Question #1 *Topic 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

Correct Answer: *B*

redfly61 Highly Voted 2 years, 11 months ago
In my opinion answer should be "No".
From MSFT training material (https://docs.microsoft.com/en-us/learn/modules/manage-emails-journey/2-create-email): "When you create a new message from a template, the template content is copied into your new message. The message and template aren't linked, so when you edit the message, the template won't change; likewise, any future changes that you make to a template won't affect any existing messages that were created by using it."
This means that change the templates it's not enough because the existing emails won't be changed.
upvoted 13 times

TonyTeeTee 2 years, 9 months ago
Question goes: "You need to ensure that FUTURE emails adhere to these standards." That's why I think the answer is "YES".
upvoted 10 times

kerrigore 2 years, 11 months ago
Agreed redfly61, especially since the users who created the templates and the users who are using them aren't necessarily the same set of users.

Also, the solution seems incomplete to me because there's no follow-up mentioned to ensure the templates were actually corrected; simply requesting that the user do so does not necessarily ensure that they actually will.
upvoted 2 times

AveryGT Highly Voted 3 years, 2 months ago
"You need to ensure that future emails adhere to these standards."

- For me Yes is then the answer. Future Emails will then use the updated templates.
upvoted 5 times

Titto Most Recent 7 months, 1 week ago
Correct answer is 'NO'
You will have to create an approval process on the template records. You restrict usable templates to only those that have been approved.
upvoted 1 times

Power_Ninja 1 year, 5 months ago
Answer is correct, what about existing emails used is active customer journeys for example. This is one part of the solution only.
upvoted 2 times

Vikram2407 2 years ago
Answer is NO
upvoted 2 times

Justin1 2 years, 9 months ago
The Answer is correct, it should be "No", if you create a message from a template and change the features on there it doesn't actually change the template. So if that user goes and makes changes it won't affect any future message using that template, hence the answer is "No"
upvoted 1 times

Bains 3 years, 2 months ago
Not in exam
upvoted 4 times

catalene 3 years, 3 months ago
For my it's correct because you need to stop, modify and go live.
upvoted 2 times

Question #2 *Topic 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 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

Correct Answer: *A*

Harish1509 1 year, 1 month ago
I think the answer is "No" as the process should also involve Dynamics simulated preview and an inbox preview for email messages.
upvoted 1 times

gvldesigner 1 year, 5 months ago
You can create an approval process, that takes configuring: https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature
upvoted 4 times

Fyrus 2 years, 2 months ago
I think it's YES since the main problem is the process. it's smart to create one that garantee that it will not happen again
upvoted 2 times

DennisWypior 2 years, 4 months ago
I think the answer is No.
It does not say anything about correcting existing templates nor about emails that were created using "wrong" templates.
upvoted 3 times

lobobo 1 year ago
The question asks you to look at future emails though, which is why I believe the answer is Yes.
upvoted 1 times

Bains 3 years, 2 months ago
Not in exam
upvoted 2 times

Question #3 *Topic 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 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

Correct Answer: *B*

Fyrus 2 years, 3 months ago
it's a incomplete answer. It will reach the go.... FOR NOW. That's why it's NO
upvoted 2 times

Bains 3 years, 2 months ago
Not in exam
upvoted 4 times

iThem 3 years, 5 months ago
Why this solution does not meet the goal ?
upvoted 1 times

catalene 3 years, 3 months ago
I suppose that It is not correct, because you need to stop, and then go live again on the process.
upvoted 2 times

Prt33k 2 years, 9 months ago
You can edit the live - need not to go live again
upvoted 3 times

kerrigore 2 years, 11 months ago
I would say because it does not ensure that future templates meet the requirements. This would be a good first step, but you would also need to put in an approval process for templates to ensure that future templates cannot be created/used until someone has verified that they meet the requirements.
upvoted 4 times

BDXYZ 2 years, 10 months ago
Also, simply updating the templates wouldn't impact existing items that have been created from the templates. So there are still incorrect items in the system that can be used.
upvoted 2 times

Question #4 Topic 1

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.

Select and Place:

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

Correct Answer:

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
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.).	

References:

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

Bains Highly Voted 3 years, 2 months ago

Not in exam

upvoted 5 times

zgr13 Most Recent 1 year, 3 months ago

Answer is correct

upvoted 2 times

redfly61 2 years, 11 months ago

Why a customer can't use its internal mail server? If its domain implements a DKIM check, it should be usable. Or not?

upvoted 1 times

BDXYZ 2 years, 10 months ago

Emails sent from Dynamics Marketing are sent through the marketing system (i.e. Microsoft). You can't set it up to send marketing emails through your company email server. The system will not allow it.

upvoted 8 times

rafaelbelo 2 years, 7 months ago

That is in regards to the use of the domain name email@yourdomainname.com, not to the server that sends the email.

upvoted 6 times

Question #5 | *Topic 1*

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

Correct Answer: *D*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-settings

Community vote distribution
C (100%)

Bains Highly Voted 3 years, 2 months ago
In exam but multiple choice questions
upvoted 7 times

Fyrus Highly Voted 2 years, 1 month ago
https://docs.microsoft.com/en-gb/dynamics365/marketing/mkt-settings-landing-pages
"We recommend that you include a privacy banner on all your landing pages. This will let your customers know that you take their privacy seriously, and it might also be required in some jurisdictions. Use the following settings in the Privacy banner section to create and enable your privacy banner:"
upvoted 5 times

Gosaisnehal Most Recent 9 months, 4 weeks ago
Selected Answer: C
The privacy policy should be on the organization's own website.
upvoted 1 times

Power_Ninja 1 year ago
Answer is C,
MS state "We recommend that you provide a detailed privacy policy somewhere on your own organization's website"
upvoted 2 times

Harish1509 1 year, 1 month ago
Privacy policy link URL. We recommend that you provide a detailed privacy policy somewhere on your own organisation's website. If you have such a page, enter its full URL here.
upvoted 2 times

Power_Ninja 1 year, 5 months ago
D Correct, other options don't host option to add policy link.
upvoted 3 times

v_VitoA 2 years ago
Hi, why C is not correct? Set up a privacy banner for landing pages. Privacy policy link URL: We recommend that you provide a detailed privacy policy somewhere on your own organization's website. If you have such a page, enter its full URL here. https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages
upvoted 2 times

Curly7 2 years, 5 months ago
This is technically incorrect as the navigation is not referred to as 'Landing page' it is in fact located within Settings > Email marketing > Marketing Page Configuration Set
upvoted 1 times

pcv26 3 years, 2 months ago
Can someone explain how this is correct. I though answer is C
Privacy policy link URL. We recommend that you provide a detailed privacy policy somewhere on your own organization's website. If you have such a page, enter its full URL here.
Privacy policy link text. This text is placed under the Privacy banner text, and creates a link to the Privacy policy link URL you specified. Enter a short string of text that tells users what to expect, such as "Click here to read our complete privacy policy."
upvoted 2 times

BDXYZ 2 years, 10 months ago

It's not C because the description of where you enter the link to the privacy policy in incorrect. You specify the link in the landing page settings as described in D.

upvoted 3 times

catalene 3 years, 3 months ago

It's correct, you can see here https://docs.microsoft.com/en-us/dynamics365/marketing/gdpr#demonstrate-gdpr-compliance.

upvoted 1 times

jmarques 3 years, 3 months ago

Correct answer because policy link can only be set in Marketing Settings -> Landing Pages.
Correct Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages

upvoted 5 times

Question #6 *Topic 1*

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 order.

Select and Place:

Activity

- 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

Correct Answer:

Activity

- 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

- Identify data structures that contain personal information.
- Enable GDPR features in Dynamics 365 for marketing.
- Bulk edit all contacts to set consent level.

References:

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

BDXYZ Highly Voted 2 years, 10 months ago

I don't agree that this is the correct solution. Bulk editing of contacts suggests that you are setting the same consent level for all contacts. Typically all of your contacts would not have the same consent level.

upvoted 8 times

blopper 2 years, 8 months ago

Configure consent records on Contact should be the third option. It's absolutely foolish to blindly and bulk change all the consent records

upvoted 10 times

Fyrus 2 years, 3 months ago

I agree with you that the 3th answer is wrong but you can bulk update all records with different values based on data you already have that explict says that user X asked to be included in a marketing list or compiled a web form and accepted the terms... i'm like "55%" for "Configure consent records on Contact" and 45% for the site's answers

upvoted 1 times

jimmy101 Most Recent 1 year, 3 months ago

I thought the first one is correct, But Contact records include a field that stores the level of consent each contact has granted your organization.

upvoted 1 times

Bains 3 years, 2 months ago

Not in exam

upvoted 2 times

catalene 3 years, 3 months ago

It's correct. You can review here https://docs.microsoft.com/en-us/dynamics365/marketing/gdpr#demonstrate-gdpr-compliance

upvoted 4 times

jmarques 3 years, 3 months ago

I think maybe the second option could be the first but i general its a correct answer, reference its also correct.

upvoted 1 times

Question #7 Topic 1

You are the administrator for your company's Dynamics 365 for Marketing application. You are responsible for ensuring that the current constraints of your subscription are not exceeded.
You want to establish monitoring for the critical components that drive additional subscription costs.
Which three subscription limits can you monitor at Settings > Advanced Settings > Others > Quota Limits? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month

B. the total number of emails that your company has sent this month and the total number of emails remaining in the month

C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription

D. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription

E. the total number of surveys that your company has sent this month and the total number of surveys remaining in the month

Correct Answer: *ABD*

Community vote distribution

ABD (100%)

ned Highly Voted 3 years, 7 months ago
A - Litmus Previews
B - Marketing Emails
D - Contacts
upvoted 35 times

DaneP Highly Voted 3 years, 2 months ago
I think A,B,D
https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management#:~:text=Quota%20limits&text=Dynamics%20365%20Marketing%20is%20a,email%20messages%20you%20can%20send.
upvoted 9 times

Candy2002 Most Recent 1 year ago
Selected Answer: ABD
Agreed with B is written wrongly, but we have no better options. So the answer only can be ABD...
upvoted 2 times

TonyTeeTee 1 year, 1 month ago
ABC - Quota Limits in Marketings shows how many contacts are used and how many left unused.
upvoted 2 times

vvvlbc75 2 years ago
As It's written on the provided link, it's A, B and D
upvoted 2 times

Fyrus 2 years, 1 month ago
if C is right, D is right, but if D is right that doesn't mean that even C are... i vote ABD
upvoted 2 times

D365_2020 2 years, 7 months ago
agree with the rest, should be ABD. Checked in Dynamics instance.
upvoted 3 times

blopper 2 years, 8 months ago
B is wrongly written. Remaing quota is not shown, only consumed quota is shown. So correct answers are A,B & D (C and D are exactly alike, except C mentions remaining quota and D doesn't).
upvoted 2 times

Bains 3 years, 2 months ago
In exam
upvoted 2 times

iThem 3 years, 5 months ago

A. the total number of inbox previews that your company has used this month and the total number of inbox previews remaining in the month
B. the total number of emails that your company has sent this month and the total number of emails remaining in the month
C. the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription
upvoted 4 times

BackBonedMilk 2 years, 10 months ago
It's not C but D. If you go to the quota screen you will see that it does not show you the number of remaining contacts. It only shows you your total contacts that you have "bought" and the total you have used.
upvoted 3 times

NeerajAgrawal 2 years, 9 months ago
With this logic even B should be wrong and if B is right then C has to be right.
upvoted 3 times

iThem 3 years, 5 months ago
A - Litmus Previews
B - Marketing Emails
D - Contacts
upvoted 6 times

Ash1986 3 years, 5 months ago
A - Litmus inbox previews
B - Marketing email messages
C - Marketing contacts
upvoted 7 times

iThem 3 years, 5 months ago
Can you explain Us why you think that "the total number of marketing contacts that you can have in your database according to your current Dynamics 365 for Marketing subscription and the number of contacts remaining in your subscription" can be the good last answer ?

I noticed that that was the only comment you posted on examtopics.com.
upvoted 2 times

chrislight 3 years, 2 months ago
If you follow the steps in the question and view Quotas you will see 'Marketing Contacts', with total purchased and total used, so it is correct answer.
upvoted 2 times

iThem 3 years, 5 months ago
Still, maybe you're right, but maybe you're not...
upvoted 1 times

Question #8 *Topic 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.
You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.
After a week you notice that no one has received any scores from your model.
Solution: You add an action tile.
Does this resolve your issue?

A. Yes

B. No

Correct Answer: *B*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

hfallad Highly Voted 3 years ago
the solution must be GO LIVE. for the score model. B is Correct.
upvoted 6 times

Question #9 Topic 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.
You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.
After a week you notice that no one has received any scores from your model.
Solution: You click the Go Live button.
Does this resolve your issue?

A. Yes

B. No

Correct Answer: *A*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

Navicci Highly Voted 2 years, 10 months ago
I also agree with this.
upvoted 8 times

hfallad Most Recent 3 years ago
Correct. https://docs.microsoft.com/en-gb/dynamics365/marketing/set-up-lead-scoring
upvoted 4 times

Question #10 Topic 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.
You have created a lead scoring model for a marketing effort. The lead scoring model has 3 grades: Cold, Warm and Hot.
After a week you notice that no one has received any scores from your model.
Solution: You lower the Sales Ready Score.
Does this resolve your issue?

A. Yes

B. No

Correct Answer: *B*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

Navicci 2 years, 10 months ago
Is there an extent to the truth about lowering the sales scores?
upvoted 1 times

DRAG DROP -

The VP of Marketing has been assigned to create you a new lead scoring model for Contoso, Ltd. based on recently-adopted marketing targets.

Which five steps in sequence are required to design and set up your lead scoring model in Dynamics 365? (Choose five.) To answer, move the appropriate actions to the answer area and arrange them in the correct order.

Select and Place:

Steps

- Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.
- Set up an action that tells the system what to do to the lead score when the defined conditions exist.
- Set the entity target of your lead scoring model to Account, Contact or Lead.
- Set the entity target of your lead scoring model to Account or Contact.
- Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.
- Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.
- Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.
- Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.

Order

Correct Answer:

Steps	Order
Create a workflow that updates the lead records with the sales-ready score and grades when the lead score changes.	Set the entity target of your lead scoring model to Account or Contact.
Set up an action that tells the system what to do to the lead score when the defined conditions exist.	Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.
Set the entity target of your lead scoring model to Account, Contact or Lead.	Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.
Set the entity target of your lead scoring model to Account or Contact.	Set up an action that tells the system what to do to the lead score when the defined conditions exist.
Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.	Establish grades and a sales-ready score to identify what minimum lead score must exist before a lead is promoted for attention by a salesperson.
Set conditions for modifying the lead score based on either behavioral rules, like email clicks or event registrations, or data conditions on the record.	
Create a workflow that runs the conditions against all leads whenever any of the fields in the condition change.	
Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check.	

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/score-manage-leads

ned Highly Voted 3 years, 7 months ago

Correct Answer.

1) Set the entity target of your lead scoring model to account or contact

2) Set conditions for modifying the lead score based on eiter behavioral rules, like email click or event registrations, or data conditions on the record

3) Create the logic for your conditions by adding the entity to monitor, the frequency and date range of the checks, and an expression defining what to check

4) Setup an action that tells the system what to do to the lead score when the defined condition exist

5) Establish grades and a sales-ready socre to identify what min lead score must exist before a lead is promoted for attention by a salesperson

upvoted 29 times

ceejaybee Most Recent 9 months, 3 weeks ago

in exam, Dec 2022

upvoted 3 times

DennisWypior 2 years, 4 months ago

@JackChang: Lead Scoring Models scores a Lead based on the behaviour of Accounts or Contacts. Leads can not be scored based on information of the Lead itself. Checked and proofed in the system.

upvoted 4 times

JackChang001 2 years, 6 months ago

why don't select options that is [Set the entity target of your lead scoring model to account , contact or lead]

upvoted 1 times

Aay987 1 year, 2 months ago

It just provides you an option of either contact or account, not lead though

upvoted 2 times

sevom 3 years ago

Correct

upvoted 1 times

Question #12 Topic 1

DRAG DROP -

You need to create a lead scoring model based upon fixed rules as well as behavior rules.

Which scenario corresponds to each rule type? To answer, drag each rule type to the appropriate scenario. Each rule type 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.

Select and Place:

Answer Area

Rule Type	Scenario	
Fixed Rule	Lead Opening an Email.	
Behavior Rule	Lead Registers for an Event.	
	Lead's City.	
	Lead's Estimated Budget.	

Correct Answer:

Answer Area

Rule Type	Scenario	
Fixed Rule	Lead Opening an Email.	Behavior Rule
Behavior Rule	Lead Registers for an Event.	Behavior Rule
	Lead's City.	Fixed Rule
	Lead's Estimated Budget.	Fixed Rule

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/score-manage-leads

ceejaybee 9 months, 3 weeks ago

similar question (not exactly the same) in exam, Dec 2022

upvoted 2 times

Power_Ninja 1 year ago

Correct

upvoted 3 times

antboii 1 year, 6 months ago

Seems correct

upvoted 4 times

Question #13 Topic 1

DRAG DROP -

You are creating a lead scoring model.

You need to set up scoring, based on both explicit data and implicit data.

Which scenario represents the appropriate data type? To answer, drag each scenario to the appropriate data type. Each data type 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.

Select and Place:

Methods

- Submitted Company name trough a form on a landing page
- Clicked on an email
- Attended a webinar

Answer Area

Explicit Data	Implicit Data

Correct Answer:

Methods

- Submitted Company name trough a form on a landing page
- Clicked on an email
- Attended a webinar

Answer Area

Explicit Data	Implicit Data
Submitted Company name trough a form on a landing page	Clicked on an email
	Attended a webinar

References:

https://community.dynamics.com/crm/b/zsoltzombiksblog/archive/2016/03/06/lead-scoring-rules-and-examples-in-microsoft-dynamics-marketing

kerrigore Highly Voted 2 years, 11 months ago

Correct. As per the link, Explicit data is data submitted directly by the customer or gathered from a company directory, Implicit data is based on behavior like attending a webinar or clicking on emails/webpages.

upvoted 17 times

JosJensen Highly Voted 2 years, 12 months ago

This answer is correct.

upvoted 5 times

Power_Ninja Most Recent 1 year ago

Weird but seems correct

upvoted 2 times

BenJames 11 months, 3 weeks ago

What is weird??

Answer is correct

upvoted 1 times

SoMuchConfusion 5 months, 1 week ago

I suspect it's the email click one that's tripping up the Power_Ninja. On first pass, I thought that one would be explicit as it involves a user's action--but then I realized they are not intentionally providing data, just doing an action, which is implicit. It makes sense, but could be considered "weird", lol.

upvoted 2 times

Question #14 Topic 1

Your company is interested in gaining additional insight into customer journeys.
You have been tasked with analyzing contacts insights.
From the options presented, which three types of interactions are analyzed in Dynamics 365 for Marketing for contacts and lead? (Choose three.)
Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Web interactions

B. Event interactions

C. Survey interactions

D. Appointment interactions

E. Telephone interactions

Correct Answer: *ABC*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories

slothstalk Highly Voted 3 years, 2 months ago
As of July 2020 Survey Insights aren't really available anymore since Voice of the Customer has been deprecated
upvoted 5 times

SoMuchConfusion Most Recent 5 months, 1 week ago
So I guess the moral is, if this comes up on an exam, and you know that Website and Event are correct, and you know that there are no Appointment and no Telephone interactions available in the customer insights, and the question is asking for 3 selections, and surveys are included, well, by process of elimination, we can assume the exam is still out of date and pick A, B, C.
upvoted 4 times

Power_Ninja 1 year ago
A and B correct, Survey's are only displayed in old designer. Dodgy question in my opinion.
upvoted 2 times

BeachVball 1 year, 2 months ago
In the Customer Journey Insights section of the link provided talks about Customer Voice Survey insights:
Point 6 of Design legend - Customer Voice survey: Shows a Customer Voice survey dependency.
upvoted 1 times

Arki 3 years, 3 months ago
so why is this answer correct - there is not Insight data on "survey" nor on "appointment" or "Telephone". The provides MS-Link does not provide any help here. Provided Answers not cvalid ?
upvoted 4 times

Fyrus 2 years, 2 months ago
can't you still sent surveys to contacts and lead and track they response?
upvoted 1 times

Axure92 2 years, 5 months ago
I agree only A & B seems to be correct
upvoted 2 times

Question #15 Topic 1

DRAG DROP -

You are responsible for all outgoing marketing emails at Contoso, Ltd.

You are tasked with the best practices aimed at increasing delivery and interaction rates.

Which question is answered by the email insight statistic listed? To answer, drag the email statistic to the question answered by that statistic.

Each statistic may be used one, 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.

Select and Place:

Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	

Correct Answer:

Email Insight Statistic	Question	
Click-Throughs	What is the total number of clicks on a specific email link?	Click-Throughs
Clicks (unique)	What is the total number of sent messages where the recipient clicked at least one link one time?	Clicks (unique)
Opens (unique)	What are the total number of emails that were opened by a contact at least on time?	Opens (unique)
Forwards	What is the total number of times an email was forwarded by the recipient by using the forward link on the email?	Forwards
No Statistic Exists	What is the total number of times an email was forwarded using the email client forward button?	No Statistic Exists

zukito3 Highly Voted 2 years, 3 months ago

I agree in general, but in the second question "What is the total number of sent messages where the recipient clicked at least one link one time?". I think is Click-Throughs , because according the documentation says

"The email click-through rate indicates how often a message delivery resulted in at least one click on any of the links it contains. It's reported as a percentage of total deliveries. Only unique clicks are counted, so after the first click, it doesn't matter how many links a recipient clicks on, or how many times. "

Link: https://docs.microsoft.com/en-us/dynamics365/marketing/insights-glossary

So, I think the order would be:
1.- Clicks unique
2.- Click-through
3.- Forwards
4.- No statistic exists

upvoted 10 times

Power_Ninja 1 year, 5 months ago

I agree, that's if the MS documentation is trust worthy also.

upvoted 1 times

jakub_kangur Highly Voted 1 year, 9 months ago

The correct order will be: 21345
upvoted 5 times

DennisWypior Most Recent 2 years, 4 months ago

1. Clicks - therefore the answer is Clicks (unique)
2. Clicks unique
3. Opens unique
4. Forward
5. No statistic exists

upvoted 3 times

Question #16 *Topic 1*

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.

