MICROSOFT MB-220

Microsoft Dynamics 365 Marketing Certification Questions & Answers

Exam Summary – Syllabus –Questions

MB-220
Microsoft Certified - Dynamics 365 Marketing Functional Consultant Associate
40-60 Questions Exam – 700/1000 Cut Score – Duration of 120 minutes

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Know Your MB-220 Certification Well:

The MB-220 is best suitable for candidates who want to gain knowledge in the Microsoft Dynamics 365. Before you start your MB-220 preparation you may struggle to get all the crucial Dynamics 365 Marketing materials like MB-220 syllabus, sample questions, study guide.

But don't worry the MB-220 PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-
- What is in the MB-220 syllabus?
- How many questions are there in the MB-220 exam?
- Which Practice test would help me to pass the MB-220 exam at the first attempt?

Passing the MB-220 exam makes you Microsoft Certified - Dynamics 365 Marketing Functional Consultant Associate. Having the Dynamics 365 Marketing certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Microsoft MB-220 Dynamics 365 Marketing Certification Details:

Exam Name	Microsoft Certified - Dynamics 365 Marketing Functional Consultant Associate
Exam Code	MB-220
Exam Price	$165 (USD)
Duration	120 mins
Number of Questions	40-60
Passing Score	700 / 1000
Books / Training	**MB-220T00: Microsoft Dynamics 365 Marketing**
Schedule Exam	**Pearson VUE**
Sample Questions	**Microsoft Dynamics 365 Marketing Sample Questions**
Practice Exam	**Microsoft MB-220 Certification Practice Exam**

MB-220 Syllabus:

Topic	Details
Configure marketing applications (20-25%)	
Configure organization settings	- configure administration settings including LinkedIn Lead Gen and quota limits - configure data sources for synchronization - create and manage templates - configure portal integration - configure landing page settings - configure domain authentication - configure data protection tools - configure social media - configure webinar providers
Configure marketing settings	- configure matching strategies - configure marketing email settings - configure customer journey settings - configure opt-in settings - configure email deduplication settings - configure lead scoring settings - configure required options for publishing journeys - create and configure marketing calendars - manage assets and content settings
Manage insights	- analyze contact insights - analyze lead insights - analyze segment insights - analyze customer journey insights - analyze email insights - analyze lead scoring model insights - analyze marketing page insights - analyze marketing form insights - analyze website insights - analyze redirect URL insights
Manage segments and lists (10-15%)	
Create and manage segments	- determine segment type - create market segments - create segments using Natural Language Query - configure dynamic segments using Designer

Topic	Details
	- combine segments using union, exclude, or intersect logic - create segments from external sources using customer insights
Create and manage subscription centers and lists	- determine usage scenarios for subscription lists - create a subscription list - add a subscription list or lists to a form - create a segment based on a subscription list - create a subscription center marketing page - understand how and where to publish subscription centers

Create and manage marketing forms and pages (10-15%)

Topic	Details
Create marketing forms	- determine which marketing form type to use - determine form requirements and limitations - create a marketing form using a template - create landing forms and pages
Create and manage marketing pages	- create marketing pages - add content to marketing pages - add forms to content blocks - apply a style to marketing pages - integrate marketing pages with marketing emails - preview and validate marketing pages - publish marketing pages - monitor visitors to marketing pages

Manage leads, contacts, and accounts (5-10%)

Topic	Details
Create and manage leads	- create leads - synchronize leads from LinkedIn
Create and manage accounts and contacts	- create and manage accounts - create and manage contacts - manage activities

Create and manage marketing emails (5-10%)

Topic	Details
Create email messages	- create an email message by using a template - define mandatory fields for email messages - add dynamic content to email messages
Manage email messages	- define message requirements - preview messages by using the Basic and Inbox options - check Spam Scores - design and run A/B tests on email messages - validate and publish messages

Topic	Details
Manage customer journeys (10-15%)	
Create customer journeys	- determine content types required for a customer journey - create a customer journey by using a template - implement actions - implement targets - implement flow control for customer journeys
Publish and manage customer journeys	- configure required options for publishing journeys - check customer journeys for errors - publish a customer journey
Manage events and webinars (10-15%)	
Create and configure events and webinars	- create an event team - set up venues and sessions including internal and external tracks - set up speakers - configure webinar options - configure event website - create and manage event forms - create stream events on Microsoft Teams - set up event agenda
Manage events and webinars	- create event invitations, banners, and social media posts - Manage event registration, including attendee check-in. - manage speakers, registration, waitlists, and attendees - manage sponsors, vendors, logistics, and accommodations - record and view financial information for events
Configure Dynamics 365 Customer Voice (10-15%)	
Create surveys	- create a theme and upload images - add pages to a survey and personalize data - identify survey question types - add survey questions - determine respondent types - determine submission options
Preview, test, and publish surveys	- add surveys to emails - add surveys to a webpage - add surveys to customer journeys - clone, import, and translate surveys
Manage survey responses	- view a summary of survey results - analyze survey responses - implement conditional logic for survey actions

