

 **CERT** *Ya!*

Microsoft

MB-220

**Microsoft Dynamics 365 for Marketing
QUESTION & ANSWERS**

Question: 1

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.

The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials. The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You send an email to any user who created a deficient template identifying the deficiencies and request that they correct their templates. Does this meet the goal?

- A. Yes
- B. No

Answer: B

Question: 2

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.

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You need to ensure that future emails adhere to these standards.

Solution: You create an approval process on the template records. You restrict usable templates to only those that have been approved. Does this meet the goal?

- A. Yes
- B. No

Answer: A

Question: 3

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.

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The corporate marketing team has developed a branding strategy that includes five mandatory components and visual requirements that must be incorporated for all materials.

The VP of Marketing, who receives a copy of each email sent, has recently seen some emails that do not adhere to all five standards.

You need to ensure that future emails adhere to these standards.

Solution: You examine all existing templates. Upon identifying those that do not meet standards, you make appropriate adjustments to the non-conforming templates. Does this meet the goal?

A. Yes

B. No

Answer: B

Question: 4

DRAG DROP

Your marketing department has given you a list of requirements.

Which requirements will you be able to meet by utilizing the tools in Dynamics 365 for Marketing? To answer, drag the appropriate requirement to the correct column. Each requirement may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content. NOTE: Each correct selection is worth one point.

List of Requirements

- Create individualized messages with personalized content.
- Error check content to ensure all required information is included.
- Creating marketing that changes based on the recipient's actions.
- Analyze the results of email messages (click-thrus, opens, etc.).
- Send emails messages out through your company's server.

Answer Area

Able to meet requirement	Not able to meet requirement

Answer:

Answer Area

Able to meet requirement

Not able to meet requirement

Create individualized messages with personalized content.	Send emails messages out through your company's server.
Error check content to ensure all required information is included.	
Creating marketing that changes based on the recipient's actions.	
Analyze the results of email messages (click-thrus, opens, etc.).	

Explanation:

References:

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

Question: 5

Your landing page must include your privacy banner to let your customers know that you take their privacy seriously.

Once enabled, where will the full text of your privacy policy be stored?

- A. on your organization's private website, with the login information needed to access it
- B. on any publicly-available website, with the URL listed in the Event Management Settings

- C. on your organization's website, with the URL listed on the Default Configuration Set
- D. on any publicly-available website, with the URL listed in the Landing Page Configuration Set

Answer: D

Explanation:

References:

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

Question: 6

DRAG DROP

Your company is expanding its service offering to people who live in Europe. You must configure your marketing system for compliance with European privacy requirements. Which three activities should you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct

Activity	Order
Configure Contact records to store levels of consent.	
View consent-level change history.	
Identify data structures that contain personal information.	
Enable GDPR features in Dynamics 365 for marketing.	
Bulk edit all contacts to set consent level.	

order.

Answer:

Order

Identify data structures that contain personal information.

Enable GDPR features in Dynamics 365 for marketing.

Bulk edit all contacts to set consent level.

Explanation:

References:

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