Correct Answer: *ABC*

Community vote distribution

ACD (100%)

EsePe 1 month ago

Selected Answer: ACD

I think is ACD.
B is a strange statement that I douct is correct and E, you dont have insights at the segment form.

upvoted 2 times

Knightie 1 year, 3 months ago

E. Segment Insights is only for that Segment but not about "All Segments" or "All Channels"

upvoted 1 times

Fyrus 2 years, 1 month ago

"Each answer presents a complete solution.
NOTE: Each correct selection is worth one point."
That means that the question worth 3 or 0 points or it's a site's mistake?

upvoted 1 times

saadnadir 2 years, 6 months ago

ABC is the correct answrt

upvoted 3 times

discodeb2000 2 years, 8 months ago

I'm not seeing Insights on an Account record unless I'm missing something?

upvoted 1 times

SoMuchConfusion 5 months, 1 week ago

I initially thought this as well, then realized I was looking at a custom Account form. Switching to the stock "Account" form, I found the Insights tab.

upvoted 1 times

gvldesigner 1 year, 5 months ago

https://docs.microsoft.com/en-us/dynamics365/marketing/insights#:~:text=To%20view%20contact%20insights%2C%20go,then%20open%20its%20Insights%20tab.

upvoted 2 times

Jay23 3 years, 3 months ago

Why not A C E ?

upvoted 2 times

Axure92 2 years, 5 months ago

E. Segment Insights will only show you the progression of the number of members but not the interactions

upvoted 7 times

Question #17

Topic 1

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

Correct Answer: *BC*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/score-manage-leads

Community vote distribution
AD (100%)

CynthiaLuo999 Highly Voted 1 year, 9 months ago
Selected Answer: AD
Fixed rules are based on fixed demographic or firmographic data found in lead or contact records.
Behavior rules are based on interactions like email clicked, event registered, or website visited.
upvoted 23 times

[Removed] Highly Voted 1 year, 3 months ago
Selected Answer: AD
A & D are fixed rules
B & C are behaviour rules
upvoted 8 times

willbeok Most Recent 9 months, 2 weeks ago
Selected Answer: AD
There are two categories of conditions:

Fixed rules are based on fixed demographic or firmographic data found in lead or contact records.
Behavior rules are based on interactions like email clicked, event registered, or website visited.
ref. https://learn.microsoft.com/en-us/dynamics365/marketing/score-manage-leads#create-view-and-manage-your-lead-scoring-models
upvoted 1 times

EsePe 10 months, 2 weeks ago
Selected Answer: AD
A and D are the fixed ones
upvoted 2 times

Candy2002 1 year ago
Selected Answer: AD
Must be AD
upvoted 4 times

payokat 1 year ago
Selected Answer: AD
A & D are fixed as they are not behavioral
upvoted 4 times

rstrdy 1 year, 1 month ago
Selected Answer: AD
A & D are fixed rules
B & C are behaviour rules
upvoted 2 times

altman 1 year, 4 months ago
should be AD
upvoted 1 times

charlism 1 year, 5 months ago

Selected Answer: AD

A & D are fixed rules
B & C are behaviour rules

upvoted 4 times

Power_Ninja 1 year, 5 months ago

A&D, answer is incorrect.

upvoted 1 times

Luna18 1 year, 7 months ago

Selected Answer: AD

A & D are fixed rules 100%

upvoted 4 times

MohaSin14 1 year, 8 months ago

A & D should be the right answer as condition type is fixed rate.

upvoted 3 times

IrishmadeinCanada 1 year, 8 months ago

A D is correct, 100%

upvoted 3 times

loulou2105 1 year, 9 months ago

Its' actually AD

upvoted 1 times

jaromero 1 year, 9 months ago

I think that A, D are correct. The queston says Fixed, not Behavor

upvoted 1 times

Question #18 Topic 1

DRAG DROP -

As the Dynamics 365 Marketing functional consultant, it is your responsibility to make sure your company stays within the quota limits defined by your subscription. The current subscription includes a quota of 10,000 contacts and 100,000 Marketing email messages.

Your manager wants you to create a monthly report showing usage.

When you navigate to Quota Limits, which items will you be viewing to create the required report? To answer, drag the appropriate element to the correct data point. Each element 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 content.

Select and Place:

Answer Area

Element	Data Points	
Marketing Email Messages	Shows the total number you can still send this month, and the total number you have sent.	
Marketing Contacts	Shows the total number that users at your organization can still request this month, and the total number you have used.	
Litmus Inbox Previews	Shows the total number you can have in your database.	
Total Contacts in Database	Shows the total number stored in your database.	

Correct Answer:

Answer Area

Element	Data Points	
Marketing Email Messages	Shows the total number you can still send this month, and the total number you have sent.	Marketing Email Messages
Marketing Contacts	Shows the total number that users at your organization can still request this month, and the total number you have used.	Litmus Inbox Previews
Litmus Inbox Previews	Shows the total number you can have in your database.	Marketing Contacts
Total Contacts in Database	Shows the total number stored in your database.	Total Contacts in Database

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/quota-management

SoMuchConfusion 5 months, 1 week ago

Aren't the last two boxes both "Marketing Contacts"? Looking at mine, it currently shows:

21 used (0.2%) / 10,000

Isn't that the Total Number Stored in your Database (21) and Total Number You Can Have In Your Database (10,000)?

upvoted 2 times

antboii 1 year, 6 months ago

Seems correct
upvoted 2 times

Question #19 *Topic 1*

DRAG DROP -

You are a functional consultant at Contoso, Ltd. Your company has a current Dynamics 365 Marketing instance and would like to migrate to a new instance. In order to save time, management has decided to replicate the current instance configuration and data using the Configuration Migration tool for Dynamics 365.

You have to validate that both instances (source and destination) are on the same version, and then perform the transfer.

Which four steps must you take, in sequence, to achieve your goal? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in the correct order.

Select and Place:

Answer area

Steps	Order
Use the Configuration Migration tool to generate a database schema based on your source instance.	
Export the custom solution from your source, and then import it on your destination instance.	
Remove all services for Marketing, event management, and Dynamics 365 Connector for LinkedIn Lead Gen forms from the source instance.	
Export data from the source instance using the Configuration Migration tool together with the schema.	
Download the Configuration Migration tool for Dynamics 365.	
Import the exported zip bundle onto the destination instance using the Configuration Migration tool.	

Correct Answer:

Answer area

Steps	Order
	Download the Configuration Migration tool for Dynamics 365.
Export the custom solution from your source, and then import it on your destination instance.	Use the Configuration Migration tool to generate a database schema based on your source instance.
Remove all services for Marketing, event management, and Dynamics 365 Connector for LinkedIn Lead Gen forms from the source instance.	Export data from the source instance using the Configuration Migration tool together with the schema.
	Import the exported zip bundle onto the destination instance using the Configuration Migration tool.

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/transfer-data

antboii Highly Voted 1 year, 6 months ago

Correct!

upvoted 6 times

SoMuchConfusion Most Recent 5 months, 1 week ago

Funny, the question mentions the part about verifying the version is the same, yet the steps given to pick from don't include validating in Power Apps Admin.

upvoted 1 times

Question #20 *Topic 1*

DRAG DROP -

You are a Dynamics 365 Marketing functional consultant.

You are setting up conditions for a lead-scoring model.

Which categories should you use during the configuration? To answer, drag the appropriate category to the correct condition. Each category 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 content.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Categories	Conditions	
Fixed rules	Emails clicked	
Behavior rules	Events registered	
	Demographic information	
	Website visited	
	Firmographic information	

Correct Answer:

Answer Area

Categories	Conditions	
Fixed rules	Emails clicked	Behavior rules
Behavior rules	Events registered	Behavior rules
	Demographic information	Fixed rules
	Website visited	Behavior rules
	Firmographic information	Fixed rules

Reference:

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

loulou2105 Highly Voted 1 year, 9 months ago

Correct

upvoted 10 times

ceejaybee Most Recent 9 months, 3 weeks ago

in exam, Dec 2022

upvoted 2 times

jakub_kangur 1 year ago

This is legit
upvoted 2 times

Question #21 *Topic 1*

You are a Dynamics 365 Marketing functional consultant.
The marketing department wants to see customer journeys, appointments, and events in a single calendar, rather than as a list.
What should be enabled and configured to achieve this goal?

A. the Marketing Calendar Control on the designated entities

B. the Calendar Control on the designated forms

C. the Calendar Control on the designated entities

D. the Marketing Calendar Control on the designated forms

Correct Answer: *A*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-calendar

Community vote distribution
A (67%) B (33%)

Guischuk 2 months, 1 week ago
Selected Answer: A
It is correct : "Entity-level calendars appear when you first open an entity from the main navigator, such as events, customer journeys, or the main marketing calendar. They appear where you'd normally see a list view, and when present, you can switch between the calendar view and list view." And a Marketing Calendar control exists to do that. Source https://learn.microsoft.com/en-us/dynamics365/marketing/customize-marketing-calendars#types-and-locations-of-marketing-calendars
upvoted 2 times

antoyou 2 months, 2 weeks ago
Selected Answer: B
The Calendar Control allows you to visualize and manage events and appointments in a calendar format. By enabling and configuring this control on the designated forms, you can have a unified view of customer journeys, appointments, and events in one place.
upvoted 1 times

ceejaybee 9 months, 3 weeks ago
in exam (similar, but not exactly the same question), Dec 2022
upvoted 4 times

zukito3 1 year, 3 months ago
Correct, https://docs.microsoft.com/en-us/dynamics365/marketing/customize-marketing-calendars
upvoted 3 times

Question #22 Topic 1

You are a Dynamics 365 functional consultant for Contoso Ltd. Because of recent policy changes, the marketing team needs to update the privacy policy banner text and URL.
What should you configure to implement these updates?

A. the Marketing Data configuration

B. the Application Management settings

C. the Default Marketing settings

D. the Landing Page settings

Correct Answer: *D*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/mkt-settings-landing-pages

Shraddha2402 Highly Voted 1 year, 6 months ago
D is Correct Answer
upvoted 6 times

antoyou Most Recent 2 months, 2 weeks ago
Why not C ?
The Default Marketing settings in Dynamics 365 Marketing allow you to set up default values that apply to various marketing elements across the system. This includes settings related to privacy policies, such as the privacy policy banner text and URL. By configuring the Default Marketing settings, you can ensure that the updated privacy policy banner text and URL are applied consistently across marketing materials.
upvoted 3 times

Question #23 *Topic 1*

DRAG DROP -

Read each of the backup concepts below and determine which are correct or incorrect.

To answer, drag the Answer to the appropriate Backup Concept. Each Answer may be used once or more than once. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Elements	Statements	
Correct	Automatic System Backups contain interaction records and image files.	
Incorrect	Automatic system backups are stored for up to 28 days.	
	On-Demand Backups can be created any time.	
	Restoring a backup to another instance will delete image files.	

Correct Answer:

Answer Area

Elements	Statements	
Correct	Automatic System Backups contain interaction records and image files.	Incorrect
Incorrect	Automatic system backups are stored for up to 28 days.	Correct
	On-Demand Backups can be created any time.	Correct
	Restoring a backup to another instance will delete image files.	Incorrect

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/manage-marketing-environments#create-and-restore-backups

https://docs.microsoft.com/en-us/power-platform/admin/backup-restore-environments

maxnoee Highly Voted 1 year, 9 months ago

4th Point is also correct. See the warning on https://docs.microsoft.com/en-us/dynamics365/marketing/manage-marketing-environments :

"This procedure will completely erase the target environment. If Dynamics 365 Marketing is installed on the target environment, then it will be completely uninstalled (which will release the license) and all data (including files and interaction records) will be deleted. "

upvoted 11 times

Knightie Most Recent 1 year, 3 months ago

Source of 28 Days retention is mentioned under D365
https://docs.microsoft.com/en-us/power-platform/admin/backup-restore-environments#system-backups
upvoted 3 times

praveen2022 1 year, 4 months ago
This is a tricky question. If deleting images from the emails and pages, the answer is NO, because the images will be sourced from the old environment.
upvoted 4 times

Question #24 *Topic 1*

Your sales team often request reports on Lead Source Effectiveness. They want to know which marketing campaigns, events, and web contacts generate the most qualified leads, and ultimately the most revenue.
How can you use tools in Dynamics 365 Marketing to generate this report?

A. Navigate to Leads, click on Insights, then select the Lead Source Effectiveness tab.

B. Navigate to Leads, select the appropriate Lead View, click on Run Report, and select Lead Source Effectiveness.

C. Navigate to Contacts, select the appropriate Contact View, click on Run Report, and select Lead Source Effectiveness.

D. Under Customer Journeys, go to the insights section for each journey that generates Leads, download the appropriate data, and aggregate it into a separate spreadsheet.

Correct Answer: *B*
Reference:
https://neilparkhurst.com/2019/02/27/mb-210-microsoft-dynamics-365-for-sales-sales-reports/

Archana_Surulichamy 1 year, 4 months ago
It is true . There are 2 reports available . FIrst : lead source effectiveness , Second : Neglected leads
upvoted 4 times

CcZk 1 year, 6 months ago
It is correct
upvoted 4 times

Question #25 *Topic 1*

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You enable social media in the default marketing settings to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

Correct Answer: *B*

Roland_P 2 months, 1 week ago

Correct. As defined on https://learn.microsoft.com/en-us/dynamics365/marketing/mkt-settings-social-media you have to reauthorize the account if the sign-in times out or the password changes.

upvoted 3 times

Question #26 *Topic 1*

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

Correct Answer: *AB*

DRAG DROP

-

You are a functional consultant working at a company that is running campaigns on LinkedIn.

You have been tasked with syncing leads from LinkedIn to Dynamics 365 Marketing.

You would like all leads acquired from your LinkedIn campaigns to create a new Lead and Contact record in Dynamics 365 Marketing. You do not want duplicates created when they are existing Leads and Contacts in the system.

Which five steps should you perform in sequence? To answer, move the appropriate steps from the list of steps to the answer area and arrange them in the correct order.

Answer Area

Steps	Order
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.	
Define a strategy for matching LinkedIn leads with existing leads.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.	
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.	
Enable LinkedIn Sales Navigator.	
Activate your LinkedIn Lead Matching Strategy.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.	
Enable LinkedIn Lead Gen Integration in Advanced Settings.	

Correct Answer:

Answer Area

Steps	Order
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.	Enable LinkedIn Lead Gen Integration in Advanced Settings.
Define a strategy for matching LinkedIn leads with existing leads.	Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to Yes.
Configure a LinkedIn Lead Matching Strategy in LinkedIn Lead Gen settings, with Enable Contacts set to No.	Define a strategy for matching LinkedIn leads with existing leads.
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to Yes.	Activate your LinkedIn Lead Matching Strategy.
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.	Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account.
Enable LinkedIn Sales Navigator.	
Activate your LinkedIn Lead Matching Strategy.	
Configure a LinkedIn Lead Matching Strategy in LinkedIn Sales Navigator settings, with Enable Contacts set to No.	
Enable LinkedIn Lead Gen Integration in Advanced Settings.	

JinShi 2 months, 1 week ago

Correct

upvoted 2 times

Question #28 *Topic 1*

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You reauthorize the Facebook social posting configuration to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

Correct Answer: *A*

Question #29

Topic 1

Note: In this section, you will see one or more sets of questions with the same scenario and problem. Each question presents a unique solution to the problem, and you must determine whether the solution meets the stated goals. More than one solution might solve the problem. It is also possible that none of the solutions solve the problem.

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso has multiple Facebook pages for products and services. Your marketing team has issued a help ticket stating that their Facebook Marketing posts have stopped working as of yesterday.

Solution: You create a Facebook Social Posting Configuration to resolve the ticket.

Does this meet your goal?

A. Yes

B. No

Correct Answer: *B*

DRAG DROP

-

You are setting up a simple webinar with a webinar provider.

For this event, you can leverage two speakers. Additionally, you will assign one room and will publish the event to your event portal for your audience to register for the session.

Which five actions should you perform in sequence to configure the webinar? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Answer Area

Actions	Order
Enter information for the venue, building, and rooms.	
Enter the Webinar Name and Provider.	
Add the credentials for your account with the Webinar Provider.	
Enter the speaker information.	
Select the Event Type.	
Save	
Enter information about the Sessions.	
Create a new Webinar Configuration.	
Go to Settings > Advanced settings > Event management > Webinar configurations.	

Correct Answer:

Answer Area

Actions	Order
Enter information for the venue, building, and rooms.	Go to Settings > Advanced settings > Event management > Webinar configurations.
Enter the Webinar Name and Provider.	Add the credentials for your account with the Webinar Provider.
Add the credentials for your account with the Webinar Provider.	Create a new Webinar Configuration.
Enter the speaker information.	Enter the Webinar Name and Provider.
Select the Event Type.	Save
Save	
Enter information about the Sessions.	
Create a new Webinar Configuration.	
Go to Settings > Advanced settings > Event management > Webinar configurations.	

Nyanne 1 month, 3 weeks ago

The order seems incorrect here. I believe it's
#2 Create new Webinar Configuration
#3 Enter the Webinar Name and Provider
#4 Add the credentials for your acount with the Webinar Provider

I just performed these steps myself in a trial environment and had to follow in this order

upvoted 3 times

Fari_ 1 month ago

your order seems right
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/events-settings#webinar-config

upvoted 1 times

Question #31 *Topic 1*

You are a Dynamics 365 Marketing functional consultant.

Your company wants to:

1. control access to Marketing features that could incur extra costs, and
2. make sure no extra costs are being incurred by exceeding existing Marketing subscription limits.

Which three steps should you take? Each correct answer presents part of the solution.

A. Monitor the quantity of contacts and emails on the server.

B. Monitor the quantity of Marketing contacts and emails.

C. Monitor the quantity of landing pages.

D. Monitor Litmus accounts and the number of previews.

E. Create teams to be used in designer feature protection rules.

Correct Answer: *BDE*

Nyanne 1 month, 3 weeks ago

This is correct, because Designer Feature Protection provides the ability to block users or teams from previewing eDMs in Litmus, which would impact Quota limits.

upvoted 3 times

DRAG DROP

-

You are a Dynamics 365 Marketing functional consultant.

You need to configure Dynamics 365 Marketing for lead scoring.

Which configuration settings will allow you to accomplish the desired results? To answer, drag the appropriate configuration setting to the correct desired result. Each configuration setting 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 content.

NOTE: Each correct selection is worth one point.

Answer Area

Configuration settings

- Set Automatic Marketing Qualification to Yes.
- Set Automatic Marketing Qualification to No.
- Set Automatic Sales Ready to Yes.
- Set Automatic Sales Ready to No.
- Set Automatic Lead Score Cleanup to Yes.
- Set Automatic Lead Score Cleanup to No.

Desired result	
Delete all scores calculated by the stopped lead-scoring model.	
Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.	
Automatically advance leads when a score generated by the lead-scoring model is received.	
Continue to show the scores for stopped models.	

Correct Answer:

Answer Area

Configuration settings

- Set Automatic Marketing Qualification to Yes.
- Set Automatic Marketing Qualification to No.
- Set Automatic Sales Ready to Yes.
- Set Automatic Sales Ready to No.
- Set Automatic Lead Score Cleanup to Yes.
- Set Automatic Lead Score Cleanup to No.

Desired result	
Delete all scores calculated by the stopped lead-scoring model.	Set Automatic Lead Score Cleanup to Yes.
Mark and promote leads to sales acceptance stage when a score based on a relevant scoring model is reached.	Set Automatic Sales Ready to Yes.
Automatically advance leads when a score generated by the lead-scoring model is received.	Set Automatic Marketing Qualification to Yes.
Continue to show the scores for stopped models.	Set Automatic Lead Score Cleanup to No.

Question #33 *Topic 1*

You are a Dynamics 365 Marketing functional consultant at Contoso Ltd.

You need to configure the LinkedIn Lead Gen feature.

What are the two pre-requisites that must be applied before you are able to proceed with the configuration? Each correct answer presents part of the solution.

A. Create a strategy to match LinkedIn incoming leads to existing leads.

B. Have LinkedIn Profile with Campaign Manager enabled.

C. Grant the rightful users with the LinkedIn Lead Gen Forms Administrator or LinkedIn Lead Gen Forms Salesperson security roles.

D. Send a request to LinkedIn to allow the synchronization.

E. Have a LinkedIn Profile with Lead Gen Administrator enabled.

Correct Answer: *BC*

Nyanne 1 month, 2 weeks ago

Correct.
https://learn.microsoft.com/en-us/dynamics365/marketing/linkedin-configuration#enable-users-to-work-with-the-connector-and-assign-security-roles-to-users

upvoted 1 times

Nyanne 1 month, 2 weeks ago

https://learn.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration#enable-lead-sync-from-linkedin-to-dynamics-365-marketing

upvoted 2 times

Question #34

Topic 1

DRAG DROP

-

You are setting up integration with LinkedIn Lead Gen.

You need to configure the integration in order to allow for Leads synchronization from LinkedIn to Microsoft Dynamics 365 Marketing.

Which four steps should you perform in sequence? To answer, move all steps from the list of steps to the answer area and arrange them in the correct order.

Answer Area

Steps	Order
Configure a strategy to match incoming LinkedIn leads to existing leads.	
Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.	
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.	
Configure LinkedIn field mappings.	

Correct Answer:

Answer Area

Steps	Order
Configure a strategy to match incoming LinkedIn leads to existing leads.	Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.
Assign LinkedIn Lead Gen Forms Administrator and LinkedIn Lead Gen Forms Salesperson security roles.	Configure a strategy to match incoming LinkedIn leads to existing leads.
Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.	Configure LinkedIn field mappings.
Configure LinkedIn field mappings.	Authorize Dynamics 365 Marketing to connect to LinkedIn using an existing LinkedIn account that has access to LinkedIn Campaign Manager.

Orne 2 weeks, 1 day ago

Correct.
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/linkedin-configuration

upvoted 1 times

Question #35 *Topic 1*

You are a functional consultant at Contoso. The EMEA sales manager wants you to configure Contoso's landing page settings to capture activities by existing leads and contacts located in Belgium.

You already configured the Default Marketing Page Configuration for Landing pages.

What should you do next to achieve your goal?

A. Update the Belgian landing page Matching Strategy.

B. Update the Default Matching Strategy located in Landing Page settings.

C. Update the Matching Strategy for the landing page in the Customer Journey.

D. Update the Default Matching Strategy located in Marketing settings.

Correct Answer: *A*

Question #36 *Topic 1*

You receive a call from a user stating that the automated lead scoring model is not working correctly. There are several leads that are not being scored.

You need to determine the cause of this issue.

What could be the cause?

A. Leads must be associated with a contact or an account.

B. Leads must have submitted a form on the company website.

C. Leads must be associated with a contact and an account.

D. Leads must be associated with a contact only.

Correct Answer: *C*

JinShi Highly Voted 2 months, 3 weeks ago

Hmmm. I think is A.

Leads need to be associated with either a contact or an account to be eligible for scoring.

https://learn.microsoft.com/en-us/dynamics365/marketing/score-manage-leads#lead-scoring-prerequisites-and-requirements

upvoted 8 times

Nyanne 1 month, 3 weeks ago

I agree.
Outbound Lead scoring works for Leads associated to either a Contact OR an Account, but doesn't require both in order to function.
https://learn.microsoft.com/en-us/dynamics365/marketing/score-manage-leads#only-leads-associated-with-parent-contacts-or-accounts-can-be-scored

upvoted 1 times

SoMuchConfusion Most Recent 5 months, 1 week ago

Pretty sure the correct answer is D.

Source, this note, from https://learn.microsoft.com/en-ca/dynamics365/marketing/set-up-lead-scoring:

" Important

Automatic lead scoring only works for leads that are associated with a contact. Scoring fails for leads that don't have a contact associated with them. Also, segments in Dynamics 365 Marketing can only include contacts, not leads, which means that you can only address marketing emails to contacts.

Your landing pages will typically either create a lead/contact pair when you create a new contact, or associate new leads with existing contacts when they're available. But when you create a lead manually, as you did here, you must also associate it with a contact manually to enable lead scoring."

upvoted 4 times

Question #37 Topic 1

Your company's marketing department wants to standardize the URL links to the company's social media site across all emails sent out.

Which social media URL can be set in the Content settings?

A. LinkedIn URL

B. Skype URL

C. Pinterest URL

D. WhatsApp URL

Correct Answer: *A*

Orne 1 week, 4 days ago

Seems correct to me.
In Content Settings there is available:
LinkedIn-URL; Twitter-URL; Facebook-URL; Instagram-URL; Youtube-URL; Google-Plus-URL

upvoted 1 times

SoMuchConfusion 5 months, 1 week ago

Looks correct from my experience.

upvoted 2 times

Question #38 *Topic 1*

DRAG DROP

-

Your company, Contoso Mobile Dog Spa, provides mobile dog grooming services. Your application development team is building a new mobile application for Android devices that will allow customers to book grooming appointments. The Chief Marketing Officer wants to be able to send push notifications to the app from real-time customer journeys in Microsoft Dynamics 365 Marketing.

You need to work with the application development team to configure connectivity between Dynamics 365 Marketing and the new mobile app.

Which four actions must be performed in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Select **+New**, and enter a name and description for the configuration.	1
In the default Dynamics 365 Marketing app, go to **Real-time marketing** and select **Push notifications** in the **Channels** group.	2
Select **Check configuration**, and share the credential validation with your app developer.	3
In the default Dynamics 365 Marketing app, go to **Settings**, and select **Push notifications** in the **Customer Engagement** group.	4
Select **Save**, and share the access token and application ID with the application development team.	
Select **+New**, and enter a Title, Subtitle, and Message for the configuration.	
Follow the steps shared in the UI of the configuration record.	

Correct Answer:

1	Select **+New**, and enter a Title, Subtitle, and Message for the configuration.
2	In the default Dynamics 365 Marketing app, go to **Real-time marketing** and select **Push notifications** in the **Channels** group.
3	Select **Check configuration**, and share the credential validation with your app developer.
4	Select **Save**, and share the access token and application ID with the application development team.