Microsoft MB-220 Sample Questions:

Question: 1

You are a marketing administrator. You need a marketing form that will only accept contact information and allow opt-in to emails.
What kind of form should you create?

a) Journey Form
b) Forward to a friend Form
c) Landing Page Form
d) Subscription Page Form

Answer: c

Question: 2

You are a marketing manager that uses Dynamics 365 Marketing. You monitor leads that are created from marketing activities. You need to determine how leads are created.
Which two ways can leads be created for a marketing contact?
Each correct answer presents a complete solution.

a) Attending an event.
b) Submitting a landing page form.
c) Responding to a social post.
d) From an action in a customer journey.
e) Responding to a Forms Pro survey.

Answer: b, d

Question: 3

You are a marketing professional for Contoso, Ltd. You are creating a marketing form and want to add a subscription list. As you go through the tool box, you see the subscription list. You notice that there are not as many lists as expected.
Which criteria should be used to allow a subscription list to be visible in the toolbox?

a) Published Marketing Lists where the subscription field is set to True
b) Active Marketing lists where the subscription field is set to False
c) Published Marketing Lists where the subscription field is set to False
d) Active Marketing Lists where the subscription field is set to True

Answer: d

Question: 4

You are creating a multi-day conference event that is attended by attendees. The attendees will require hotel accommodations.

You need to block off rooms for single occupancy, double occupancy and suites at the hotel. Which method should you use to accomplish your task?

a) Create a hotel record and then a hotel room allocation record for each room type
b) Create a hotel record and then a single hotel room reservation record for all room types
c) Create a hotel record and then a single hotel room allocation record for all room types
d) Create a hotel record and then a hotel room reservation record for each room type

Answer: a

Question: 5

You are performing initial set up steps for Dynamic 365 for Marketing. What must you provide during first time setup?

a) company name and email address
b) company phone number
c) physical sender address
d) subscription center

Answer: c

Question: 6

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

Question: 7

You are a marketing professional who is marketing to an engineering segment. You need to create a new field for a marketing form.
The new field needs to be a number that can support a level of precision up to 7 decimal places. Which field type should you use?

- a) Single Line on the Text
- b) Floating Point Number
- c) Whole Number
- d) Decimal Number

Answer: d

Question: 8

You are setting up a small workshop event. The event will have one session and one speaker. After you create the event, session and speaker engagement record, you want to publish the event to the event portal.
How should you publish the event?

- a) Publish the event. The session and speaker will publish automatically
- b) Publish the session. The event and speaker will publish automatically
- c) Publish the event, session and speaker manually
- d) Publish the event and session separately. Speaker will publish automatically

Answer: d

Question: 9

You are a marketing professional for Contoso, Ltd. You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes.
When you check the portal website, you notice that you must create a registration account to register for the event. Why might the event require you to register anonymously, despite the setting above?

- a) Your portal is a site hosted externally
- b) Your portal is a site hosted by Dynamics 365 Portals
- c) Your portal is Dynamics Native Portal
- d) You must republish the event

Answer: a

Question: 10

You have a customer journey that sends an email, creates a phone call activity and sends a text message.
Which set of actions must you take to activate your customer journey?

a) Validate, then Go Live
b) Check for Errors, then Publish
c) Validate, then Publish
d) Check for Errors, then Go Live

Answer: d

Study Guide to Crack Microsoft Dynamics 365 Marketing MB-220 Exam:

- Getting details of the MB-220 syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the MB-220 exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Microsoft provided training for MB-220 exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the MB-220 sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on MB-220 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for MB-220 Certification

Make EduSum.com your best friend during your Microsoft Dynamics 365 Marketing exam preparation. We provide authentic practice tests for the MB-220 exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual MB-220 exam. We guarantee you 100% success in your first exam attempt if you continue practicing regularly. Don't bother if you don't get 100% marks in initial practice exam attempts. Just utilize the result section to know your strengths and weaknesses and prepare according to that until you get 100% with our practice tests. Our evaluation makes you confident, and you can score high in the MB-220 exam.

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