prefill?

- A. Pre-fill Form
- B. Survey Form
- C. Journey Form
- D. Subscription Center Form

ANSWER: D**Explanation:**

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

QUESTION NO: 2

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: 3

You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.

You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact. These leads will be processed by Contoso's Sales team.

The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.

What should you do to achieve this goal?

- A.** 1. Install the "Send Customer Voice survey from Dynamics 365 app" in the Sales Hub app.
2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
- B.** 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.
2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
C. 1. Click on "Enable Customer Voice on Sales Hub".
2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.
- C.** 1. Since the Dynamics 365 Customer Voice is licensed per Dynamics CE applications such as Sales, Customer Service, and Marketing, Contoso needs to buy an add-on Dynamics 365 Customer Voice application license for the Sales Hub.
2. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

ANSWER: B**Explanation:**

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365>

QUESTION NO: 4 - (DRAG DROP)**DRAG DROP**

You have been asked to create a customer journey that meets this goal: Send an email to all cat owners, then follow up with a text message to those contacts who opened the email, waiting one day between actions.

Which five actions should you perform, in sequence, to meet the requirements? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Actions

Add an SMS text tile.

Add a Trigger tile.

Add a Custom tile.

Add a Scheduler tile.

Add a Segment tile.

Add a Splitter tile.

Add an Email tile.

Order

ANSWER:

Actions

Add an SMS text tile.

Add a Trigger tile.

Add a Custom tile.

Add a Scheduler tile.

Add a Segment tile.

Add a Splitter tile.

Add an Email tile.

Order

Add a Segment tile.

Add an Email tile.

Add a Trigger tile.

Add a Scheduler tile.

Add an SMS text tile.

Explanation:**QUESTION NO: 5**

You use Dynamics 365 for Marketing to obtain detailed analytical views to help you understand your impact and learn which marketing instruments work best for your audience.

You need to track response data regarding how your contacts react to your various marketing initiatives.

Which three sources of analytical data are available to you regarding your marketing initiatives? (Choose three.) Each answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Insights by Contact will be available to you on individual contact records and on the account with which the contact is associated.

- B. The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.
- C. The insights aggregating results from all emails sent in a certain timeframe will be available on your Email Marketing Dashboard.
- D. Survey insights measured over all respondents will be available on the Survey Insights form.
- E. Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

ANSWER: A B C

QUESTION NO: 6

You are a marketing professional who needs to create a new field for a marketing page.

You want some text to be in the field when the customer opens the page so that they have an idea of what to enter.

Which field should hold this "ghost text"?

- A. Label
- B. Prefill
- C. Default Value
- D. Placeholder

ANSWER: D

QUESTION NO: 7 - (DRAG DROP)

DRAG DROP

You are a marketing professional.

You need to create a subscription center marketing page that will include a subscription list you have already created. The marketing page will be reviewed by a colleague.

Which three actions should you perform in sequence, to create a Subscription center form? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Answer area

Steps

Save and Go Live your marketing form.

Select a template with the market type "Subscription Center."

Select a template with the form type "Forward a Friend."

Create a new marketing form.

Locate your subscription list in the Subscription Center portion of the tool box.

Drag and drop your subscription list onto your marketing form.

Order



ANSWER:

Answer area**Steps**

Save and Go Live your marketing form.

Select a template with the form type
"Forward a Friend."

Locate your subscription list in the
Subscription Center portion of the tool box.

Order

Create a new marketing form.

Select a template with the market type
"Subscription Center."

Drag and drop your subscription list onto
your marketing form.

**Explanation:**

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center>

QUESTION NO: 8

Your company decides to set up a Lead Scoring model. They would like to score leads based on a condition.

Which two conditions follow the Fixed Rule Category? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. based on age
- B. clicking on an email advertisement
- C. an event for which the contact registered
- D. based on zip code

ANSWER: B C**Explanation:**

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads>

QUESTION NO: 9

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.

Your marketing team is asking you questions about how marketing emails can be used for the campaigns they wish to launch.

You need to explain how these types of messages differ from the person-to-person messaging they already use in order to correctly help your marketing team to understand the difference between Traditional Emails and Marketing Emails.

Solution: You tell the team that Traditional Emails are able to be used in customer journeys.

Does this meet the goal?

A. Yes

B. No

ANSWER: A**Explanation:**

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

QUESTION NO: 10

You need to set up a behavioral lead scoring model to identify leads who are sales ready.

You set your sales ready lead score to 50. Now you want to use the grading system to show which leads are Good, Average or Poor.

Which two grading models should you use? Each correct answer presents a complete solution.

A. Good = 31 - 50 / Average = 11 - 30 / Poor = 0 - 10

B. Good = 36 - 50 / Average = 16 - 35 / Poor = 0 - 15

C. Good = 35 - 49 / Average = 15 - 34 / Poor = 0 - 14

D. Good = 35 - 50 / Average = 15 - 35 / Poor = 0 - 15

ANSWER: A B**Explanation:**

Incorrect answers:

C: the top score in this answer is 49. The top score should be 50.

D: a score of 15 is used in both the Average grade (15-35) and the Poor grade (0-15). The scores in each grade should not overlap.