Adrienn_Lantos Highly Voted 5 months, 2 weeks ago
https://learn.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-push-notifications
I think it should be:
1. Settings > Customer engagement > Push notifications
2. select +New on the top ribbon.
3. Follow the steps to configure the mobile app
4. Save and share the access token and the application ID with your app developer
upvoted 5 times

Nyanne 1 month, 3 weeks ago
Agreed. To add to your proposed answer..
1. Settings > Customer engagement > Push notifications (option 4)
2. select +New on the top ribbon. (option 2)
3. Follow the steps to configure the mobile app (option 7)
4. Save and share the access token and the application ID with your app developer(option 5)
upvoted 2 times

Nyanne 1 month, 2 weeks ago
Correction..
1. Settings > Customer engagement > Push notifications (option 4)
2. select +New on the top ribbon. (option 1)
3. Follow the steps to configure the mobile app (option 7)
4. Save and share the access token and the application ID with your app
upvoted 4 times

Roland_P 2 months, 1 week ago
Agreed. The provided answer doesn't set up the actual configuration to enable notifications.
upvoted 2 times

SoMuchConfusion 5 months, 1 week ago
This looks more correct than the marked answer.

upvoted 2 times

Question #39 *Topic 1*

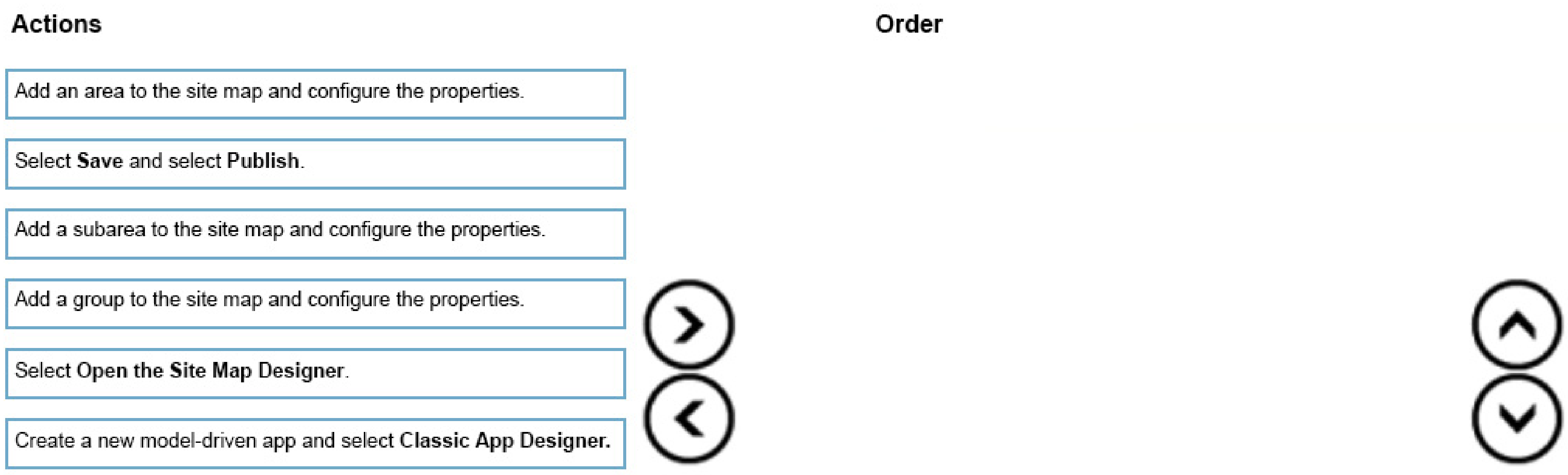
DRAG DROP

-

You are creating a new site map for the marketing department. The site map must contain the navigation to the modules in Microsoft Dynamics 365 Marketing.

You need to use the model-driven app to configure the site map.

In which order should you perform the actions to add the site map into your solution? To answer, move all actions from the list of actions to the answer area, and arrange them in the correct order.

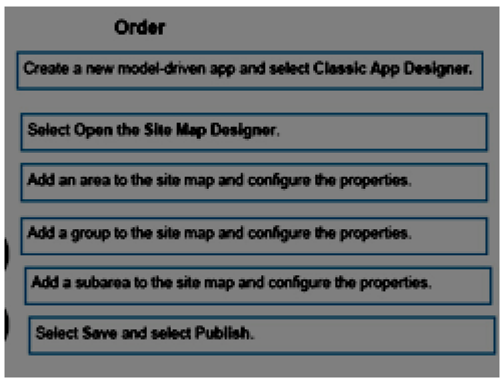


Actions

- Add an area to the site map and configure the properties.
- Select **Save** and select **Publish**.
- Add a subarea to the site map and configure the properties.
- Add a group to the site map and configure the properties.
- Select **Open the Site Map Designer**.
- Create a new model-driven app and select **Classic App Designer.**

Order

Correct Answer:



Order

- Create a new model-driven app and select Classic App Designer.
- Select Open the Site Map Designer.
- Add an area to the site map and configure the properties.
- Add a group to the site map and configure the properties.
- Add a subarea to the site map and configure the properties.
- Select Save and select Publish.

Orne 1 week, 4 days ago

The given answer seems correct to me.

upvoted 1 times

Question #40 *Topic 1*

DRAG DROP

-

You need to create a Content Settings set to be used with all marketing emails.

Which elements are available to you? To answer, drag the appropriate availability indicator to the correct element. Each availability indicator 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 content.

NOTE: Each correct match is worth one point.

Availability

- Available
- Not Available

Answer Area

Elements	Availability
Company's physical address	
LinkedIn URL	
Subscription Center page	
Company's web address	

Correct Answer:

Answer Area

Elements	Availability
Company's physical address	Available
LinkedIn URL	Available
Subscription Center page	Available
Company's web address	Not Available

EsePe 1 month ago

All are "Available".
Same link as wwhung mentioned: https://learn.microsoft.com/en-us/training/modules/manage-assets-content-settings/5-settings

upvoted 1 times

wwhung 2 months, 1 week ago

Reference to: https://learn.microsoft.com/en-us/training/modules/manage-assets-content-settings/5-settings

upvoted 1 times

Wincyyyyyyy 2 months, 1 week ago

Why subscription centre is available in all email settings?

upvoted 1 times

Nyanne 1 month, 3 weeks ago

It's not available in email settings, rather its available in the Content Settings (Go to Outbound Marketing -> Marketing templates -> Content settings to see this setup)

upvoted 1 times

Topic 2 - Question Set 2

Question #1 *Topic 2*

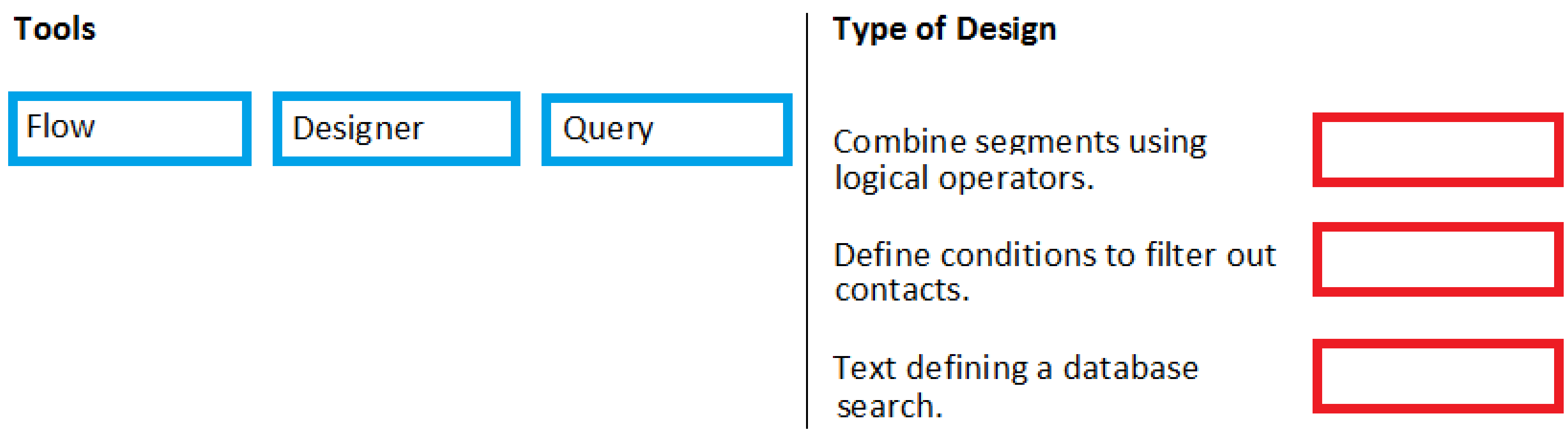
DRAG DROP -

Your marketing department has provided you with the information you need to create a dynamic market segment.

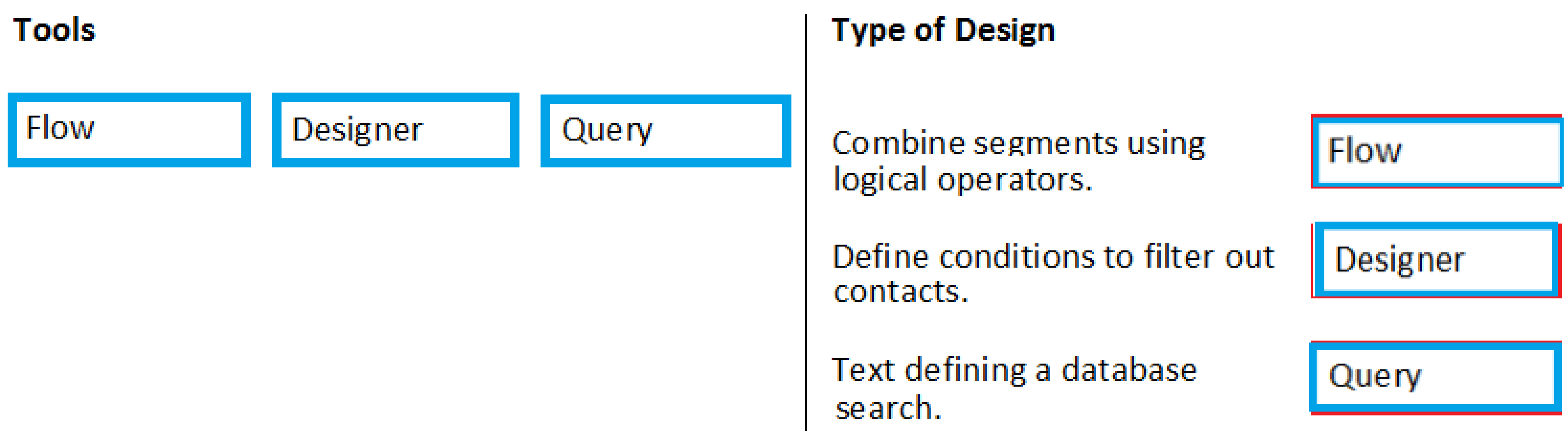
Which tool should you use for each type of design? To answer, drag the appropriate tool to the correct type of design. Each tool may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-segment

inoto Highly Voted 3 years, 3 months ago

Designer
Designer
Query

upvoted 14 times

catalene Highly Voted 3 years, 3 months ago

For my the correct answer is Designer, Designer, Query

upvoted 8 times

Annie92 Most Recent 2 years, 4 months ago

Query for all three? Flow and Designer don't make sense in this context.

upvoted 2 times

Gill 2 years, 8 months ago

This question is very unclear when compared to D365 Marketing.
The term 'Designer' does not appear anywhere.
The term 'Designer' does not appear anywhere.

The tool that you use to build segments allows the addition of blocks - query blocks, behaviour blocks and segment blocks.
The tool that you use to build segments includes the Flow View and the Query view, which as mentioned by others are read only alternative representations.

upvoted 3 times

blopper 2 years, 8 months ago

Latest marketing version tested as of today, doesn't allow the flow to configure anything.. It's a mere read only version

upvoted 2 times

redfly61 2 years, 11 months ago

Sorry, the question isn't clear for me, can someone explain it better?
Flow and Query aren't a tools, they are only different way to view the content provided by the Designer.
Also the Query blocks aren't a tool, they are components of our whole dynamic query.
The only "tool" is the designer, and it provide the interface to built and combine query blocks.
So, as already said, the meaning of this question is not clear for me...

upvoted 4 times

Nyanne 1 month, 3 weeks ago

Technically speaking,. at the bottom of each segment is the 'Query' view or window. You can directly update the Query details which will update the Segment's designer view window.
https://learn.microsoft.com/en-us/dynamics365/marketing/developer/segment-query-definition

upvoted 1 times

Roman92 3 years, 1 month ago

I think it should be Designer, Designer, Query

upvoted 2 times

DaneP 3 years, 2 months ago

I think its the correct answer.
Flow,Designer,Query
https://docs.microsoft.com/en-us/dynamics365/marketing/segments-profile#combine-multiple-query-blocks

upvoted 3 times

chrislight 3 years, 2 months ago

But the flow in the resource you shared is only a way of visualizing the segment, not a method for actually building or achieving it.

upvoted 3 times

Bains 3 years, 2 months ago

Not in exam

upvoted 1 times

Question #2 *Topic 2*

Your marketing department needs to create a Customer Journey for female wine enthusiasts over 40 years-old who live in Europe.
How should you define who receives this Customer Journey?

A. Create a Static segment.

B. Create a Segment Type.

C. Edit the contacts in database.

D. Create a Dynamic segment.

Correct Answer: *D*

inoto Highly Voted 3 years, 3 months ago
Correct
upvoted 12 times

MaHa237 Most Recent 2 years, 2 months ago
https://docs.microsoft.com/en-us/dynamics365/marketing/create-segment
upvoted 3 times

Bains 3 years, 2 months ago
Not in exam
upvoted 1 times

OmarTarazona 2 years, 4 months ago
Shut up! you doesn't help anyone with your commentaries.
upvoted 11 times

Jessica92 2 years, 10 months ago
not in YOUR exam
upvoted 20 times

Zeus6 2 years, 10 months ago
Bains thinks it was helpful commenting these, but it really doesn't help anyone
upvoted 16 times

Question #3 *Topic 2*

DRAG DROP -

You are a marketing professional who needs to have a segment that is based on a single marketing list.

Which five actions must 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 order.

Select and Place:

Actions

- Select a Subscription Marketing List.
- Set segment source to Subscription Marketing List.
- Add a segment group tile.
- Set up a Journey.
- Add a child segment tile.
- Select the properties of the child segment tile.
- Select the properties of the segment group tile.

Orders

Correct Answer:

Actions

- Select a Subscription Marketing List.
- Set segment source to Subscription Marketing List.
- Add a segment group tile.
- Set up a Journey.
- Add a child segment tile.
- Select the properties of the child segment tile.
- Select the properties of the segment group tile.

Orders

- Set up a Journey.
- Add a segment group tile.
- Select the properties of the child segment tile.
- Set segment source to Subscription Marketing List.
- Select a Subscription Marketing List.

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journey

ned Highly Voted 3 years, 7 months ago

Answer is correct : The solution lies in the minute details of steps you perform :
1) Set up a Journey
2) Add a Segment group tile
3) Select the properties of segmetn group tile
4) Set segment source to subscription marketing list
5) Select a subscription marketing list

upvoted 23 times

blopper 2 years, 8 months ago

Here's the marketing solution as on 22. Jan 2021. The answer above is correct. See the image I uploaded now: https://ibb.co/0fDpf5P

upvoted 4 times

tincho 3 years, 4 months ago

I think that for step 3, one has to choose "select the properties of the child segment tile". I double checked with the system. When you click on properties on segment group level you cant select the segment source. Thus, the given answer by examtopics is correct.

upvoted 4 times

jhandel Highly Voted 2 years, 3 months ago

This is not how Customer Journeys work anymore.. I am not sure if this question has been updated or not, but at least since Wave 2 (Oct 2020) the segment configuration is on the root of the swim lane and no longer a tile you add to the journey..

upvoted 7 times

Knightie Most Recent 1 year, 3 months ago

1. Add Segment Group
2. Source from Sub List.
3. Select the Sub List
4. Set Logics and Exclusion of another Segment or anything else.
5. Add the mentioned Child Segment (which you can not set its property at this level)

This is one of the lab we do in the MB220 course.

upvoted 1 times

Knightie 1 year, 3 months ago

The question ask for a Segment but not a Customer Journey, they are different entity. A journey uses Segments in the Audience Tile.

upvoted 3 times

iThem 3 years, 5 months ago

Hey All,
I'm not that sure ! that's the correct answer, because in the Answer in Step 3 we should Select the properties of the Child Segment tile.
In this case :
We are a marketing professional who needs to have a segment that is based on a single marketing list.

if We Add a Segment group Tile in the Second Step 2
Why Should We Select the Properties (of the CHILD) segment Segment group tile

I agree with you SO : Answer is FALSE in my opinion :
I think This is the good answer
1) Set up a Journey
2) Add a Segment group tile
3) Select the properties of segment group tile (NOT CHILD)
4) Set segment source to subscription marketing list
5) Select a subscription marketing list

If Somebody Can contest it and explain why choose Child Segment in this Case I'd loved to know why.

upvoted 3 times

[Removed] 3 years, 1 month ago

Video explains it plainly here:
https://docs.microsoft.com/en-gb/dynamics365/marketing/create-simple-customer-journey

upvoted 1 times

blopper 2 years, 8 months ago

Video doesn't address any aspect of the question

upvoted 6 times

DaneP 3 years, 2 months ago

If you watch the video on the following link.
https://docs.microsoft.com/en-gb/dynamics365/marketing/create-simple-customer-journey
https://www.microsoft.com/en-gb/videoplayer/embed/d73cc179-5984-4a32-ad84-0755f56b0399?autoCaptions=en-gb

At 02:24 It proves you have to expand the Segment group and select CHILD segment to configure.
Correct answer
1) Set up a Journey
2) Add a Segment group tile
3) Select the properties of CHILD segment group tile
4) Set segment source to subscription marketing list
5) Select a subscription marketing list

upvoted 14 times

blopper 2 years, 8 months ago

you are correct..but this question is a ridiculous one that has 0 implications when one is actually implementing real marketing system.
Wonder why microsoft includes such stupid questions

upvoted 5 times

Question #4 *Topic 2*

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

Correct Answer: *B*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/segmentation-lists-subscriptions

Roman92 Highly Voted 3 years, 1 month ago
The question is not correct. There are only two types of segments : static and dynamics. The presented answers covers the segment's blocks (based on profiles, interactions or other segments). So for me the correct answer is B which should be named -> Behavioural block (Interaction)
upvoted 8 times

Zeus6 Highly Voted 2 years, 10 months ago
Answer is correct - see very first paragraph in this MS Docs article: https://docs.microsoft.com/en-gb/dynamics365/marketing/segments-interaction
upvoted 6 times

chrislight Most Recent 3 years, 2 months ago
This is now known as a 'Behavior Segment'
upvoted 5 times

Zeus6 2 years, 10 months ago
Agreed - https://docs.microsoft.com/en-gb/dynamics365/marketing/segments-interaction
upvoted 1 times

Question #5 *Topic 2*

You are a marketing professional for AdventureWorks Cycles. You want to create a new subscription form with a new subscription list.
You have created the new subscription list, but must be able to see the subscription list selection in the designer toolbox.
When creating the new form, which form type must you select to meet the condition?

A. Landing Page

B. Event Form

C. Forward to a Friend

D. Subscription Center

Correct Answer: *D*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center

Question #6 | *Topic 2*

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	Order
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.	

Correct Answer:

Answer area

Steps	Order
Save and Go Live your marketing form.	Create a new marketing form.
	Select a template with the market type "Subscription Center."
Select a template with the form type "Forward a Friend."	Drag and drop your subscription list onto your marketing form.
Locate your subscription list in the Subscription Center portion of the tool box.	

Reference:

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

Nohcosnij 1 year, 1 month ago

1) Create a new marketing form
2) Locate your subscription list in the subscription "list" portion of the toolbox
3) Drag and drop your subscription list onto your marketing form

You don't necessarily need to create a marketing form from a template.
Subscription lists are located in the "Subscription lists" portion, not in the "Subscription center", in the toolbox.
upvoted 4 times

praveen2022 1 year, 4 months ago
Create a new marketing form
Locate your subscription list in the subscription center portion of the toolbox
Drag and drop your subscription list onto your marketing form
upvoted 3 times

AndreaDP 1 year, 8 months ago
The market type "Subscription Center" doesn't exist at all when selecting the template. It should be "form type" and it is "Subscription Form" in case. So the suggested response is wrong.
upvoted 3 times

RoseRose 1 year, 8 months ago
Third answer should be "Locate your subscription list in the Subscription portion of the tool box". The form is already live by default so you only need to save it.
upvoted 4 times

MaartenNORRIQ 1 year, 8 months ago
Why not also locate the subscription list, and why not go live at the end?
upvoted 2 times

praveen2022 1 year, 4 months ago
The marketing page will be reviewed by a colleague.
upvoted 5 times

Question #7 *Topic 2*

The sales team needs guidance on adding Contacts to existing segments.
Which three statements accurately describe those process? Each answer represents a complete solution.

A. Those who do not have access to the segment entity cannot add a contact record to a segment.

B. A Contact can be added to a static segment while viewing the contact record.

C. A Contact can be added to several segments at once.

D. Those who do not have access to the segment entity can add a contact record to a segment.

E. A Contact can be added to a dynamic segment while viewing the contact record.

Correct Answer: *BCD*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/manage-segments-from-contacts

Power_Ninja 1 year ago
100% correct
upvoted 3 times

Question #8 Topic 2

You are a Dynamics 365 Marketing functional consultant.
You create a marketing subscription list and you need to make it available for website visitors.
In which two ways can you do this?

A. In the Email Marketing form, drag the created subscription list to the form.

B. In the Subscription Center form, drag the created subscription list to the form.

C. In the Landing Page template, drag the created subscription list to the form.

D. In the Event Template, drag the created Subscription List to the form.

Correct Answer: *AB*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center

ceejaybee 9 months, 3 weeks ago
in exam, Dec 2022
upvoted 2 times

Candy2002 1 year ago
Selected Answer: BC
By the naming, I guess is B & C, only landing page, subcription centers or event registration can have subscription list. It is more reasonable to get B & C. For D, there seems no official "Event Template"
upvoted 3 times

Power_Ninja 1 year ago
Question is badly formed, you can add subscriptions to Landing pages, subscription pages or event registration pages, you can't with forward to a firend.
Only B makes sense, if I was forced to choose a second option it woudl be C
upvoted 2 times

Nohcosnij 1 year, 1 month ago
B and C
Landing page form can also include subscription lists as described in https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms#marketing-form-types-and-subscription-behavior
upvoted 2 times

Knightie 1 year, 3 months ago
A and B
In
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center
Look at
1.Find the page called Default Marketing Page in the list. This is the default subscription center.
2. Find the form called Default Subscription Center Form in the list. This is the default subscription form.
upvoted 2 times

zkarraman25 1 year, 8 months ago
Only B is correct, I think!?
upvoted 3 times

Question #9 *Topic 2*

DRAG DROP

-

You are a marketer for Contoso Ltd. You are releasing a new product and want to create a way for users to receive product updates and announcements.

Which three actions 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 order.

Actions	Order
Set the name and type.	
Create a subscription list by clicking New Subscription List.	
Set the name.	
Save the record.	
Create a marketing list by clicking New Marketing List.	

Correct Answer:

Actions	Order
Set the name and type.	Create a subscription list by clicking New Subscription List.
Create a subscription list by clicking New Subscription List.	Set the name.
Set the name.	Save the record.
Save the record.	
Create a marketing list by clicking New Marketing List.	

Nyanne 1 month, 3 weeks ago

Why not select the name and type?

upvoted 1 times

Nyanne 1 month, 3 weeks ago

Answering my dumb question.. There is no way to update Type on Subscription list. Type is only a selection for Marketing Lists.
Also, why is the answer not Marketing list? Because only Subscription lists allow the customer to manage their subscription to the topic as highlighted in the question, users need to manage the ability to receive product updates.Assuming users here refers to customers...

upvoted 4 times

Fari_ 1 month ago

Thank you for the explanation. It helps

upvoted 1 times

DRAG DROP

-

You are a marketing assistant at a Credit Union. You need to set up a subscription center for customers to manage their communication settings.

Which seven actions should you perform in sequence? To answer, move all actions from the list of steps to the answer area and arrange them in the correct order.

Answer Area

Actions	Order
Check the Form for errors and Go Live.	
Create a Marketing Form with the type as Subscription Center.	
Check the Page for errors and Go Live.	
Create a Subscription List for each of your newsletters.	
Create a Marketing Page to hold the Subscription Center Marketing Form.	
Add the Marketing Page as the Subscription Center in the content settings record.	
Add each of your Subscription Lists to the Marketing Form as Checkboxes.	

Correct Answer:

Answer Area

Actions	Order
Check the Form for errors and Go Live.	Create a Subscription List for each of your newsletters.
Create a Marketing Form with the type as Subscription Center.	Create a Marketing Form with the type as Subscription Center.
Check the Page for errors and Go Live.	Check the Form for errors and Go Live.
Create a Subscription List for each of your newsletters.	Create a Marketing Page to hold the Subscription Center Marketing Form.
Create a Marketing Page to hold the Subscription Center Marketing Form.	Add each of your Subscription Lists to the Marketing Form as Checkboxes.
Add the Marketing Page as the Subscription Center in the content settings record.	Check the Page for errors and Go Live.
Add each of your Subscription Lists to the Marketing Form as Checkboxes.	Add the Marketing Page as the Subscription Center in the content settings record.

molivera90 Highly Voted 2 months, 3 weeks ago

I think the order would be:

1-Create a Subscription list for each of your newsletters.

2-Create a marketing Form...
3-Add each of your subscription list to the marketing form...
4-Check the form and Go Live...
5-Create a marketing Page...
6-Check the page and Go live...
7-Add the Marketing page as the Subscription Center in the Content settings record.
upvoted 8 times

Nyanne 1 month, 3 weeks ago
Definitely! Youre answer must be correct.
The provided answer is incorrect becuase you cannot add the subscription list to the marketing form after its already gone live...
upvoted 3 times

Question #11 *Topic 2*

You are creating a marketing list.

You need the marketing list to be available for the subscription center. You set the marketing list to be a subscription list.

What will the Marketing List Member Type Be?

A. Account

B. Lead

C. Customer

D. Contact

Correct Answer: *D*

Question #12 Topic 2

You are a marketing automation consultant. Your client wants to understand the benefits of using the natural language feature in Dynamics 365 Marketing.

Which two statements explain why your client may want to use the Natural Language feature? Each correct answer presents part of the solution.

A. Using the Natural Language feature allows marketers to build marketing journeys using simple words to specify touch points in the customer journey.

B. Using the Natural Language feature allows marketers to build segments using simple words to specify what audience they want to target.

C. When looking at a Marketing Journey created by another user, the Natural Language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.

D. When looking at a segment created by another user, the Natural Language feature makes it easier to understand the logic of the segment and decide whether it meets the target profile for a campaign.

Correct Answer: *AB*

Roland_P 2 months ago

Answer is correct: real-time marketing journeys can be created with natural language (https://learn.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language) as well as segments (https://learn.microsoft.com/en-us/dynamics365/marketing/nl-segment-build)

upvoted 1 times

MDrescher 3 months, 1 week ago

Only B is correct, no natural language feature in Customer Journey/Journey

upvoted 2 times

Nyanne 1 month, 3 weeks ago

Interesting.. As of today 23 August 2023, this is available to Journeys in Preview mode. Not sure if this was available previously.. https://learn.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language

upvoted 1 times

Question #13 Topic 2

The marketing department at your organization is running a campaign to update the customers' email addresses.

You need to trigger a confirmation email once a customer's email address is updated in the real-time journey.

What should you do?

A. Create a journey with a repeating schedule that occurs when a customer's email address is updated.

B. Create a workflow with a default step that will trigger a real-time journey when a customer's email address is updated.

C. Create an event-based journey with the event trigger once a customer's email address is updated.

D. Create a dynamic segment for the contacts that initiated the trigger and send them an email through the journey.

Correct Answer: *D*

MDrescher Highly Voted 3 months, 1 week ago

C is correct, Event Based Journey

upvoted 7 times

Nyanne 1 month, 3 weeks ago

Agreed

upvoted 1 times

Question #14 Topic 2

DRAG DROP

-

You are managing marketing segments in Microsoft Dynamics 365 Marketing.

You need to filter contacts to create segments so that you can use the segments in journeys.

How should you filter contacts for different segment types? To answer, drag the appropriate segment type from the column on the left to its matching filter options on the right. Each segment type 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 content.

NOTE: Each correct match is worth one point.

Segment types

- Dynamic Segment
- Static Segment

Answer Area

Filter options	Segment types
List of contacts based on interaction records in marketing insights database	
List of contacts based on **Add by Query**	
List of contacts that will be updated automatically based on defined criteria	
List of contacts that is based on manual selection or enrollment	

Correct Answer:

List of contacts based on interaction records in marketing insights database	Dynamic Segment
List of contacts based on **Add by Query**	Dynamic Segment
List of contacts that will be updated automatically based on defined criteria	Dynamic Segment
List of contacts that is based on manual selection or enrollment	Static Segment

SoMuchConfusion Highly Voted 5 months, 1 week ago

Add by Query is used for STATIC segments, not Dynamic.
Reference: second bullet under number 4 here: https://learn.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions#create-and-go-live-with-a-new-segment

Thus I believe the correct answer to be:
Dynamic
Static
Dynamic
Static

upvoted 9 times

Nyanne 1 month, 3 weeks ago

Yes correct.

upvoted 1 times

Question #15 *Topic 2*

You currently have a dynamic marketing segment for anyone living in Singapore that is not based on a template.

You need to update this segment to be anyone living in Singapore who has also opened an email this year.

What should be done to the marketing segment?

A. Add a Behavior Block that queries emails opened this year.

B. Change the template to Opened a Template.

C. Add a Segment Block that has a segment for emails opened.

D. Add a Query Block that queries emails opened this year.

Correct Answer: *A*

Orne 1 week, 3 days ago

This answer seems correct to me.

upvoted 2 times

DRAG DROP

-

You are creating a segment based on a combination four other segments: Segment A, Segment B, Segment C and Segment D.
The marketing director wants you to define the membership of the new segment as follows:

- Include all members of Segment B
- Include all members of Segment C who are members of segment D
- Exclude any members of Segment A

You need to combine the segments using the appropriate operators to satisfy the marketing director's criteria.

Which segment name or operator type applies in each segment block and query operator?

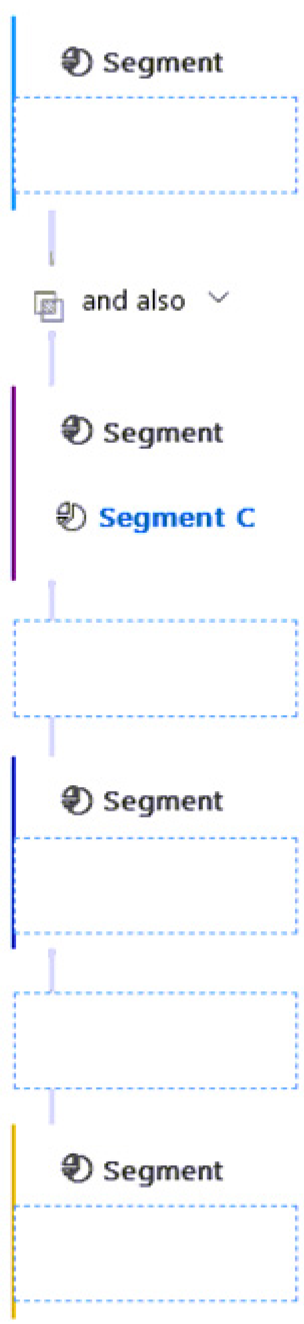
To answer, drag the appropriate segment name or operator type to the correct empty segment blocks and query operators in the answer area.
Each segment name will be used once. Each operator type may be used once, more than once, or not at all.

NOTE: Each correct match is worth one point.

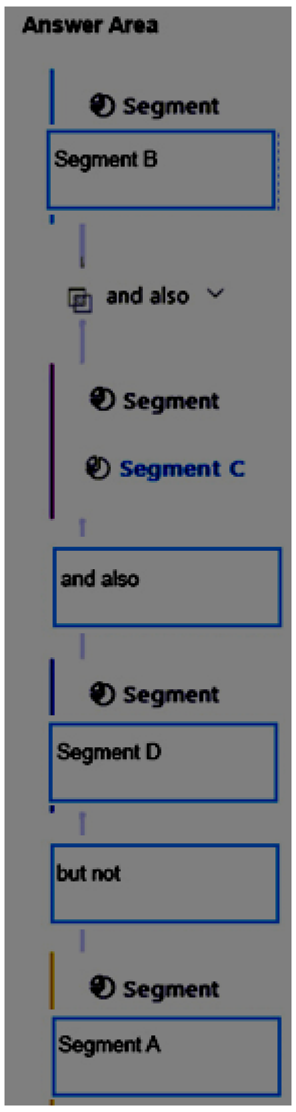
Segment name or operator type

Segment A	Segment B	Segment D
OR	but not	and also

Answer Area



Correct Answer:



Nyanne 1 month, 3 weeks ago

I disagree.. for the answer provided, Contacts would need to belong to all 3 Segments (B, C and D), which does not meet the stated requirements.

Correct answer should be:
Segment D
AND ALSO
Segment C
OR
Segment B
BUT NOT
Segment A

upvoted 1 times

Fari_ 1 month ago

the exam topics answer seems right. In your answer OR segment B doesn't meet the requirement. Segment B is mandatory which means the operator for this should be 'and also'.
Am I missing something ?

upvoted 2 times

TwelveConsulting 1 week, 2 days ago

I agree with you Fari. Answer seems correct to me.

upvoted 1 times

Question #17 *Topic 2*

Your marketing department needs to create a simple customer journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe.

You need to make sure that newly-added wine enthusiasts also receive this email.

How should you define who to include in this customer journey?

A. Create a dynamic segment.

B. Create a suppression segment.

C. Create a segment type.

D. Create a static segment.

Correct Answer: *A*

Question #18 *Topic 2*

Your organization recently implemented Microsoft Dynamics 365 Marketing. You are educating the marketing team on tools that are available to protect your senders' reputation, such as the backend suppression lists.

You need to recommend the backend suppression list that will prevent emails from being sent to certain domains known to be harmful to your senders' reputation.

Which backend suppression list should you recommend?

A. Pattern suppression

B. Hard bounce suppression

C. Email complaint suppression

D. Spam complaint suppression

Correct Answer: *A*

EsePe 1 month, 1 week ago
A is corect
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/suppression-lists
upvoted 2 times

Question #19 | *Topic 2*

You are training your company's marketing team on analyzing marketing results using the insights available on various marketing records. One of the team members asks when they should use the Contact Insights tab on the Leads form versus the Insights tab on the Contacts form for insights related to marketing contacts.

You need to explain how the insights available on the Leads forms are different from the insights available on the Contacts form.

What should you tell the team?

A. Only insights on the Leads form include the lead's age and lead score history.

B. Only insights on the Contacts form include event interactions.

C. Only insights on the Contacts form include subscription list interactions.

D. Only insights on the Leads form include marketing form interactions.

Correct Answer: *C*

Orne 1 week, 3 days ago

Seems A to me. Just struggling a bit because of the Lead scoring history. https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/insights#contact-insights

upvoted 1 times

Question #1 *Topic 3*

DRAG DROP -

You are a marketing professional.

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

Which three actions should you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange then in the correct order.

Select and Place:

Steps

- Save and Go Live your marketing form.
- Create a new marketing form.
- Drag and drop your subscription list into your marketing form.
- Select a template with a market type "Landing Page".
- Locate your subscription list in the Subscription Center portion of the tool box.
- Select a template with the market type "Forward a Friend".

Order

Correct Answer:

Steps

- Save and Go Live your marketing form.
- Create a new marketing form.
- Drag and drop your subscription list into your marketing form.
- Select a template with a market type "Landing Page".
- Locate your subscription list in the Subscription Center portion of the tool box.
- Select a template with the market type "Forward a Friend".

Order

- Create a new marketing form.
- Locate your subscription list in the Subscription Center portion of the tool box.
- Drag and drop your subscription list into your marketing form.

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form

ned Highly Voted 3 years, 7 months ago

Answer is correct.
1) Go live is not valid as form is to be finalized by colleauge
2) Template with Marketing type "Landing Page" is not valid, as the template type should be "Subscription Center"

upvoted 17 times

BeachVball Most Recent 9 months, 1 week ago

Correct:
Only forms of type subscription center show subscription lists in the Toolbox.
https://learn.microsoft.com/en-gb/dynamics365/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form

upvoted 2 times

guglielmina 2 years, 7 months ago

(1) Create new mktg form, (2) locate you sub list in the sub center (should be subscr list correct from a wording point of view) portion of the tool box, (3) drag and drop your sub list in your mktg form

upvoted 4 times

Samsn 3 years, 3 months ago

Is the answer really correct? The option says Subscription Center and not Subscription List section on the Toolbox

upvoted 4 times

Zeus6 2 years, 10 months ago

I agree - i'm just hoping the wording of the answer in the exam says Subscription List not Subscription Center (as Sub Center is incorrect!)

upvoted 3 times

DaneP 3 years, 2 months ago

Step number 4 in the supporting article says Subscription Center.
Check the references for link.

upvoted 2 times

Zeus6 2 years, 10 months ago

DaneP - you should be looking at step 7 in that link, not step 4

upvoted 2 times

Question #2 *Topic 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

Correct Answer: *D*

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form

jakub_kangur 1 year, 9 months ago

Correct

upvoted 4 times

ned 3 years, 7 months ago

The question is in appropriate... The subscription list has nothing to do with a Marketing List..

upvoted 2 times

Lula 3 years, 6 months ago

Hello ned, I think that a subscription list is actually a marketing list with flag Subscription = TRUE

upvoted 13 times

Zeus6 2 years, 10 months ago

Agreed. The answer is also correct because there are no 'publish' options - these records are only ever 'active' or 'inactive' using the out the box activate and deactivate buttons

upvoted 8 times

Question #3 | *Topic 3*

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

Correct Answer: *C*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-forms

Florie Highly Voted 3 years, 1 month ago
actually having re-read this https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/marketing-forms; the correct answer is Landing Page
upvoted 11 times

BackBonedMilk 2 years, 10 months ago
I think you're correct. The question also says "Only'" contact details and opt-in to emails. A subscription center form will allow you to also view lists that you can subscribe to and that you're already subscribed to.
upvoted 2 times

antoyou Most Recent 2 months, 2 weeks ago
Selected Answer: D
Option C (Landing Page Form) is not the most suitable option for this scenario. While landing pages can be used to capture contact information, they are more versatile and can be used for various marketing purposes. A Subscription Page Form is better suited for the specific requirement of capturing contact information and opt-ins for email marketing.
upvoted 1 times

Candy2002 1 year ago
Selected Answer: C
C is correct. I went to the trial and checked, only Landing Page can have a DO NOT EMAIL field under subscription center.
upvoted 1 times

Knightie 1 year, 3 months ago
Landing page forms can also offer mailing-list subscriptions for opt-in, but they can't show the visitor their current subscriptions or allow them to opt out of any lists (for this, they must use a subscription form).
upvoted 1 times

guglielmina 2 years, 7 months ago
Correct is C - Landing page forms can also offer mailing-list subscriptions for opt-in, but they can't show the visitor their current subscriptions or allow them to opt out of any lists (for this, they must use a subscription form). When the form is submitted, Dynamics 365 Marketing tries to match the incoming data to an existing contact; if a match is found, the matching record is updated, otherwise a new record is created. The new or updated contact will also be subscribed to each mailing list where the check box is selected, but will not change their subscription status for any mailing list where the check box is cleared.
upvoted 4 times

Marcozl 3 years ago
Subscription Center is used to contact update your informations
upvoted 1 times

Roman92 3 years, 1 month ago
I think C is correct. Landing page can offer global opt-in management (but not the opt-in by subscription)
upvoted 4 times

SWPR 3 years, 1 month ago
Ans is C- Landing page
upvoted 3 times

Florie 3 years, 1 month ago
i also think correct answer is D. someone please confirm
upvoted 2 times

Jacek 3 years, 1 month ago

Correct is D

upvoted 3 times

Question #4 *Topic 3*

DRAG DROP -

You are a marketing administrator.

You need to edit a web page that contains a form used for holiday offers. The page and form are visible to the outside world.

Which five steps, in order, are needed to complete your task? (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:

Steps	Order
Navigate to Marketing Form.	
Click Edit in the header.	
Click Edit in the command bar.	
Click Save.	
Make changes to the page.	
Navigate to Marketing Page.	
Click Go Live.	
Open the applicable record.	

Correct Answer:

Steps	Order
Navigate to Marketing Form.	Navigate to Marketing Page.
Click Edit in the header.	Click Edit in the command bar.
Click Edit in the command bar.	Make changes to the page.
Click Save.	Click Save.
Make changes to the page.	Click Go Live.
Navigate to Marketing Page.	
Click Go Live.	
Open the applicable record.	

cloud_ Highly Voted 3 years, 6 months ago

1. Navigate to Marketing Page
2. Open the applicable record
3. Click edit in the command bar
4. Make changes to the page
5. Click save

The page is already live and the question says to make changes
upvoted 78 times

BackBonedMilk 2 years, 10 months ago
Jip this is the correct answer. Once any record is live in D365 and you edit it, there's no reason to "Go-live" again. You just save and it will automatically go-live again.
upvoted 4 times

catalene 3 years, 3 months ago
It's correct, tested in crm. You don't need to "Go Live".
upvoted 3 times

iThem 3 years, 5 months ago
I thnik this is the good answer, Whe should not click on Go Live, there is no reason, In my opinion
upvoted 2 times

zukito3 1 year, 3 months ago
Correct, see https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages in section "Deploy your marketing pages"
upvoted 3 times

pcrb67 Highly Voted 2 years ago
This answer is incorrect - it should be:
1. Navigate to Marketing Page(s)
2. Open the applicable record
3. Click edit in the command bar
4. Make changes to the page
5. Click save
upvoted 5 times

Skairi Most Recent 10 months, 2 weeks ago
Not needed to "Go Live". The journey is currently live, but you have chosen to edit it locally. The live journey will continue to process contacts and take other actions while you work with the local version.
Make the required changes and then choose Save to update the live journey automatically.
upvoted 1 times

Candy2002 1 year ago
Incorrect. Checked that the page can be modified even the page is Go Live, so cloud_should be correct.
upvoted 1 times

MaHa237 2 years, 2 months ago
I think Navigate to Marketing Form is better, because you'll navigate to the form to edit the Marketing Page. If you go to the page, you even can't click on edit in the command bar.. And I can't find how to navigate otherwise to a Marketing page then first go to the Marketing Form..?
upvoted 1 times

MaHa237 2 years, 2 months ago
Found it.. ;)
upvoted 1 times

andrewL 3 years ago
Live, editable The message is currently live (and that version could be sent by a customer journey at any time), but you have chosen to edit it locally at the same time.

Make the required changes and then choose Save to update the live message automatically (after an error check) and return it to the active/live state.
https://docs.microsoft.com/en-gb/dynamics365/marketing/go-live
upvoted 1 times

Lula 3 years, 6 months ago
It is not clear if you have to make changes to the form into the page or to other component of the page. The answer depends on what you have to update... Please correct me if I'm wrong, you can't edit form components from the page editor.
upvoted 1 times

Odom 3 years, 6 months ago
My assumption is that because the question reads "You need to edit a web page" that the change is to the page itself and not the form contained therein. Otherwise I think it would read "You need to edit a form on a web page"
upvoted 1 times

ned 3 years, 7 months ago
Correct Answer.

1) Navigate to Marketing page
2) Click Edit in the command bar
3) Make Changes to the page
4) Click Save
5) Click Go Live

upvoted 2 times

iThem 3 years, 5 months ago

Hello Why Souhld we click Go Live ? Can you explain?

upvoted 1 times

chrislight 3 years, 2 months ago

I just tested it now and you don't need to Go Live again, I think cloud_ answer is correct one

upvoted 2 times

Question #5 *Topic 3*

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

Correct Answer: *D*

Emdy 1 year, 7 months ago

CORRECT

upvoted 4 times

Question #6 Topic 3

You are a marketing professional for Contoso, Ltd.
You want to create a marketing page that will utilize standardized content that can be used across emails, pages and forms. You elect to use the content block for this.
Which two elements are available to you when creating a content block? (Choose two.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. image element

B. divider element

C. text element

D. form element

Correct Answer: *AC*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/content-blocks

chrislight Highly Voted 3 years, 2 months ago
Answer is correct, confirmed in Reference
upvoted 9 times

MDrescher Most Recent 3 months, 1 week ago
Since I think October Release 22 Content Blocks have the same new editor as the email designer, so Elements in Content Blocks are the following: Text, Image, Button, Video, Divider, Code, QR Code
upvoted 3 times

hfallad 3 years ago
AC Correct . " If you are working in the graphical designer (the Design > Designer tab), then you can only include a single design element in your content block, and only text and image elements are supported. Drag either a text element or an image element from the Toolbox to the canvas and configure your element as usual. More information:"
upvoted 2 times

Question #7 Topic 3

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

Correct Answer: *D*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/form-prefill

ned Highly Voted 3 years, 7 months ago
Answer is correct. There is only one valid form given in the choices i.e. Subscription Center Form.
upvoted 13 times

koger Highly Voted 3 years, 1 month ago
I had this on exam, but without the Subscription Center Form option. There was "Athens" insted of that.
upvoted 5 times

Alexonti922 1 year, 7 months ago
Then what is correct answer if there is no option for subscription center?
upvoted 1 times

guglielmina Most Recent 2 years, 7 months ago
we have 4 different for form type: landing page, subscription center, forward to a friend, event registration
upvoted 5 times

Question #8 Topic 3

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

Correct Answer: *D*
References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/customize/types-of-fields

ned Highly Voted 3 years, 7 months ago
Correct Answer. Floating point supports upto 5 points of precision. On the other hand decimal supports upto 10 points of precision.
upvoted 12 times

iThem Highly Voted 3 years, 5 months ago
Yes.To go further:
Whole numbers don't include fractions, or decimals.
Single line of text is not a number, is a text!
Answer : Decimal number
upvoted 6 times

Question #9 Topic 3

DRAG DROP -
You are a marketing administrator. Your company has a form that prospective clients use for holiday offers.
You need to take down the marketing page that contains the form now that the season is over.
Which three steps are needed, in order, to complete your task? (Choose three.) 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:

Steps	Order
Click Unpublish, located in the header.	
Navigate to Marketing Form.	
Open the Applicable record.	
Navigate to Marketing Page.	
Click Stop, located in the Command Bar.	
Click Unpublish located in the Command Bar.	
Click Stop, located in the header.	

Correct Answer:

Steps	Order
Click Unpublish, located in the header.	Navigate to Marketing Page.
Navigate to Marketing Form.	Click Stop, located in the Command Bar.
Open the Applicable record.	Click Unpublish, located in the header.
Navigate to Marketing Page.	
Click Stop, located in the Command Bar.	
Click Unpublish located in the Command Bar.	
Click Stop, located in the header.	

iThem Highly Voted 3 years, 5 months ago
Hello Ned,
Weneed to take down the marketing (PAGE) that contains the form
There's a catch.
Why this answer could not be the good one?
1) Navigate to Marketing Page
2) Open the Applicable record
3) Click Stop, located in the command bar
upvoted 82 times

ned Highly Voted 3 years, 7 months ago

The correct answer is as follows. There is no Unpublish button anywhere on form or marketing page..

1) Navigate to Marketing Form
2) Open the Applicable record
3) Click Stop, located in the command bar
upvoted 50 times

Nyanne 1 month, 3 weeks ago
I voted, but then realised you picked 'Navigate to Marketing Form'.. This is incorrect because the page would still be live, and display an error message to the user, since the form is down.
Correct answer for the first action is Navigate to Marketing Page
upvoted 1 times

Marianajtmt Most Recent 1 year, 1 month ago
"You can remove a live page from the internet by selecting Stop in the command bar." from MS docs
upvoted 4 times

praveen2022 1 year, 4 months ago
there is no action called "Unpublished"
upvoted 3 times

MaHa237 2 years, 2 months ago
https://docs.microsoft.com/en-us/dynamics365/marketing/go-live
Status Active/Status Reason Live: The page is currently live and available publicly on the internet.
To stop a live page, open it and then choose Stop on the command bar.
Active/Stopped:
The page was once live, and may have already been used, but is now stopped and unavailable publicly on the internet.
While stopped, you can edit and save the page without going live. Select Go live to publish the page again.
I'm just doubting that if you already navigated to the page, you should open the applicable record, because you are already on the page...
Anyway:
- Navigate to Marketing Page
- Click Stop, located in the command bar
are two items that are correct.
upvoted 2 times

BDXYZ 2 years, 10 months ago
iThem is correct. The question states that you need to take down the marketing page. So you need to stop the page, not the form.
upvoted 4 times

Jay23 3 years, 2 months ago
So is it "navigate to the marketing form " or is it "Navigate to the page form" ?
upvoted 1 times

cochwbc 3 years, 1 month ago
for me you have to stop the page. Because if you only stop the form, user will still be able to navigate to the page but an error message will be displayed :
We can't find the form page you're trying to load: <div data-editorblocktype="FormBlock" data-form-block-id="b1a9e8e4-0ced-ea11-a817-000d3a22ccb5"></div>. Please check your page setup.
upvoted 3 times

Jay23 3 years, 1 month ago
Indeed, you're right .
upvoted 1 times

jnicophene 1 year, 3 months ago
How do you unpublish something that was never published? In the app designer? These are on or off by "Go Live" or "Stop"
upvoted 1 times

AveryGT 3 years, 2 months ago
Remove this unpublish solution - it is nonsense
upvoted 6 times

GMNZ 3 years, 4 months ago
I agree with ned and iThem. There is no Unpublish button on Marketing form. The correct answer is :
1) Navigate to Marketing Form
2) Open the Applicable record
3) Click Stop, located in the command bar
upvoted 2 times

BackBonedMilk 2 years, 10 months ago
Incorrect. You have to stop the Marketing Page not the Marketing Form
upvoted 9 times

jnicophene 1 year, 3 months ago
No "Unpublish" button exist
upvoted 1 times

Question #10 *Topic 3*

DRAG DROP -

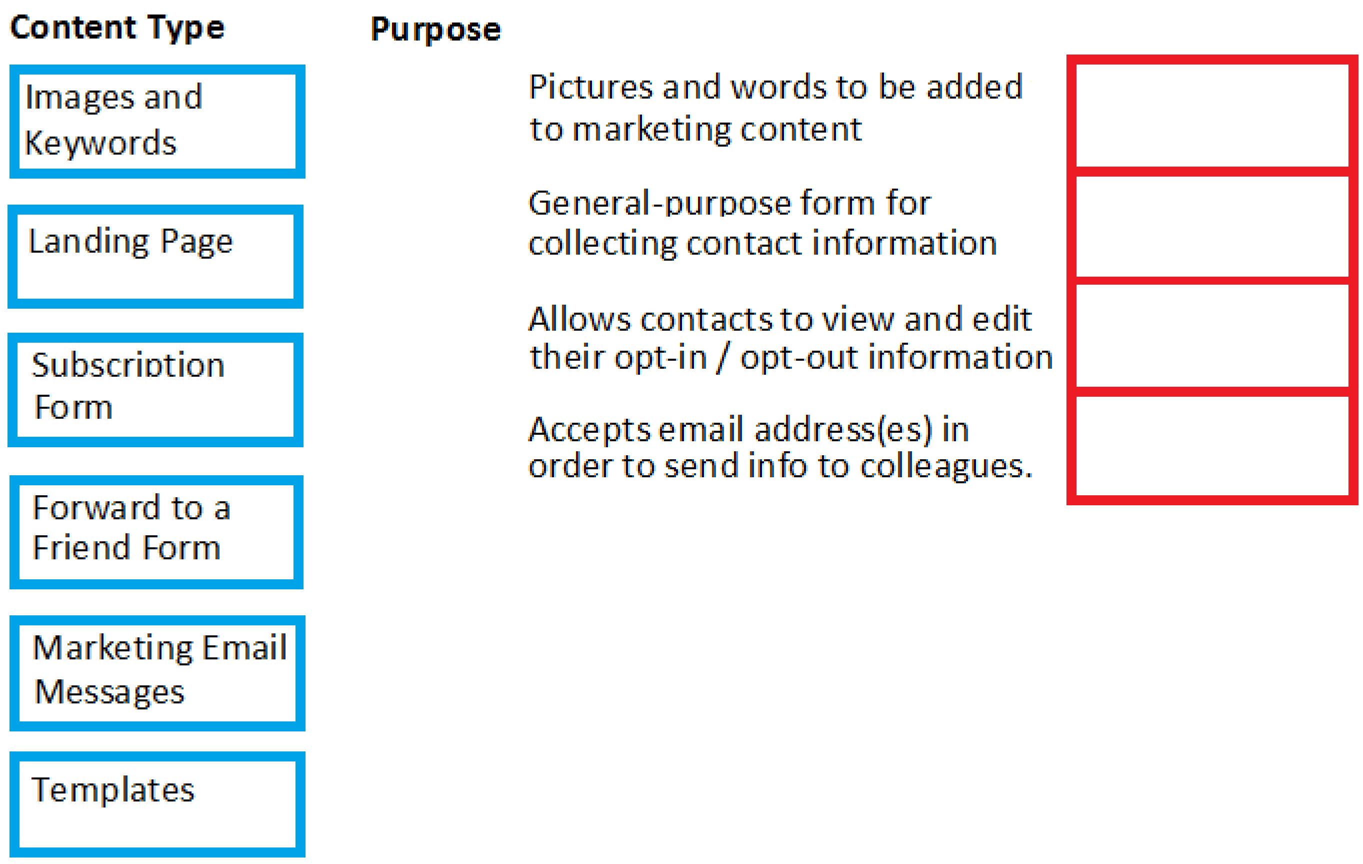
You are an administrator working on a marketing campaign.

You need to understand the various types of digital content that are available for use with marketing.

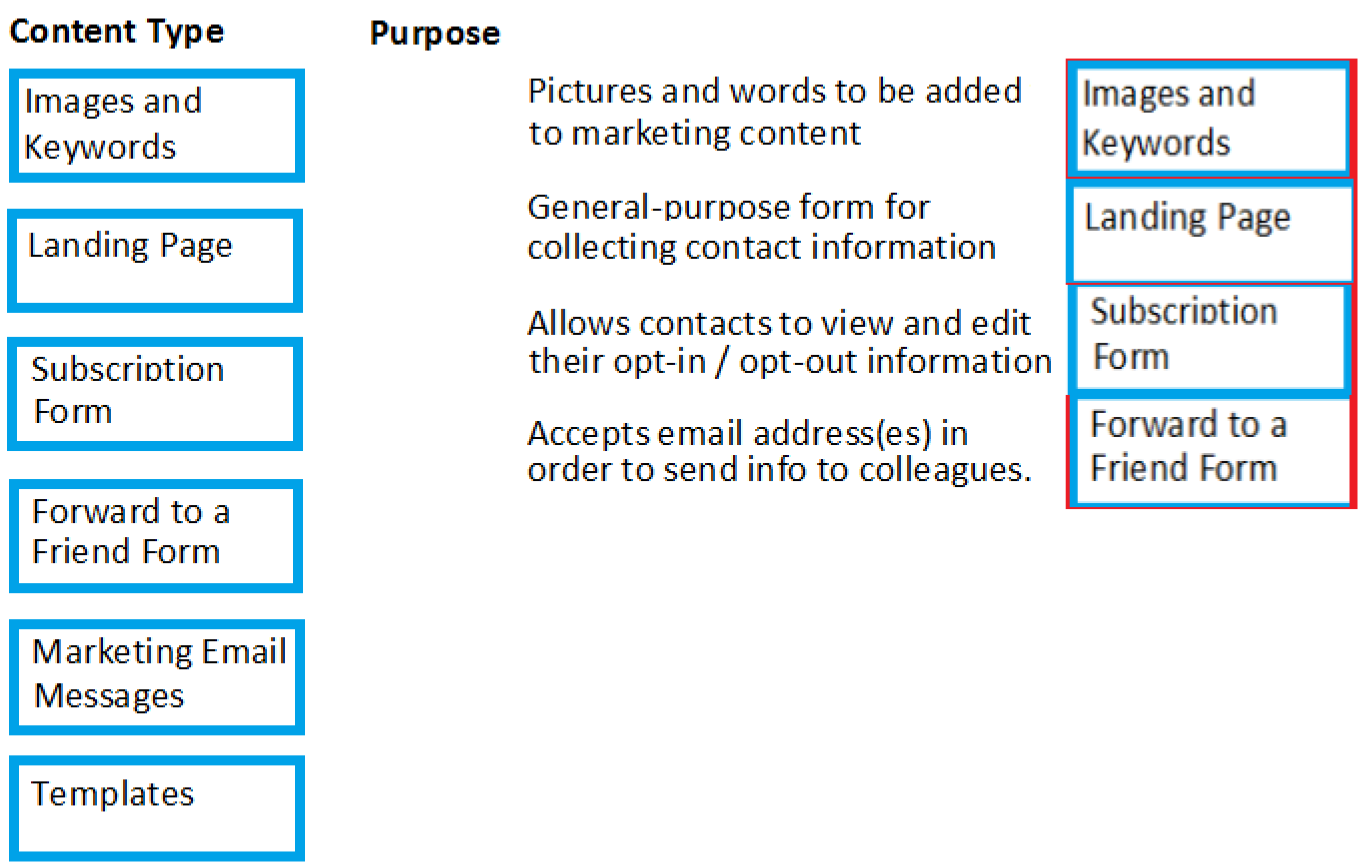
Which Content Types match with the Purposes that are listed? To answer, drag the appropriate Content Type to the correct purpose. Each Content Type may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



Abdullah1993 Highly Voted 2 years, 8 months ago

This is correct.

upvoted 9 times

TwelveConsulting Most Recent 6 days, 2 hours ago

Correct.

upvoted 1 times

jimmy101 1 year, 2 months ago

I think the first one is Marketing email messages, anyone?

upvoted 1 times

guglielmina 2 years, 7 months ago

but in the second they ask for a form and a landing page is not a form. The answer should be Subscription form?

upvoted 2 times

rafaelbelo 2 years, 7 months ago

because the landing page contains the form that does that. And it is not the subscription form. Form does not always indicate a formulary per se, but a page with a form. You need to know the function of each to know this one, and not hints on words.

upvoted 3 times

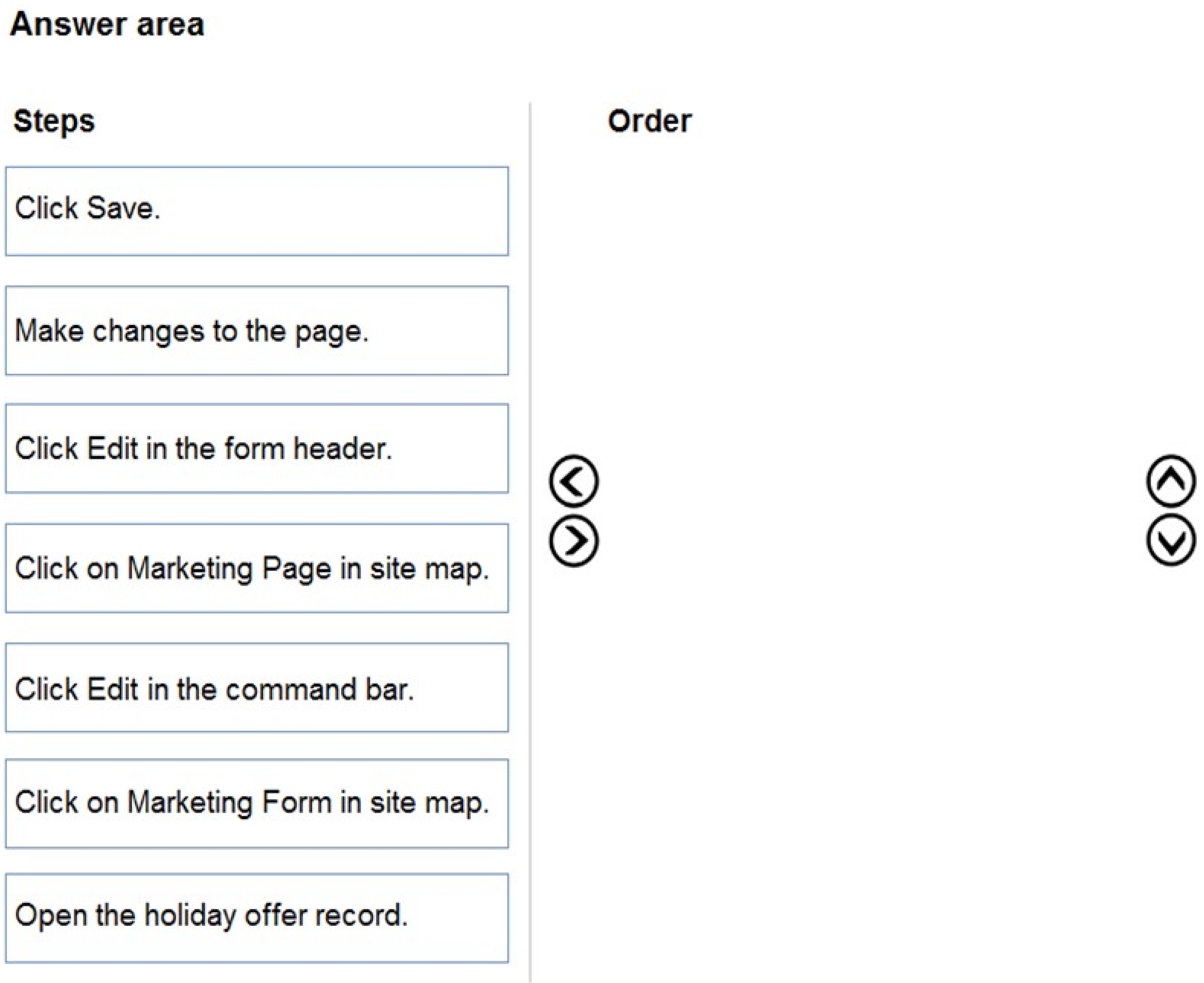
Question #11 *Topic 3*

DRAG DROP -

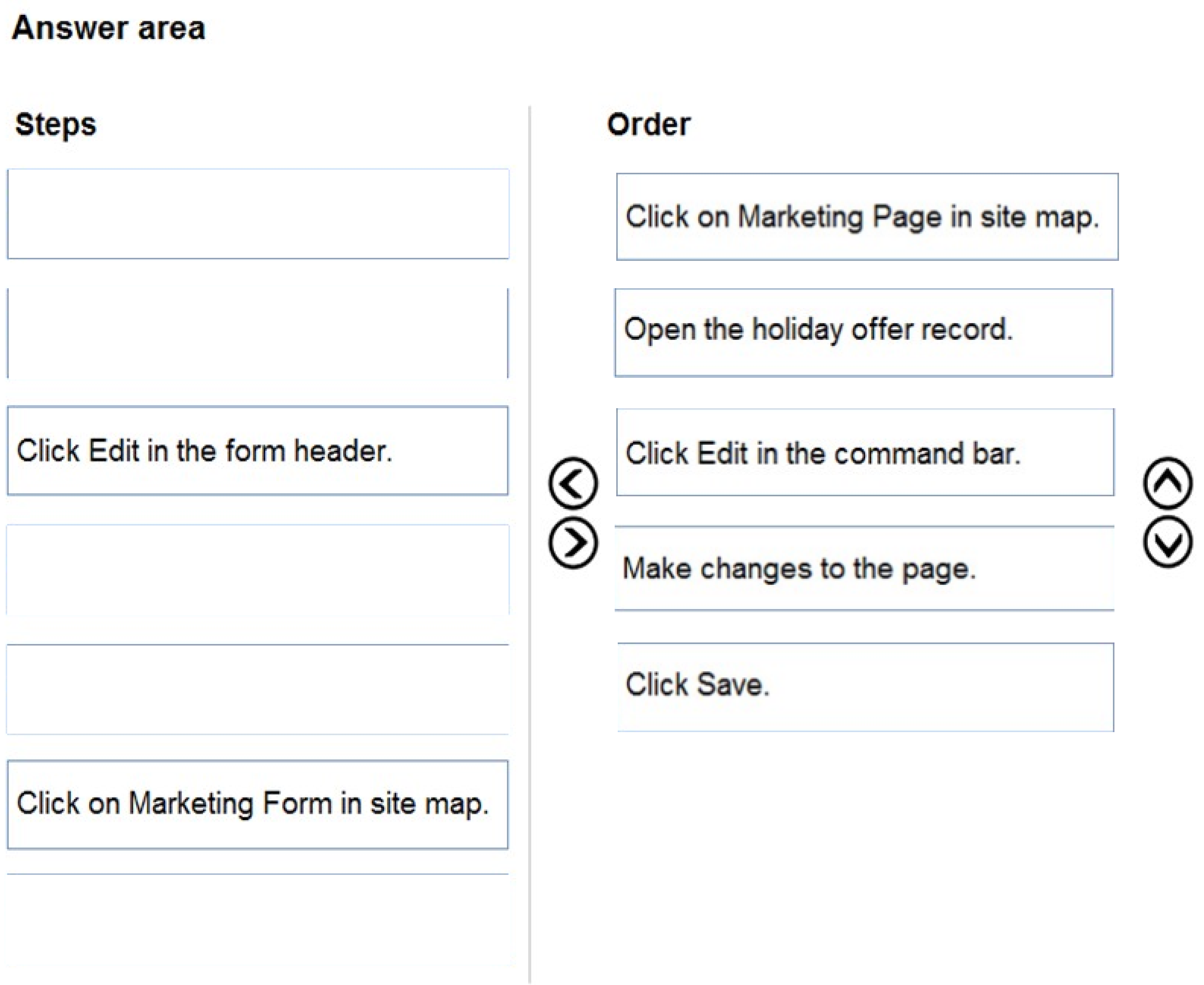
You are a functional consultant. You need to edit a live web page that contains a form used for holiday offers. The page, and form, are visible to the outside world.

Which five steps, in sequence, are needed to complete your task? 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:



Correct Answer:



Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages

antboii Highly Voted 1 year, 6 months ago

Correct

upvoted 9 times

nedjarsofiane Most Recent 7 months, 4 weeks ago

I would say the first answer is "Click on Marketing Form" in site map, because you want to make changes to the content of the marketing form embedded on the marketing page

upvoted 1 times

> **SoMuchConfusion** 5 months, 1 week ago
>
> I can see why you would think that. However, the question specifically says "You need to edit a live web page that contains a form used for holiday offers." Yes the page hosts the form, but the page can contain other content as well. They are asking you how to edit the page, not the form that's on it.
>
> You have to read the question text so very carefully and not jump to conclusions while overlooking details. That almost more than the actual product knowledge is what makes these exams so tricky.
>
> upvoted 1 times

jakub_kangur 1 year ago

Still correct

upvoted 1 times

Question #12 Topic 3

You are a marketing professional who is creating a marketing page.
Which three design elements are available to you? Each correct answer presents part of the solution.
NOTE: Each correct selection is worth one point.

A. Divider Element

B. Text Element

C. Content Block Element

D. Event Element

E. Survey Element

Correct Answer: *ABC*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages

jakub_kangur Highly Voted 1 year ago
correcto
upvoted 5 times

jnicophene Most Recent 1 year, 3 months ago
The answer is correct. If you log into an updated D365 Marketing environment you can no longer find Event/Survey elements
upvoted 3 times

AznreAndy 1 year, 4 months ago
Bad question. All can be design elements. Surveys and events includes, but surveys are optional--so if the admin didn't include Customer Voice as part of the D365 Marketing integration, then it will not be available.
upvoted 1 times

AznreAndy 1 year, 4 months ago
Reference this link: https://docs.microsoft.com/en-us/dynamics365/marketing/content-blocks-reference
upvoted 2 times

Question #13 Topic 3

DRAG DROP -

You are a marketing professional who is conducting training for a group of marketing trainees.

You are training on marketing forms and explaining the type of forms in Dynamics 365 Marketing.

Which form type applies to each data collection purpose? To answer, drag the appropriate form type to the correct data collection purpose. Each form type 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 content.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Form Type

- Landing page form
- Subscription form
- Forward to a friend form

Data Collection Purpose	
This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions.	
This form is used to collect contact information on marketing pages.	
This form is used to provide a short collection of fields with email address to extend to others.	

Correct Answer:

Answer Area

Form Type

- Landing page form
- Subscription form
- Forward to a friend form

Data Collection Purpose	
This form is used to allow the recipients to view and edit their contact details and add or remove subscriptions.	Subscription form
This form is used to collect contact information on marketing pages.	Landing page form
This form is used to provide a short collection of fields with email address to extend to others.	Forward to a friend form

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

Power_Ninja 1 year ago

Correct

upvoted 4 times

DRAG DROP -

You are a marketing administrator who is training a new marketer.

As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.

Which design element type is required for Landing Pages and Forward to a Friend Pages? To answer, drag the design element type to the appropriate page. Each form option 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.

Select and Place:

Answer Area

Design Element	Page	
Forward to a Friend Button	Only Forward a Friend Pages	
Submit Button	Only Landing Pages	
Do not bulk email Button	Both Forward a Friend and Landing Pages	

Correct Answer:

Answer Area

Design Element	Page	
Forward to a Friend Button	Only Forward a Friend Pages	Forward to a Friend Button
Submit Button	Only Landing Pages	Do not bulk email Button
Do not bulk email Button	Both Forward a Friend and Landing Pages	Submit Button

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

JTkettu Highly Voted 1 year, 5 months ago

Answer is forward to a friend, submit, submit.

upvoted 13 times

willbeok 9 months, 2 weeks ago

Agree, ref table in: https://learn.microsoft.com/en-us/dynamics365/marketing/marketing-forms#design-and-validate-your-form-content

upvoted 2 times

zukito3 1 year, 3 months ago

Correct and the link for the answer was written by ninakov

upvoted 1 times

abhishekpan 1 year, 2 months ago

True landing pages can be made live without do not bulk email button . tested it

upvoted 2 times

ninakov Highly Voted 1 year, 5 months ago
For the Landing page, ONLY Submit is required. https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms#design-and-validate-your-form-content
upvoted 6 times

Skairi Most Recent 10 months, 2 weeks ago
Do not bulk Email is required only for subscription center. Submit is required for all forms. So: Forward to a friend; submit; submit
upvoted 2 times

bekosg 1 year, 1 month ago
Fact: In a Landing Page, only "Submit Button" is required. "Do not bulk emails" is an optional.

(a) and (c) are obviously correct.

Now, the way (b) is phrased is a bit contradictory. It reads "Only Landing Pages". 'Submit button' is not only a required field for Landing Page but also for Forward a Friend so this cannot be correct. In a way, (b) and (c) cannot have the same answer as "Only..." contradicts with "Both...".

On the other side, you are correct that "Do not bulk email Button" is an optional, so this is not a correct answer either.

In my opinion, no answer is confidently correct for (b).
upvoted 4 times

Question #15 | Topic 3

You are a functional consultant analyzing the insights of the Marketing Page available in Dynamics 365 Marketing to collect data for a management presentation.

Which element should you analyze to obtain information on the number of times the page was opened?

A. Visits

B. Interactions

C. Overview

D. Submissions

Correct Answer: *A*

Nyanne 1 month, 3 weeks ago
This question is unclear...
Overview tab will provide you with a total number of Visits..
And Visits will provide a detailed list of each visit with details about who visited, when...
upvoted 1 times

rodmarialvas 6 months ago
Selected Answer: C
C - Under Overview you can see the number of visits and also the number of unique visits. Under Visits you can see the details of each visit.
upvoted 4 times

antoyou 2 months, 1 week ago
C. Overview: The "Overview" section provides a general summary of the marketing page's performance, but it may not specifically show the number of times the page was opened.
upvoted 1 times

Question #16 *Topic 3*

You are a Dynamics 365 Marketing functional consultant.

Marketing pages must conform to corporate branding standards. You need to ensure they all use the same style sheet.

How can you add the style sheet?

A. Add it to the Portal Settings.

B. Click on HTML in the Page Designer in the marketing pages.

C. Add it to the Portal Integration tab of the marketing page.

D. Add it to a content block, then add the content block to the marketing page.

Correct Answer: *D*

Orne 1 week, 2 days ago

In my opinion the correct answer is C.

upvoted 1 times

Nyanne 1 month, 3 weeks ago

Incorrect. A content block will only allow you to customise the styling of that specific block, not the entire page...
I would choose B) as you can edit the HTML in the page directly.

https://learn.microsoft.com/en-us/dynamics365/marketing/create-deploy-marketing-pages#design-your-content

upvoted 2 times

Question #17 Topic 3

DRAG DROP

-

You are a functional consultant that needs to create a new marketing form landing page.

You want this form structure to be available for multiple future forms.

Which five actions should you perform in sequence to complete your task? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Answer Area

Actions	Order
Go Live with the form template.	
Select the marketing form template by marketing form type "Landing Page".	
Set the form type to "Landing Page".	
Create a new marketing form type.	
Save the form template.	
Create a new form template.	

Correct Answer:

Answer Area

Actions	Order
Go Live with the form template.	Create a new marketing form type.
Select the marketing form template by marketing form type "Landing Page".	Set the form type to "Landing Page".
Set the form type to "Landing Page".	Create a new form template.
Create a new marketing form type.	Select the marketing form template by marketing form type "Landing Page".
Save the form template.	Save the form template.
Create a new form template.	

Roland_P 2 months ago

The suggested answer makes no sense to me. Why would you create a new form type?

You need to create a form template (see https://learn.microsoft.com/en-us/dynamics365/marketing/email-templates#templates-in-dynamics-365-marketing) and save it, in order for it to be available for use as a template. The order would be completely different from the suggested answer.

upvoted 2 times

Nyanne 1 month, 3 weeks ago

Agreed. There is no option to create a template from the form (unlike with email templates where you can create the email and then save as template).

I would answer:
1) Create new form template
2) Set the form type to "Landing page"
3) Save the form template
4) Go Live with form template
5) Select the marketing form template by marketing form type "Landing Page"

The last step makes sense when you actually run through the scenario on an environment. After setting up the template and go live, you can create a new Marketing form, and use the new template you published. You can search for Templates by the form type ="Landing Page".

Source: tested it out on outbound marketing

upvoted 3 times

Orne 1 week, 2 days ago

I would say that 4) & 5) should be changed, because there is no "Go Live" for Templates.

upvoted 1 times

Question #18 *Topic 3*

You are creating a new marketing page showing a holiday offer.

You have completed your page, and now you want it to be viewable by everyone on the Internet.

Which action should you perform to accomplish your goal?

A. Press the Save button.

B. Press the Activate button.

C. Press the Publish button.

D. Press the Go Live button.

Correct Answer: *D*

Orne 1 week, 2 days ago

It is correct.

upvoted 1 times

Question #19 | *Topic 3*

You are a Dynamics 365 Marketing functional consultant.

You have created a Subscription Form that lives on a marketing page in a marketing website.

The form is active, and you need to see how many submissions have been received.

In which three places can you find information on form submissions? Each correct response presents a complete solution.

A. Website Insights

B. Customer Journey Insights

C. Marketing Form Insights

D. Customer Voice submissions

E. Marketing Page Insights

Correct Answer: *ACE*

TwelveConsulting 1 week, 2 days ago
It should B, website insights doesn't exist
upvoted 1 times

EsePe 1 month, 1 week ago
Is correct
upvoted 3 times

Question #20 *Topic 3*

DRAG DROP

-

You need to create hierarchy relationships between two option fields in a marketing form.

Which four steps 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 order.

Steps	Order
On the **Properties** pane, go to **Field attributes** > **Filter by** and select **Set up relationships**.	1
Select the child set that you want to nest into the parent field and create the mappings.	2
Add the two option set fields to the marketing form.	3
On the **Properties** pane, go to **Field attributes** > **Filter by** and select the parent field.	4
Set the parent and child options that will be connected.	
Select the child set that you want to nest into the parent field.	

Correct Answer:

1. Add the two option set fields to the marketing form.
2. On the **Properties** pane, go to **Field attributes** > **Filter by** and select the parent field.
3. Select the child set that you want to nest into the parent field and create the mappings.
4. Set the parent and child options that will be connected.

Nyanne 1 month, 3 weeks ago
Correct answer is: CFAE
The documentation uses this exact wording.
https://learn.microsoft.com/en-us/dynamics365/marketing/marketing-fields#cascading-form-fields
upvoted 4 times

Fari_ 1 month ago
yes. thanks
upvoted 1 times

SoMuchConfusion 5 months, 1 week ago
As per the link MrGio provided, the correct answer in order should be:
C, B, A, E
upvoted 2 times

MrGio 5 months, 3 weeks ago
According with this document the right option should be "set up relationship"

https://learn.microsoft.com/en-us/dynamics365/marketing/marketing-fields#cascading-form-fields
upvoted 2 times

Question #21 *Topic 3*

DRAG DROP

-

You are a marketing administrator who is training a new marketer.

As you are training the new recruit on creating marketing forms, a validation error appears because a required design element type is missing.

Which design element type is required for Subscription Centers and Forward to a Friend pages? To answer, drag the design element type to the appropriate page. Each form option 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 match is worth one point.

Design element types

- Forward to a Friend Button
- Submit Button
- Do Not Bulk Checkbox or Option

Answer Area

Pages	Design element types
Only Forward a Friend pages	
Only Subscription Centers	
Both Forward a Friend pages and Subscription Centers	

Correct Answer:

Only Forward a Friend pages	Forward to a Friend Button
Only Subscription Centers	Do Not Bulk Checkbox or Option
Both Forward a Friend pages and Subscription Centers	Submit Button

Nyanne 1 month, 3 weeks ago

This question was repeated previously.
Correct answer is:
- Forward to a Friend
- Submit
- Submit

The do not bulk email field is not required on any of the forms.

upvoted 2 times

Question #22 Topic 3

Your company's landing page is a Microsoft Dynamics 365 Marketing page. Your manager would like that landing page to display the customer's information as captured in the Dynamics 365 Marketing contact database.

Which two steps should you take in Dynamics 365 Marketing to achieve this? Each correct answer represents part of the solution.

NOTE: Each correct selection is worth one point.

A. In the personalized pages, add the desired fields to the allow list.

B. In the marketing page, uncomment the lines of the desired fields in the generated JavaScript code.

C. In the contact, set the desired fields' "allow to display on marketing page list" to Yes.

D. In the landing page, set the desired fields as variable data parameters.

Correct Answer: *AC*

SoMuchConfusion Highly Voted 5 months, 1 week ago

If I've properly understood https://learn.microsoft.com/en-us/dynamics365/marketing/personalized-page-content, then isn't the correct answer A & B?

upvoted 5 times

Nyanne 1 month, 3 weeks ago

Agreed. Answer should be A & B

Tested this out in outbound marketing. First you create personalised page and add fields to the allow list. Once you go live with the personalised page, you can copy the autogenerated script.

Then you create a Marketing page, open in HTML view, paste the script from above, and uncomment the fields.

https://learn.microsoft.com/en-us/dynamics365/marketing/personalized-page-content

upvoted 2 times

Question #23 *Topic 3*

Note: This question is part of a series of questions that present the same scenario. Each 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.

You are a marketer at Contoso, Ltd. and you need to configure the marketing settings to comply with GDPR.

Solution: You specify the global double opt-in to "Yes" in the marketing settings.

Does this solution meet the goal?

A. Yes

B. No

Correct Answer: *B*

Orne 6 days, 2 hours ago
I revise my statement. I think this consent is meant with GDPR.
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/privacy-use-features (Search for GDPR in this article)
upvoted 1 times

PY12396 2 months, 3 weeks ago
Isnt this Yes?
upvoted 1 times

Orne 6 days, 2 hours ago
I would also say Yes.
upvoted 1 times

Question #24 *Topic 3*

Note: This question is part of a series of questions that present the same scenario. Each 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.

You are a marketer at Contoso, Ltd. and you need to configure the marketing settings to comply with GDPR.

Solution: You specify the subscriptions in the marketing settings.

Does this solution meet the goal?

A. Yes

B. No

Correct Answer: *B*

Question #25

Topic 3

Note: This question is part of a series of questions that present the same scenario. Each 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.

You are a marketer at Contoso, Ltd. and you need to configure the marketing settings to comply with GDPR.

Solution: You specify the give permission to "Yes" in the marketing settings.

Does this solution meet the goal?

A. Yes

B. No

Correct Answer: *B*

Question #26 Topic 3

Contoso Ltd.'s marketing team recently started using Microsoft Dynamics 365 Marketing. The team is testing the insights for the Contact entity.

The team wants to understand what is included under web interactions.

Which three statements should you make? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Only the web pages and marketing pages that include a Dynamics 365 Marketing tracking script and were used in customer journeys.

B. Only interactions by known contacts; unknown contacts will be logged as anonymous.

C. Only the web pages and marketing pages for which the Generate Insights option is enabled.

D. Only the web pages from the website that include a Dynamics 365 Marketing tracking script.

E. Only the web pages and marketing pages that include a Dynamics 365 Marketing tracking script.

F. Only the web pages and marketing pages with a Dynamics 365 Marketing tracking script linked to a known contact.

Correct Answer: *BCF*

Nyanne 1 month, 3 weeks ago

I would argue B is also correct. Insights are only gathered against known Contacts. If they're not known, insights will be logged as anonymous visits / clicks.

(https://learn.microsoft.com/en-us/dynamics365/marketing/cookies)
(https://learn.microsoft.com/en-us/dynamics365/marketing/insights-glossary#website-clicked)

A is incorrect as insights do not rely on adding pages to a customer journey.

C is incorrect as there is no option to enable a 'Generate Insights option'.

D, E and F all seem very similar.

I would probably answer B,D,F. Just a guess.

upvoted 1 times

antoyou 2 months, 1 week ago

Selected Answer: ACF

To answer the question correctly, we need to identify the statements that correctly describe what is included under web interactions in Microsoft Dynamics 365 Marketing. Here are the three correct statements:

A. Only the web pages and marketing pages that include a Dynamics 365 Marketing tracking script and were used in customer journeys.
C. Only the web pages and marketing pages for which the Generate Insights option is enabled.
F. Only the web pages and marketing pages with a Dynamics 365 Marketing tracking script linked to a known contact.

So, the correct three statements are:

A. Only the web pages and marketing pages that include a Dynamics 365 Marketing tracking script and were used in customer journeys.
C. Only the web pages and marketing pages for which the Generate Insights option is enabled.
F. Only the web pages and marketing pages with a Dynamics 365 Marketing tracking script linked to a known contact

upvoted 1 times

Roland_P 2 months ago

Tracking scripts aren't linked to contacts, so I'd say F is false. Although I'm not sure about the correct answer, I would say BDE.

upvoted 2 times

Nyanne 1 month, 3 weeks ago

In a sense, there is some tracking linked against the Contact.. cookies are stored against the contact, which allows us to track activity against the contact.. So I would say F is correct.

upvoted 1 times

Question #27

Topic 3

Your marketing department wants to start a new newsletter.

You need to create a form, visitors can use to opt-in to that new newsletter and provide their contact information.

Which form type should you select?

A. Subscription Center

B. Landing Page

C. Event Registration

D. Forward to a Friend

Correct Answer: *B*

Orne 6 days, 2 hours ago

The answer is correct.

upvoted 1 times

Question #1 *Topic 4*

DRAG DROP -

You want to create a method that will alert sales people when a lead is ready to be sold to.

This method should automatically move the lead to the Sales-Acceptance stage of the lead life-cycle.

Which four steps must you take, in order to complete your task? (Choose four.) 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:

Steps	Order
Set the Sales Ready Score on the Summary Tab.	
Create a Lead Scoring Model.	
Click Publish.	
Set the Sales Ready Score on the Action tile.	
Add a condition and action tile.	
Set the Sales Ready Score on the Grades Tab.	
Click Go Live.	

Correct Answer:

Steps	Order
Set the Sales Ready Score on the Summary Tab.	Create a Lead Scoring Model.
Create a Lead Scoring Model.	Add a condition and action tile.
Click Publish.	Set the Sales Ready Score on the Grades Tab.
Set the Sales Ready Score on the Action tile.	Click Go Live.
Add a condition and action tile.	
Set the Sales Ready Score on the Grades Tab.	
Click Go Live.	

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-lead-scoring

ned Highly Voted 3 years, 7 months ago

Answer is correct.

Publish isnt an option to go live with lead scoring models
Setting sales ready score is done on grades tab
Sales Ready score is defined on grades tab and not on summary tab

Hence correct answer :

1) Create a Lead Scoring Model
2) Add a condition and action tile
3) Set the sales Ready score on the grades tab
4) Click Go Live

upvoted 34 times

Question #2 Topic 4

As a Marketing Administrator you have been tasked with automatically creating leads based on interactions your marketing contacts have with your organization.
What are two ways the system can create leads from the same marketing contact? (Choose two.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. It can automatically create one per visit to a customer journey that is configured to create leads automatically.

B. It can automatically create one per visit to a landing page that is configured to create leads automatically.

C. It can automatically create one per interaction that indicates a level of interest in a product or service.

D. It can automatically create only one; each marketing contact equates to one lead.

Correct Answer: *AB*
References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/lead-lifecycle

AveryGT Highly Voted 3 years, 2 months ago
If Answer B is correct, it should be rewritten like filling out a form on a landing page. Just visiting a landing page does not create any leads.
upvoted 14 times

Arki Highly Voted 3 years, 3 months ago
I disagree.

1. The provided Microsoft Link say otherwise ;)
- "Created by a create-lead tile in a customer journey. "
- "Customer opt-in from a landing page"

2. I think we can agree that answer D is wrong, as it states that you can create only one - contradicting the question itself.

3. Answer C should also be wrong, as it states "per interaction that indicates a level of interest in a product or service". There is no feature to create a lead based on a "level of interest". progress a lead (scoring model) but not create.
The create you do with a landingpage
upvoted 12 times

Nyanne 1 month, 3 weeks ago
I would argue that Answer C could be correct if you build a segment using behavioural insight (i.e. clicked on link indicating interest in a Product or service), then build a Customer Journey to create a Lead if the customer clicks on link A.

One could argue that A is incorrect, because you cannot 'visit' a customer journey...
upvoted 1 times

ekmode Most Recent 11 months, 2 weeks ago
Lead generation 1) Created by a create-lead tile in a customer journey. These leads can be linked to either a contact or an account, depending on the tile and customer journey settings 2) Customer opt-in from a landing page (matched to an existing contact or creates a new, linked contact)- So Answer is -A, B
upvoted 3 times

Power_Ninja 1 year ago
Correct, leads can be generated from Customer journey via interaction & leads can be created form form submission if configured.
upvoted 1 times

guglielmina 2 years, 7 months ago
I think is correct A and B - if you create a new landing page you can set purpose on Lead Generation. the same in the landing page template search filter
upvoted 1 times

guglielmina 2 years, 7 months ago
I think is correct A and B - if you create a new landing page you can set purpose on Lead Generation in summary tab the same if you filter by purpose, checking lead gen, among landing page templates.
upvoted 1 times

Navicci 2 years, 10 months ago
I think arki is correct.
upvoted 1 times

vacosti 3 years, 4 months ago

I think B and C would be more appropriate
upvoted 5 times

DRAG DROP -

Your marketing department purchases a file with a list of leads.

Which actions should you perform, in sequence, in order to be able to add these leads to a marketing segment? 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

- Assure the file is in the proper format and data exists for all required fields.
- Relate each Lead to a Contact.
- Import the file as Leads with duplicate detection enabled.
- Import the file as Contacts with duplicate detection enabled.
- Use workflows to link contacts for unmatched leads.

Order

Correct Answer:

Actions

- Assure the file is in the proper format and data exists for all required fields.
- Relate each Lead to a Contact.
- Import the file as Leads with duplicate detection enabled.
- Import the file as Contacts with duplicate detection enabled.
- Use workflows to link contacts for unmatched leads.

Order

- Assure the file is in the proper format and data exists for all required fields.
- Import the file as Leads with duplicate detection enabled.
- Relate each Lead to a Contact.
- Use workflows to link contacts for unmatched leads.

Bond007a Highly Voted 2 years, 2 months ago

Another question lacking clarity but to me it doesn't make sense to import the list as leads before importing as contacts:
1. Assure the file in proper format
2. Import file as contacts with duplicate detection
(Now we have a contact record for every lead we want to import)
3. Import file as leads
(Setting the reference to those existing contacts on import)
No need for any workflow.
If you import leads first and we're talking classic workflows, what workflow step do you think you can use to link the relevant contact to the lead? Update record, how do you set the contact record value dynamically, use the lead name and hope it resolves to the contact? Flow makes more sense as you could query for the existing contact before setting it on the lead.

Given answer may be correct for the exam but just wanted to highlight why it is not an obvious answer.

upvoted 12 times

AnaIT 2 years, 1 month ago

I agree with this process, however we would be missing to treat unrelated leads to contacts, the flow using relate action would make sense at the end

upvoted 2 times

Axure92 Highly Voted 2 years, 5 months ago

Answer should be:
1. Assure the file is in the proper format
2. Import the file as leads
3. import the file as contacts (2 & 3 can be inverted)
4. use workflows to link contact and leads (easy since both have same data structure)
Manually relating leads to contacts does not make any sense

upvoted 6 times

Nyanne Most Recent 1 month, 3 weeks ago

I think Microsoft is trying to trick us all.. :) I think this question could have a few different solutions...

Documentation shows Knightie's answer could be correct (using a workflow to link the Contact for orphaned Lead) - https://learn.microsoft.com/en-us/dynamics365/marketing/market-to-leads#automatically-generate-contacts-for-orphaned-leads

Another option is to import Leads and Contacts separately (my preferred option)
First import the Contacts, then ensure your Lead file includes the lookup to Parent Contact, populate this field. Then import Leads. (Since you've already imported all the Leads as Contacts, there will be no orphaned Leads)

My answer:
1) A - Assure the file in proper format
2) D - Import file as contacts with duplicate detection
3) B - Relate each Lead to a Contact
4) C - Import file as Leads with duplicate detection

upvoted 2 times

Knightie 1 year, 3 months ago

https://docs.microsoft.com/en-us/dynamics365/marketing/market-to-leads#automatically-generate-contacts-for-orphaned-leads
The answer is correct, my points.
1. no need to import contacts, the it will generate in the workflow.
2. it will auto link if the system knows what to link.
3. those failed auto linked should let you have a chance to manual link them first.. cases like the contact is using English name but your Lead is using Chinese name... you can help by linking them up manually first.
4. Then let the workflow to generate the contacts and link them up.

upvoted 3 times

RoseRose 1 year, 8 months ago

The answer is correct because you can "Import leads from a file and then manually map each lead to a contact or account." as per this link https://docs.microsoft.com/en-us/dynamics365/marketing/lead-lifecycle

upvoted 4 times

Kyol 2 years ago

Nobody realises the contact records already exist in the system?

upvoted 2 times

Leonie1406 2 years ago

'Segments, customer journeys, and other Dynamics 365 Marketing features require that each lead has a contact associated with it. However, sales-driven setups may follow a different model, where leads are created as the first touchpoint, without necessarily having contact records associated with them.

To solve this, you can use Dynamics 365 custom workflows to automatically generate and link a contact record for each new or existing unmatched lead record. To create the link, populate the parentcontactid field of each lead record with the GUID of the relevant contact record (this field is labelled as Parent contact for lead when you're designing a workflow in the UI). This field connects to the contact record through an N:1 relation called lead_parent_contact.'

So shouldn't it be:
1. Assure the file in proper format
2. Import file as leads
3. Use workflow to link contact and leads

upvoted 4 times

Nyanne 1 month, 3 weeks ago

correct
https://learn.microsoft.com/en-us/dynamics365/marketing/market-to-leads#automatically-generate-contacts-for-orphaned-leads

upvoted 1 times

PHLBEC 2 years, 7 months ago

If I was undertaking this task I would complete the following steps:
1. Assure the file is in the required format and data exists for all required fields
2. Relate each Lead to a Contact (ensure Existing Contact is set)
3. Import the File as Contacts (get the parent record imported first, so that the value is there to set the Lead Existing Contact field)
4. Import the file as Leads (should now match without failure to an Existing Contact)

upvoted 1 times

DetRegnar 2 years, 8 months ago

Im not 100% sure but I think the methods are:
- assure data is in the proper format..
- Import the file as leads

- Import the file as contacts
- Relate each lead to contact

This is a lot of manual work, though.
With workflows you cannot do "batch jobs" as listing filtered records and updating them. Maybe with advanced flow.
upvoted 3 times

Question #4 *Topic 4*

You are a marketing administrator for Contoso Ltd.
You have a Contact Us marketing form that has fields for a person's name, company, address, email address, and phone number.
When the form is submitted, you need to ensure that:
➾ If the contact or lead already exists, their record is updated.
➾ If the contact or lead does not exist, their record is created.
What should you do?

A. Set ג€Update contact/leadsג€ to Contact and Lead.

B. Set ג€Generate Leads Without Matchingג€ to Yes.

C. Set ג€Store Form Submission' to Yes.

D. Verify that ג€Lead Matching Strategyג€ and ג€Contact Matching Strategyג€ are set correctly.

Correct Answer: *A*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms

MrGio 5 months, 2 weeks ago
Selected Answer: D
It should be D to me.
upvoted 1 times

Rkaur 8 months, 1 week ago
Selected Answer: D
Should be D
upvoted 1 times

Ashna10 1 year ago
Is it A or D?
upvoted 1 times

praveen2022 1 year, 4 months ago
I reckon this answer is correct. Form selection on which entities to update or create takes over the matching strategy.
upvoted 4 times

Candy2002 1 year ago
Agree with you, A is a must to update in leads / contacts,
upvoted 2 times

enemy159 1 year, 4 months ago
Selected Answer: D
Isn't it D
upvoted 4 times

AznreAndy 1 year, 4 months ago
I agree, answer is D per the following quote: "The system applies the Contact matching strategy to see if an existing contact matches the submission.
If a matching contact is found, update its fields to match the submission.
If no contact is found, then create a new one based on the submission." listed in the the link provided by the answer:

https://docs.microsoft.com/en-us/dynamics365/marketing/marketing-forms
upvoted 4 times

Question #5

Topic 4

You are a Dynamics 365 Marketing functional consultant.
You need to set up a Marketing campaign for a client to demonstrate how they can engage customers in email campaigns.
To set up your demo, you will need to establish a list of contacts. You need to avoid using actual contacts.
Which two methods can be used to load demo contacts for the campaign? Each correct answer presents part of the solution.

A. Create Contacts in Demo Data of Marketing Settings.

B. Create contacts manually in the Leads section of Dynamics 365 Marketing.

C. Import contacts from an Excel file.

D. Create contacts manually in the Contacts section of Dynamics 365 Marketing.

Correct Answer: *AC*

AtomicAtom Highly Voted 1 year, 7 months ago
Selected Answer: CD
Cannot be A, there is no "Demo Data" section in Marketing Settings
upvoted 9 times

Knightie 1 year, 3 months ago
Sample Data is managed at Dynamics 365 Settings or Powerapp Admin Environment management of D365 Marketing, not within Marketing 365 Settings.
upvoted 4 times

MrGio Most Recent 5 months, 2 weeks ago
Selected Answer: CD
It should be C and D.
Even if you can install Sample Data a section "Demo Data" where you can add contacts doesn't exist at all.
upvoted 1 times

ekmode 11 months, 2 weeks ago
Install Sample Date: Settings (Settings.) > Advanced Settings > Settings > Data Management > Sample Data - So answer is: A & C
upvoted 3 times

Javico79 11 months, 3 weeks ago
I agree C - D
upvoted 1 times

jakub_kangur 1 year ago
Selected Answer: CD
cd in my opinion
upvoted 1 times

abhishekpan 1 year, 2 months ago
Microsoft docs says A is correct but didnot actually find it in environment https://docs.microsoft.com/en-us/dynamics365/marketing/additional-settings
upvoted 3 times

Emdy 1 year, 7 months ago
I guess CD
upvoted 2 times

Question #6 Topic 4

You are setting up a Lead Scoring model.

You want 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 a link in an email

C. An event for which the contact registered

D. Based on zip code

Correct Answer: *BC*

EsePe 1 month ago

Selected Answer: AD

A and D are correct

upvoted 1 times

MrGio 5 months, 2 weeks ago

Selected Answer: AD

A and D (demographic or firmographic data from Contact or Account record)

upvoted 4 times

Adrienn_Lantos 5 months, 2 weeks ago

Selected Answer: AD

Should be A and D

upvoted 1 times

kalarepka 5 months, 2 weeks ago

A and D (demographic or firmographic data from Contact or Account record)

upvoted 1 times

MrGio 5 months, 2 weeks ago

Selected Answer: AD

Fixed rules are based on fixed demographic or firmographic data found in lead or contact records.
Behavior rules are based on interactions like email clicked, event registered, or website visited.

B and C are Behavior rules

upvoted 2 times

SayanDe_90 5 months, 3 weeks ago

A and D

upvoted 1 times

Will_Sharpe 6 months, 3 weeks ago

Selected Answer: AD

Incorrect? Fixed rule definition here: https://learn.microsoft.com/en-us/dynamics365/marketing/score-manage-leads

upvoted 2 times

Question #7 *Topic 4*

You want to update the marketing settings to enable this scenario:
When a person submits a form, the marketing system will pair the submission with an existing lead by their email address and the product they are interested in.

Which setting should you update?

A. Landing pages

B. Lead scoring

C. Matching strategy

D. Default marketing settings

Correct Answer: *C*

TwelveConsulting 6 days, 1 hour ago
Seems correct.
"Contact and Lead matching strategies: These settings control which incoming form-field values are matched against existing contact and lead records. If an existing record has matching values in all the specified fields"

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/marketing-forms
upvoted 2 times

Question #8 *Topic 4*

DRAG DROP

-

Various departments in your company work with leads that all gather and contain different information.

You need to explain to these departments the various scenarios that can create leads automatically or manually.

Which of these scenarios will or will not create a lead? To answer, drag the appropriate scenario to the correct answer. Each answer 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 content.

NOTE: Each correct match is worth one point.

Lead creation

- Will create a lead.
- Will not create a lead.

Answer Area

Scenarios	Lead creation
A sales person goes to a view for Leads and selects New.	
A marketing contact visits a landing page.	
A list of event visitors is imported and marked as leads.	
A marketing user goes to a view for marketing contacts and selects New.	
Someone submits a marketing form that has the default entity update settings.	

Correct Answer:

Answer Area

Scenarios	Lead creation
A sales person goes to a view for Leads and selects New.	Will create a lead.
A marketing contact visits a landing page.	Will not create a lead.
A list of event visitors is imported and marked as leads.	Will create a lead.
A marketing user goes to a view for marketing contacts and selects New.	Will not create a lead.
Someone submits a marketing form that has the default entity update settings.	Will create a lead.

Nyanne 1 month, 2 weeks ago

Agree with the answers for these statements, except the third option.
How does one mark event visitors as Leads?...
Event registrations are against the Contact, not against Leads. So if we are importing a list of event visitors, we would need to import them as Contacts (not leads), and then as Event Registration records.
There is a setting on Events to autocreate a Lead for each Event Registration, but this is not enabled by default.

upvoted 1 times

Question #1 *Topic 5*

You are a marketing manager.
You need to improve the open rates for your email campaigns.
The content designer suggests you use dynamic messaging. You want the dynamic messaging to appear below the Subject in the recipient's preview pane of their email client.
Which action should you take?

A. Use the Preview Text field to enter messaging with the contact's name, to entice the user to open the email.

B. Create a custom code element that holds the following HTML information and place it near the top of the email <meta name=ג€descriptionג€ content=ג€Enter catchy messaging hereג€>

C. Add the Preview Text to the subject field, preceded by a colon.

D. Use the Preview Text element, and drag it to the top of your email in the email designer.

Correct Answer: *B*

Knightie Highly Voted 1 year, 3 months ago
Selected Answer: A
The answer should be A, that's what the preview text for, right?
upvoted 7 times

runtnerd Most Recent 1 year ago
I think it's A
https://learn.microsoft.com/en-us/dynamics365/marketing/dynamic-email-content
upvoted 1 times

praveen2022 1 year, 4 months ago
Correct.
https://community.dynamics.com/365/marketing/f/dynamics-365-for-marketing-forum/350267/is-there-any-ability-to-configure-pre-header-text-in-emails-that-are-delivered
upvoted 2 times

ninakov 1 year, 5 months ago
If "preview text" is Pre-header field, then A
upvoted 3 times

Stivkaa1 1 year, 8 months ago
C is correct?
upvoted 1 times

Question #2 Topic 5

As a marketing operations lead, you have recently been hired to manage a team using Dynamics 365 Marketing.
The team sends subscription-based newsletters on a regular basis, and they have set up a subscription center in Dynamics 365 Marketing. They now need to create links in each newsletter to the subscription center, so that customers can manage their communication settings.
How should you instruct the team to ensure links to the subscription center appear in their newsletters?

A. In the email Designer, use Content Assist in the text editor to select the SubscriptionCenter element under the Dynamic Content menu.

B. In the email Designer, in General Layout properties of the email template, select ג€Include Subscription Center Link.ג€

C. In the email Designer, Drag the Subscription Center item from the Toolbox to the email canvas to create the link.

D. Create an HTML link in each email to direct customers to the subscription center.

Correct Answer: *A*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center

RaviAjugiya Highly Voted 1 year, 9 months ago
Correct answer. Defined in article's heading 'Include a subscription center link in a marketing email'
'Select the Assist edit button The assist-edit button. for the Link field. In the assist-edit dialog, select Contextual and then ContentSettings on the first page. Select Next and then pick Property and msdyncrm_subscriptioncenter on the second page. Select OK to place the expression {{msdyncrm_contentsettings.msdyncrm_subscriptioncenter}} into the Link field.'
upvoted 6 times

Candy2002 Most Recent 1 year ago
Selected Answer: A
A is correct. I tried on trial environment. It should be now something like this.
1. Click {} Personalization
2. Select Dynamic Content
3. Select ContentSettings
4. Select No relationship
5. Select Subcription Center
6. Press "Insert"
However, by using Litmus preview, you will see a ugly hyperlink.
The best way to do it in practical should be something like this.
1. Type text for "Unsubscribe"
2. Add a hyperlink to the text
3. Click "{}" (Assist Edit) in Link Field
4. Select Dynamic Content
5. Select ContentSettings
6. Select No relationship
7. Select Subcription Center
8. Press "Insert"
9. Link Field will update the expression
10. Click "OK"
upvoted 3 times

Knightie 1 year, 3 months ago
Without template how to ensure it is included?
upvoted 1 times

Question #3 *Topic 5*

DRAG DROP -

You have created an email message and believe that you are ready to go live.

Before doing so, you want to Check for Errors in the designer.

Which items are optional or required in order to pass the error check test? To answer, drag each answer option on the left to the appropriate item on the right.

Each answer option 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.

Select and Place:

Answer Area

Item	Requirement	
Required	Subscription Center Link	
Optional	Sender's physical address	
	Subject Line (static or dynamic)	
	Dynamic message content	

Correct Answer:

Answer Area

Item	Requirement	
Required	Subscription Center Link	Required
Optional	Sender's physical address	Required
	Subject Line (static or dynamic)	Required
	Dynamic message content	Optional

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/email-check-golive

ceejaybee 9 months, 3 weeks ago

in exam, Dec 2022

upvoted 2 times

V12345678910 1 year, 3 months ago

it's only required for commercial messages, question does not state that we're sending a commercial message

upvoted 2 times

Knightie 1 year, 3 months ago

there is no reason that subscription center is required.

upvoted 1 times

Candy2002 1 year ago

Yes. It is required. For most of the countries, the General Data Protection Policy must require you to add in subcription center, so that member can opt-out in anytime.

It is more like an marketing / legal knowledge but theoretically it is not required in system.

upvoted 1 times

Knightie 1 year, 3 months ago

Just checked, the Subscription Center link is auto added for commercials email created from template. It is required. Fine.

upvoted 3 times

Question #4 Topic 5

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 hosted on the Dynamics 365 server.
Does this meet the goal?

A. Yes

B. No

Correct Answer: *B*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/prepare-marketing-emails

TwelveConsulting 6 days, 1 hour ago
I imagine this was a straight forward no.
upvoted 1 times

superhero12341 1 year, 4 months ago
I hope this was a straight forward no.
upvoted 2 times

ashish2012 1 year, 7 months ago
I guess this was a straight forward no.
upvoted 1 times

MaartenNORRIQ 1 year, 8 months ago
it's pretty straight forwards i guess, it's no
upvoted 1 times

jakub_kangur 1 year, 9 months ago
I assume this was a straight forward no.
upvoted 2 times

AppleDash 2 years, 2 months ago
I hope this was a straight forward no.
upvoted 1 times

DennisWypior 2 years, 4 months ago
I think this was a straight forward no.
upvoted 4 times

Navicci 2 years, 10 months ago
I guess this was a straight forward no.
upvoted 4 times

Question #5 | *Topic 5*

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

Correct Answer: *A*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/prepare-marketing-emails

RSW Highly Voted 3 years, 4 months ago
This answer is no as only marketing emails are able to be used in customer journeys
upvoted 27 times

[Removed] Most Recent 11 months, 3 weeks ago
Selected Answer: B
No is common sense for me
upvoted 1 times

Candy2002 1 year ago
100% No
upvoted 1 times

souzarafael 1 year, 4 months ago
Selected Answer: B
No for sure.
upvoted 1 times

ninakov 1 year, 5 months ago
Selected Answer: B
only marketing emails can be used in customer journey
upvoted 1 times

PlenaSmart 1 year, 6 months ago
Selected Answer: B
Marketing Emails for Customer Journeys
upvoted 1 times

fhqhfhqh 1 year, 10 months ago
Selected Answer: B
The answer is B. No
upvoted 2 times

Fyrus 2 years, 3 months ago
I was worried when i first saw the site's answer... thanks for the comment sessione. It's NO to me
upvoted 2 times

DennisWypior 2 years, 4 months ago
I think this is a straight forward no!
upvoted 2 times

Gill 2 years, 8 months ago
The lookup under 'Send an email' in the marketing journey designer is 'Marketing Email'
upvoted 2 times

AveryGT 3 years, 2 months ago
'No' is the answer as you can't use something like Traditional (Outlook) Emails in a customer journey.

upvoted 4 times

Question #6 *Topic 5*

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 results as click-thrus, opens and forwards are recorded for Traditional Emails.
Does this meet the goal?

A. Yes

B. No

Correct Answer: *B*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/prepare-marketing-emails

DennisWypior 2 years, 4 months ago
Straight forward no!
upvoted 3 times

DetRegnar 2 years, 8 months ago
Correct.
upvoted 1 times

Question #7 *Topic 5*

DRAG DROP -

You are a content creator and you often need to add dynamic content to your emails.

You need to be able to know which data source to use to add various types of content available using assist-edit.

Which data source should you use to add the content types listed? To answer, drag the appropriate data source to the appropriate content type. Each data source may be used once, more than once and 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.

Select and Place:

Data Source

- Contact[context]
- Content settings[context]
- Account
- Event
- Marketing List
- Marketing Page
- Message[context]
- Survey

Content Type

Content Type	
You want to add a link for opening the email as a webpage.	
You want to add the First Name for the email recipient.	
You want to add the customer name and phone number.	

Correct Answer:

Data Source

- Contact[context]
- Content settings[context]
- Account
- Event
- Marketing List
- Marketing Page
- Message[context]
- Survey

Content Type

Content Type	
You want to add a link for opening the email as a webpage.	Message[context]
You want to add the First Name for the email recipient.	Contact[context]
You want to add the customer name and phone number.	Contact[context]

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content

DennisWypior Highly Voted 2 years, 4 months ago

Answer is correct: dynamic content means contextual, therefore message (context) and 2x contact (context) are correct

upvoted 7 times

Fyrus Most Recent 2 years, 2 months ago

Correct. All email [context] options are:
ConfirmationObjectDescription
ConfirmationObjectName
ConfirmationObjectValue
ConfirmationRedirectURL
ConfirmationRequestType
ViewAsWebpageURL

(copied and paste from CRM)
upvoted 3 times

DetRegnar 2 years, 7 months ago
I believe correct.
I tested to add these sources in my environment and came into same conclusions.
upvoted 3 times

Question #8 Topic 5

You have been tasked with creating the structure necessary to include dynamic content in email messages.
Which three types of items can be placed in a message as dynamic values? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Your company's phone number

B. Values from a specific Case record

C. Subscription-center link

D. Your company's postal address

E. Social media links

Correct Answer: *CDE*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content-settings

ned Highly Voted 3 years, 7 months ago
Answer is correct.. Here question is about you setting up default content settings
upvoted 13 times

ianthonye Highly Voted 3 years, 5 months ago
Answer is correct.
Entities available under dynamic content are Contact, Content Settings, FormDoiSubmission and Message.

Case entity is not available so B is not part of the answer.
Company Phone Number is not captured in the Content Settings.

So CDE is correct. Can you also confirm. Thank you.
upvoted 11 times

Jgbro Most Recent 1 year, 2 months ago
Correct,
" Content settings are sets of standard and required values that are available for use in marketing email messages. Each includes a subscription-centre link, a forward-to-a-friend link, social-media links, your postal address, and other information that can be placed into the message as dynamic values by using the assist-edit feature." from docs.
upvoted 1 times

Gill 2 years, 8 months ago
This question is obviously expecting you to answer from the perspective of Default Content Settings. However, I would love to know how you expected to work that out from only the question. Very badly worded.
upvoted 6 times

Gill 2 years, 8 months ago
This question is badly worded. It is obviously referring to the Content settings, but the question implies variables within the email
upvoted 2 times

Zeus6 2 years, 10 months ago
Answer is correct - see section "Identify a subscription center in content settings" in this link https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-subscription-center#identify-the-content-settings-to-use-in-a-customer-journey...it specifically calls out dynamics values and how 'Name' and 'Default' are the only items that are not dynamic
upvoted 2 times

Jay23 3 years, 3 months ago
CDE is correct to me .
upvoted 5 times

cAMP 3 years, 5 months ago
I disagree. Dynamic values are a different thing to default content settings. I'd say ABC
upvoted 2 times

iThem 3 years, 5 months ago
I disagree.
https://docs.microsoft.com/en-gb/dynamics365/marketing/dynamic-email-content#content-settings%20%20%20Previous%20QuestionsNext%20Questions

Please Read from "To view, edit, or create a content-settings record:..."

Correct Answers :

C. Subscription-center link
"Subscription centre: Specify an existing marketing page that is set up as a subscription centre. All marketing email messages must include a valid subscription-centre link taken from a content-settings record. ..."

D. Your company's postal address
"Address main: Enter the main part of your organisation's postal address. All marketing email messages must include a valid main address taken from a content-settings record. ..."

E. Social media links
"LinkedIn URL, Twitter URL, Facebook URL, and YouTube URL: For each of these social-media services, enter the URL for the landing page for your organisation."

So, CDE I thnik Also
upvoted 9 times

blopper 2 years, 8 months ago
Question doesn't ask about content-setting.. but dynamic valuess. The only 2 valid dyanmic value in the question are: Subscription center & Case options
upvoted 2 times

Power_Ninja 1 year, 5 months ago
And "your Company phone" because you can hop from Contact to Account and get the phone number.
upvoted 1 times

Question #9 *Topic 5*

DRAG DROP -

You are the administrator at Contoso, Ltd. You need to create a marketing email to notify customers when a card has been abandoned on the company website.

Which five actions in sequence are required to create an email that is ready to send? (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

- Go to Marketing Execution > Marketing emails and create a new email.
- Run an error check on your message and correct errors until your email is error-free.
- Add email-from name to address and reply-to address.
- Preview your message by using the Preview tab and by sending tests messages.
- On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".
- Design your message by using the drag-and-drop designer or HTML editor.
- Select Go-Live.

Order

Correct Answer:

Actions

- Go to Marketing Execution > Marketing emails and create a new email.
- Run an error check on your message and correct errors until your email is error-free.
- Add email-from name to address and reply-to address.
- Preview your message by using the Preview tab and by sending tests messages.
- On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".
- Design your message by using the drag-and-drop designer or HTML editor.
- Select Go-Live.

Order

- Go to Marketing Execution > Marketing emails and create a new email.
- Design your message by using the drag-and-drop designer or HTML editor.
- Run an error check on your message and correct errors until your email is error-free.
- Preview your message by using the Preview tab and by sending tests messages.
- Select Go-Live.

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-marketing-email

iThem Highly Voted 3 years, 5 months ago

Correct Answer

upvoted 13 times

Jimiish Highly Voted 3 years, 3 months ago

Wrong Answer:
I think Preview should come before error check.
https://docs.microsoft.com/en-gb/dynamics365/marketing/create-marketing-email

upvoted 7 times

Fyrus 2 years, 3 months ago

Why do you want to preview is you don't know if it will need chages due some errors?

upvoted 2 times

jmarques 3 years, 3 months ago

I think the answer is correct because its not only preview, the option says: "Preview your message by using the Preview Tab and by sending tests messages". The tests messages could only be sent if we check erros first.

upvoted 14 times

Gill Most Recent 2 years, 8 months ago

In this question, 'card' should surely be 'cart'

upvoted 2 times

Gill 2 years, 8 months ago

The two superfluous options
- On the email summary tab, mark the email's legal designation – either commercial or transactional
and
- Add a email-from name, to-address and reply-to address

are set by default in a new email - check the summary tab. However, good practice is that you would check these, and if necessary change them.

upvoted 5 times

Question #10 *Topic 5*

You are preparing an email message that will be attached to a journey for contacts that live in a certain city and have recently looked at your product page for outdoor furniture. While going live with the message, you receive a warning that the message is too large.

You need to avoid the warning.

What should you do?

A. Make the message size less than 128 kb.

B. Make the message size less than 256 kb.

C. Make sure that the message has no more than 1000 characters.

D. Make the message size less than 100 kb.

Correct Answer: *A*

Nyanne 1 month, 2 weeks ago

Correct answer is D - max size is 100kb
https://learn.microsoft.com/en-us/dynamics365/marketing/get-ready-email-marketing#be-mindful-of-the-size-of-your-html-content

upvoted 1 times

TwelveConsulting 6 days, 1 hour ago

The question is a bit tricky, according to your link :
- The max recommended size is 100kb
- The Warning message is displayed at 128kb

I'd say D like you, but not 100% sure. If you just want to avoid the message, 128 would be ok.

upvoted 2 times

DRAG DROP

-

You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Dynamics 365 Marketing error checker.

Which of these items are required and which are simply best practices? To answer, drag the appropriate answer source to the correct email element. Each answer may be used once, or more than once. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Answer Area

Required or Best Practice	Item	
Required	A Subscription center link	
Best Practice	The Sender's physical street	
	A subject	
	A valid From address	
	Email size must be below 128KB	
	A personalized greeting in the subject using the {{contact.firstname}} token	
	Both an HTML and Text version of the email	

Correct Answer:

Answer Area

Required or Best Practice

- Required
- Best Practice

Item	
A Subscription center link	Required
The Sender's physical street	Required
A subject	Required
A valid From address	Required
Email size must be below 128KB	Best Practice
A personalized greeting in the subject using the {{contact.firstname}} token	Best Practice
Both an HTML and Text version of the email	Best Practice

Orne 5 days, 2 hours ago

Answer seems correct to me.
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/create-marketing-email

upvoted 1 times

TwelveConsulting 6 days, 1 hour ago

Correct.

upvoted 1 times

Question #12 | *Topic 5*

The legal department in your company indicates that new contacts *cannot* receive commercial tagged emails unless they opted in to receive them.

As part of the onboarding journey for new customers, you send a transactional email requesting that the customers opt in and informing them of the new privacy policy.

You need to be sure that you can send out the opt-in message without sending accidental commercial messages.

What do you need to set as default values on the preference attributes on a contact?

A. Bulk email is set to Allow.
Email is set to Allow.

B. Bulk email is set to Allow.
Email is set to Do not allow.

C. Bulk email is set to Do not allow.
Email is set to Allow.

D. Bulk email is set to Do not allow.
Email is set to Do not allow.

Correct Answer: *D*

kalarepka Highly Voted 5 months ago
Selected Answer: C
It should be C, without permission for emails, you can't send even transactional messages to customers.
upvoted 6 times

Orne Most Recent 4 days, 23 hours ago
Regarding to the link https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/email-properties I would say that C is the correct solution.
upvoted 1 times

Adrienn_Lantos 5 months, 2 weeks ago
Why is it not C? You need send them an email to confirm their preferences so email should be allowed.
upvoted 2 times

Question #13 Topic 5

Your marketing team sends a dally 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?

A. Select the Delivery tab and download the heat map .PDF file.

B. Gather the data from the Insights tab, then create a heat map image of the email highlighting the most-clicked regions.

C. Select the Links tab and take a screen capture of the Click map for your report.

D. Select the Interactions tab and export to Microsoft Excel.

Correct Answer: *A*

JinShi 2 months, 2 weeks ago

Selected Answer: C

Yes. C

upvoted 1 times

Adrienn_Lantos 5 months, 2 weeks ago

According to this: https://learn.microsoft.com/en-us/dynamics365/marketing/insights it's the Links tab so the correct answer must be C.

upvoted 3 times

morgutrin 5 months, 3 weeks ago

Yes, it's C

upvoted 2 times

Will_Sharpe 6 months, 3 weeks ago

Selected Answer: C

Is this not C?

upvoted 4 times

Question #14 Topic 5

After sending out your last few email newsletters, you discover that the newsletters that were received by customers did not always match your design in Dynamics 365. Additionally, some discrepancies occurred across different devices and email software.

You need to examine the outbound email designer to see how the email will appear in a wide variety of target email clients and platforms.

Where can you do this?

A. 1. Navigate to Designer > HTML.
2. Verify the email looks correct in the Basic Preview tab.

B. 1. Navigate to Designer > Preview and test > Inbox Preview.
2. Verify the email HTML source for the email is correct.

C. 1. Navigate to Designer > Toolbox > Styles.
2. Send yourself a test message to view in your email client.

D. 1. Navigate to Designer > Preview and test > Basic Preview.
2. Verify the email looks correct in the Inbox Preview tab.

Correct Answer: *B*

q3rqefas 1 month, 1 week ago
B is correct.
Inbox preview: Go to the Email designer > Preview and test > Email clients tab to see real-world inbox previews that show your design exactly as it will appear in a wide variety of target email clients and platforms.
upvoted 1 times

Nyanne 1 month, 2 weeks ago
I would vote option D.
I don't see how you can preview HTML in the preview tool.. or even why you would look at the HTML in Preview
upvoted 3 times

Question #15

Topic 5

Your marketing users are running a real-time journey for all contacts with an email address. It is important to address each recipient with their first name in the email.

You need to ensure that each contact is addressed appropriately, “Valued Customer” should be used if the recipient’s first name is not captured in the system.

What should you do?

A. Enter “Valued Customer” for the Data field in the Personalization configuration. Then, enter First Name into the Default Value field.

B. Enter “Valued Customer” into the Label field in the Personalization configuration. Then, enter First Name into the Default Value field.

C. Perform a mass update to add “Valued Customer” into the First Name field. Then, select First Name for the Data field in the Personalization configuration.

D. Select First Name for the Data field in the Personalization configuration. Then, enter “Valued Customer” into the Default Value field.

Correct Answer: *C*

Adrienn_Lantos Highly Voted 5 months, 2 weeks ago

I think it should be D... You surely don't want to add 'Valued Customer' as a first name in your database?!

upvoted 8 times

Nyanne 1 month, 2 weeks ago

Definitely D

upvoted 5 times

Question #16 Topic 5

Your company recently installed the new real-time customer journey orchestration feature. While training marketing users, you explain that a Company Address placeholder and an Unsubscribe link are automatically added to the email footer of real-time marketing emails.

One of the users asks if they can change this information based on specific target groups.

What should you tell this user?

A. They can edit the company address and preference URL only in the associated content settings. When they select Ready to send, the app will notify them if one of these parameters is missing and block the sending of the email.

B. They can edit the company address and preference URL only in the associated content settings. When they select Ready to send, the app will notify them if one of these parameters is missing but it will not block the sending of the email.

C. They can edit the company address and preference URL directly from the email editor. When they select Ready to send, the app will notify them if one of these parameters is missing but it will not block the sending of the email.

D. They can edit the company address and preference URL directly from the email editor. When they select Ready to send, the app will notify them if one of these parameters is missing and block the sending of the email.

Correct Answer: *A*

TwelveConsulting 6 days, 1 hour ago
To my understanding, the Unsubscribe link is mandatory to send an email. Allowing the system to send an email while it is missing does not seem possible to me.
I would say Correct : A
upvoted 2 times

kalarepka 5 months ago
It should be C, acording to documentation https://learn.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-email-text-consent
upvoted 4 times

Question #17 Topic 5

You are working with Microsoft Dynamics 365 Marketing.

The marketing department wants to know what information can be used to dynamically personalize email messages.

Which three types of items can be placed in a message as dynamic values? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Your company's postal address

B. Social media links

C. Your company's phone number

D. Values from a specific Case record

E. Subscription-center link

Correct Answer: *ABE*

TwelveConsulting 5 days, 23 hours ago
I would rather go with ACE
upvoted 1 times

DRAG DROP

-

You are building a marketing email for your employer. Before you send the email, there are a number of things you must include in order to pass the Microsoft Dynamics 365 Marketing error checker.

You need to differentiate the required items from the best practice items.

Which of these items are required and which are best practices? To answer, drag the appropriate required or best practice indicator to the correct email element. Each answer may be used once, or more than once. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct match is worth one point.

Required or best practice

- Required
- Best Practice

Answer Area

Email elements	Required or best practice
A valid From name	
The Sender's physical address	
A valid From address	
Email size must be below 128KB	
Both an HTML and Text version of the email	

Correct Answer:

Answer Area

Email elements	Required or best practice
A valid From name	Required
The Sender's physical address	Required
A valid From address	Required
Email size must be below 128KB	Best Practice
Both an HTML and Text version of the email	Required

TwelveConsulting 5 days, 23 hours ago

I disagree with the last one. I'd say :
- Required
- Required
- Required
- Best Practice
- Best Practice

upvoted 1 times

Question #1 *Topic 6*

As a marketing automation consultant, you are creating a Customer Journey for a Marketing Event.
You would like to send an email inviting VIP customers to register. For customers who do not register you want to send a follow-up email one (1) week later reminding them to register.
Which four tiles are required to assemble this Journey? Each correct answer presents part of the solution.

A. Audience

B. If Registered

C. Phone Call

D. Create Lead

E. Wait for

F. Send an Email

Correct Answer: *ABEF*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/create-simple-customer-journey

RaviAjugiya Highly Voted 1 year, 9 months ago
Correct Answer
upvoted 9 times

ceejaybee Most Recent 9 months, 3 weeks ago
in exam, Dec 2022
upvoted 2 times

ceejaybee 9 months, 3 weeks ago
Selected Answer: ABEF
As per answer given.
upvoted 1 times

Question #2 *Topic 6*

You are a Dynamics 365 Marketing functional consultant.
You need to create a customer journey to capture responses. You complete all the configuration tasks in Dynamics 365 Marketing. However, upon monitoring the journey statistics you notice that nothing was triggered.
What should you do to fix this issue?

A. Publish the journey to go-live.

B. Enable an audit trail to capture the events.

C. Check the security role.

D. Enable logs to find the root cause.

Correct Answer: *A*
Reference:
https://github.com/MicrosoftDocs/dynamics-365-customer-engagement/blob/main/ce/marketing/customer-journeys-create-automated-campaigns.md

RaviAjugiya Highly Voted 1 year, 9 months ago
Correct
upvoted 7 times

[Removed] Most Recent 11 months, 3 weeks ago
Selected Answer: A
The correct answer is A but the wording seems incorrect. It should be ¨publish it by selecting Go live¨ as it is stated in MS documentation.
upvoted 1 times

Question #3 *Topic 6*

You are creating a customer journey that sends an email newsletter to a subscription list advertising a limited time offer.
The customer journey start and end dates are May 24 through May 29. The customer journey is configured to send the email, wait one (1) week, then send a follow-up email reminding customers to take advantage of the offer in the newsletter.
Which error should you expect to see in the customer journey designer?

A. The Audience tile will give you an error saying the journey cannot proceed due to date misconfiguration.

B. The Newsletter Email tile will give you an error saying the email is being sent out of date range.

C. The Follow-up Email tie will give you an error saying it cannot be sent outside the specified journey date range.

D. The Wait tile will give you an error saying the tile is set to expire after the journey end date.

Correct Answer: *D*

ceejaybee 9 months, 3 weeks ago
in exam, Dec 2022
upvoted 2 times

Javico79 1 year, 4 months ago
Correct!!
upvoted 4 times

Question #4

Topic 6

DRAG DROP -

Your boss has asked you to send out a simple email campaign using a Customer Journey.

Which four activities must 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 order.

Select and Place:

Activity

- Create a Market segment, assuring it is dynamic.
- Create a customer journey, identifying a target segment.
- Create an email design, including all required elements.
- Publish the design by selecting "Go live".
- Activate the customer journey by choosing "Go live".
- Create a Landing page, including contact matching.
- Set up lead scoring, ensuring correct conditions.

Order

Correct Answer:

Activity

- Create a Market segment, assuring it is dynamic.
- Create a customer journey, identifying a target segment.
- Create an email design, including all required elements.
- Publish the design by selecting "Go live".
- Activate the customer journey by choosing "Go live".
- Create a Landing page, including contact matching.
- Set up lead scoring, ensuring correct conditions.

Order

- Create an email design, including all required elements.
- Publish the design by selecting "Go live".
- Create a customer journey, identifying a target segment.
- Activate the customer journey by choosing "Go live".

Jenniferob 9 months ago

Link for the answer - https://learn.microsoft.com/en-us/dynamics365/marketing/create-marketing-email

upvoted 3 times

turok3000 9 months ago

The answer seems correct to me.

upvoted 2 times

ekmode 11 months, 2 weeks ago

Answer is : 2-1-3-4

upvoted 1 times

Question #5

Topic 6

Your marketing department will be creating multiple email messages to be used in several customer journeys.
To prepare for this, you need to create content settings to determine the dynamic values to be used.
What is the maximum number of Content Settings that can be set as default for multiple customer journeys?

A. 1

B. 2

C. 3

D. 4

Correct Answer: *A*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content#content-settings

DennisWypior Highly Voted 2 years, 4 months ago
I think this is a straight forward 1! :)
upvoted 5 times

DetRegnar Most Recent 2 years, 7 months ago
Only 1 content setting record can be associated with a journey.
upvoted 2 times

Question #6 Topic 6

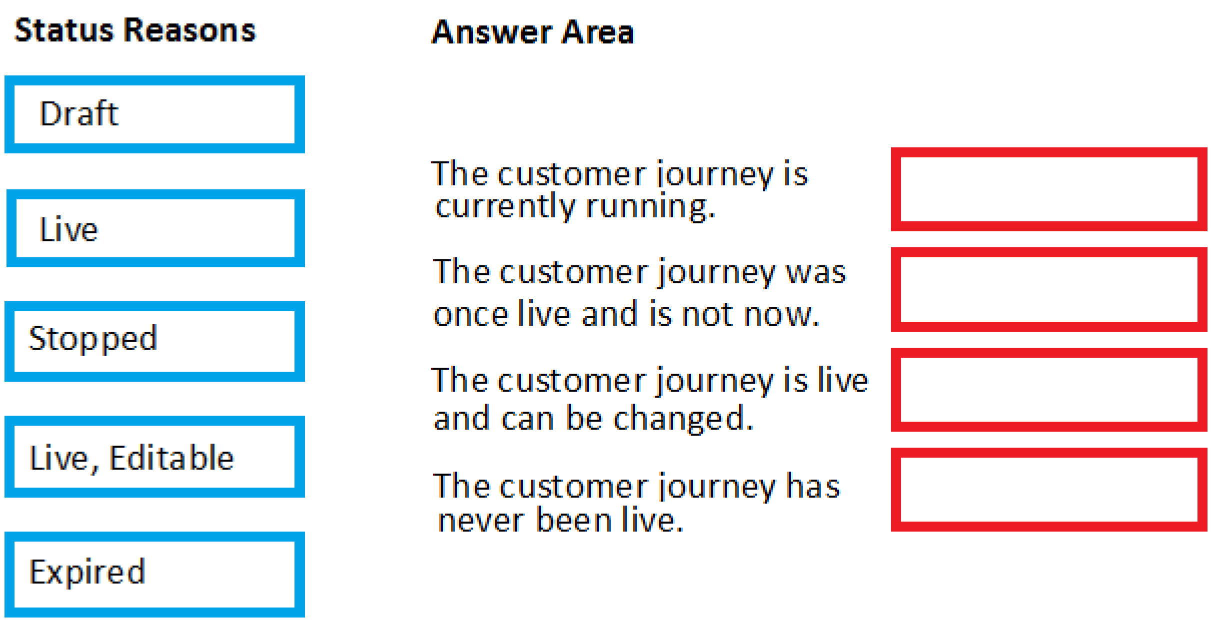
DRAG DROP -

You have been asked to create a report that shows your company's customer journeys by status reason.

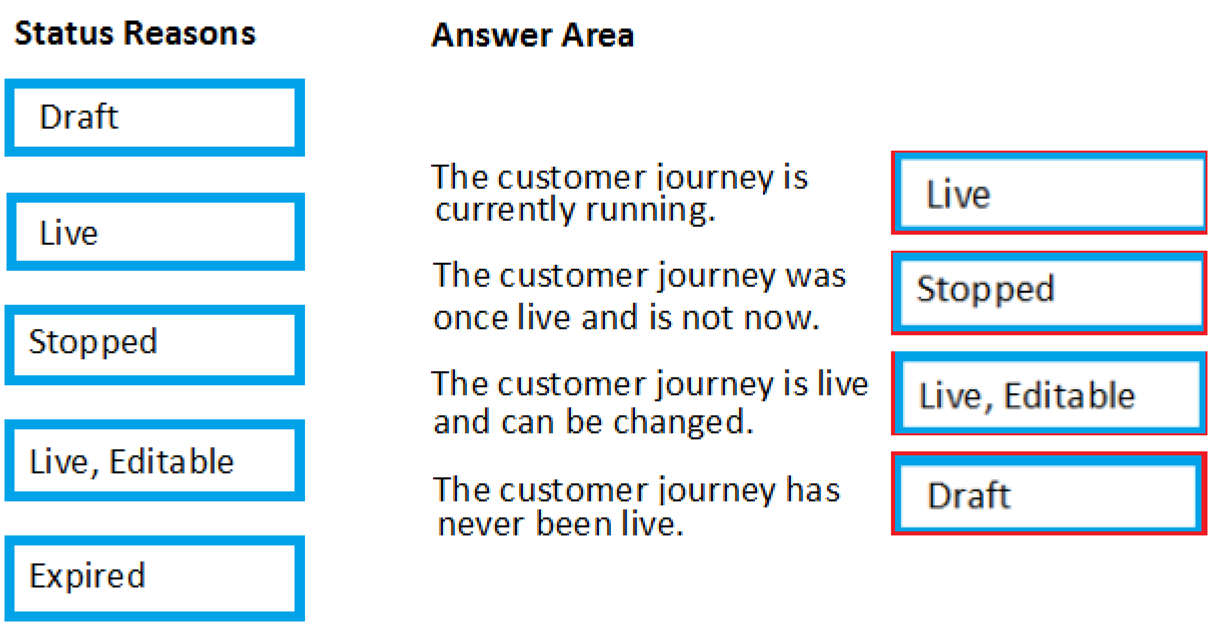
Which Status Reasons correspond to the descriptions? To answer, drag the appropriate Status Reason to the correct description. Each Status Reason may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



References:

https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/go-live

JoApp Highly Voted 2 years, 11 months ago

The answer is correct - see the link on the answer

upvoted 18 times

Zeus6 2 years, 10 months ago

Agreed. Answers are correct

upvoted 3 times

ceejaybee Most Recent 9 months, 3 weeks ago

in exam, Dec 2022

upvoted 3 times

Symo_85 1 year ago

Why not Expired for "once live..."?

upvoted 2 times

faroo 2 years, 11 months ago

The correct answer is .... Live, stopped, Live, Draf

upvoted 4 times

Question #7 *Topic 6*

In preparing for going live with your customer journey you select `Check for Errors` in the command bar.
Which three functions does this command provide? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. checks for common errors and shows an error message with advice for fixing them

B. makes sure all required marketing emails and pages are assigned and published

C. checks to ensure prerequisites are met

D. checks for active links to the marketing services that host your email messages

E. makes sure all required target segment(s) meet your goals

Correct Answer: *ABC*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/customer-journeys-create-automated-campaigns

iThem Highly Voted 3 years, 5 months ago
I agree
Correct answer :
A. checks for common errors and shows an error message with advice for fixing them
B. makes sure all required marketing emails and pages are assigned and published
C. checks to ensure prerequisites are met
upvoted 16 times

AveryGT Most Recent 3 years, 2 months ago
I think B is wrong. You cant add a Marketing email to your journey if it is not set to 'Go Live' already (you won't see it).
upvoted 4 times

chrislight 3 years, 2 months ago
It's right, this is from the official reference doc:
Select Check for Errors in the command bar to verify your campaign setup and check it for errors. This step makes sure that all required marketing emails and pages are assigned and published, and also checks for other prerequisites and common errors. If problems are found, you'll see an error message with advice for how to fix it.
upvoted 8 times

blopper 2 years, 8 months ago
You can add a go-live email and then stop it, after it's assigned in the journey. Check for errors will then warn about that email. Answers given are correct.
upvoted 2 times

delia15 1 year, 7 months ago
i think that 'publish' = 'go live' , it was the old naming
upvoted 1 times

Question #8 Topic 6

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	Order
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.	

Correct Answer:

Actions	Order
Add an SMS text tile.	Add a Segment tile.
Add a Trigger tile.	Add an Email tile.
Add a Custom tile.	Add a Trigger tile.
Add a Scheduler tile.	Add a Scheduler tile.
Add a Segment tile.	Add an SMS text tile.
Add a Splitter tile.	
Add an Email tile.	

iThem Highly Voted 3 years, 5 months ago

Correct Answer

You Can memorize more easily this answer with this magic Word "S.e.t.sch -SMS)

1- Add a Segment Tile (for the Target wanted)

2- Add an Email Tile (for sending the Email)

3- Add a trigger tile (to trigger the SMS sending)

4- Add a scheduler tile because there is an interval to respect

5- SMS.

The Magic word is "SETSCH - SMS"

S: Segment - E : Email - T: Trigger - Sch: Scheduler - SMS)

upvoted 21 times

Haidardba 2 years, 8 months ago

Agree with iThem, @iThem, Thanks for the Magic word.

upvoted 4 times

AveryGT Highly Voted 3 years, 2 months ago

You could add the scheduler also right after the email and before the trigger.

upvoted 5 times

V12345678910 Most Recent 1 year, 3 months ago

Are we talking about Outbound Marketing? There is no trigger tile.. Do they mean an if/then tile? There are triggers in Real-time Marketing, but I don't think these steps would work for Real time marketing.

upvoted 1 times

Knightie 1 year, 3 months ago

splitter like if else? those didn't open the email? you don't send sms right? else use swimlane or what?

upvoted 2 times

ned 3 years, 7 months ago

I dont understand where SMS TEXT Tile is available ?

upvoted 3 times

Lula 3 years, 6 months ago

SMS tile pops-up when you integrate with TeleSign SMS: https://appsource.microsoft.com/en-ie/product/dynamics-365/telesign.telesign-sms-marketing?src=Dynamics365website

upvoted 6 times

Question #9 Topic 6

You need to create a customer journey. You are looking through the gallery of existing customer journey templates to select one to use.
Which pieces of information will help you decide which template to use?

A. Target, Recurrence, Purpose, Name

B. Purpose, Target, Recurrence, Description

C. Language, Purpose, Target, Recurrence

D. Language, Owner, Target, Recurrence

Correct Answer: *B*

Samsn Highly Voted 3 years, 3 months ago
C is the correct Answer. The Filter for Customer Journey only shows Target, Purpose, Language and Recurrence.
upvoted 29 times

rmcf 2 years, 6 months ago
Very usefull comment!
upvoted 2 times

D365_2020 2 years, 6 months ago
agree with Samsn.
upvoted 1 times

delia15 1 year, 7 months ago
exactly my thoughts!
upvoted 1 times

Fyrus 2 years, 1 month ago
I would vote for B, btw...
upvoted 3 times

Axure92 Highly Voted 2 years, 5 months ago
I would vote B. Description shows up and is helpful in selecting the template.
Description doesn't show on filter but the questions says "Looking though the gallery" not filtering
upvoted 15 times

MaHa237 2 years, 2 months ago
Agree, reasonable thinking
upvoted 1 times

jakub_kangur 1 year, 9 months ago
Personally, I need to read Description to understand what this one is for: - It's like extended Purpose :)
upvoted 2 times

Orne Most Recent 2 days, 21 hours ago
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/journey-templates
In this link it is mentioned that language & purpose can be filtered. In combination with trying out in system C is the only correct answer.
upvoted 1 times

Candy2002 1 year ago
Selected Answer: C
Language must be a consideration. By then, it is ruling out A & B. D is with Owner, we can rule out D. C is the only answer.
upvoted 1 times

Power_Ninja 1 year ago
C, click on the filter button and it gives you the answer.
upvoted 1 times

Archana_Surulichamy 1 year, 4 months ago
Obviously , C is the answer . Concludes the only properties that are available .
For ref, CRM fields in the customer journey template as
1. Name
2.Target
3.Purpose
4.Is recurring
5.Recurrence count

6.Recurrence interval (days)
7.Language
upvoted 1 times

ninakov 1 year, 5 months ago

Selected Answer: C

language has to be included
upvoted 2 times

DVK76 1 year, 9 months ago

Selected Answer: C

Language is a filter
upvoted 2 times

Curly7 2 years, 4 months ago
I agree with Axure92 here, the description field is the only field that gives you detailed information about the content within the customer journey, the language itself can be changed within a customer journey based on the digital assets (email templates etc.) that you use so B. is correct.
upvoted 4 times

xxxxxxx613 2 years, 6 months ago
Does the language really matter the language of a customer journey?
upvoted 2 times

Zeus6 2 years, 10 months ago
Definitely "C"
upvoted 3 times

Jay23 3 years, 1 month ago
I think the C is correct , it's a bit confusing , it could be the B if you don't use the filter, but once you filter it , the "description" doesn't appear.
upvoted 3 times

Smith1 3 years, 2 months ago
C is the correct answer
upvoted 4 times

catalene 3 years, 3 months ago
Realy the option C it correct too. Someone can comfir?
upvoted 3 times

Question #10 *Topic 6*

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.

Correct Answer: *D*

DennisWypior Highly Voted 2 years, 5 months ago
Correct Answer: D!
upvoted 15 times

jakub_kangur Most Recent 1 year, 9 months ago
Correcto!
upvoted 4 times

Question #11 Topic 6

You are creating a customer journey.
You want to control the actions based on choices the contact makes and control the speed at which those actions happen.
Which three types of tiles are available to control the flow to meet your needs? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Splitter

B. Decision point

C. Internal action item

D. Trigger

E. Scheduler

Correct Answer: *BDE*

cloud_ Highly Voted 3 years, 6 months ago
Splitter
Trigger
Scheduler
upvoted 21 times

AveryGT Highly Voted 3 years, 2 months ago
Splitter tile is just there to divide the records into two groups based on total number or percentage. Has nothing to do with choices.
upvoted 15 times

ceejaybee Most Recent 9 months, 3 weeks ago
in exam, Dec 2022. Text for B is now "If/then", not "Decision point" anymore
upvoted 5 times

Power_Ninja 1 year ago
A, D, E
upvoted 1 times

bekosg 1 year ago
Perhaps the 3rd option is an Action> Workflow that gets the speed information through custom code?
upvoted 1 times

jakub_kangur 1 year, 9 months ago
correcto
upvoted 2 times

Luna18 1 year, 10 months ago
If/then: This tile has replaced the Trigger tile. This is from MS official documentation. For me, it's ADE
upvoted 3 times

Curly7 2 years, 4 months ago
I agree with several other comments here (Ned & Gill) some of the terminology here is incorrect, for example the 'decision' should actually be an if/then branch tile and scheduler is technically referred to as a wait/delay. I think it's important to have consistent terminology (although we all know that Microsoft are awful at this)
upvoted 2 times

Gill 2 years, 8 months ago
The word decision does not appear in tiles. However, there is an if/then tile, which makes a decision, so is essentially a decision tile
upvoted 2 times

Fyrus 2 years, 1 month ago
but why they didn't called it "if/then tile"? just can't get
upvoted 2 times

iThem 3 years, 5 months ago
Sorry I made a mistake Answer is good
Decision Point is the most important, so BDE are the correct answers.
We want to control the actions "BASED ON CHOICES the contact makes" and control the speed at which those actions happen.
Trigger and Scheduler are the last steps to meet this goal because we want to control the speed at which those actions happen
upvoted 8 times

catalene 3 years, 3 months ago

I understand, but the what type the tile is "Decision Point"? For my the correct answers are Splitter, Trigger and Schedule.
upvoted 1 times

Fyrus 2 years, 1 month ago
catalene should be a "if/ else"... Splitter didn't give you a way to divide based on user choices
upvoted 2 times

iThem 3 years, 5 months ago
Answer is FALSE.
The Good answer (In my opinion) :
Splitter is a type of tiles
We Can Also refer on 42nd Question to confirm that Trigger and Scheduler are also type of tiles.
A- Splitter
D- Trigger
E- Scheduler
upvoted 3 times

ned 3 years, 7 months ago
Trigger and Scheduler is correct. However Decision Type isnt a tile.. dont know what should be the last option amongst the provided values.
Decision Point isnt a tile in Marketing Journey for sure.
upvoted 5 times

Question #12 *Topic 6*

DRAG DROP -

When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected.

Which five actions are required, in sequence, to create a complete customer journey? 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

- Establish the target segment.
- Set general options.
- Go live with the customer journey.
- Select a customer journey template.
- Configure tile settings.
- Create an activity marketing template.
- Add tiles from the Toolbox.

Order

Correct Answer:

Actions

- Establish the target segment.
- Set general options.
- Go live with the customer journey.
- Select a customer journey template.
- Configure tile settings.
- Create an activity marketing template.
- Add tiles from the Toolbox.

Order

- Establish the target segment.
- Select a customer journey template.
- Add tiles from the Toolbox.
- Configure tile settings.
- Go live with the customer journey.

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journey

Inteleo Highly Voted 1 year, 1 month ago

on https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customer-journey
there are 13 steps described so I go for:
(1) 4 Set audience > Establisch the tartget segment
(2) 6 Select + > Add tiles from the Toolbox
(3) 7/8 > Configure tile settings
(4) 9 Go to General tab > Set general options
(5) 12 Go live > Go live with the customer journey

upvoted 8 times

delia15 Highly Voted 1 year, 7 months ago

I'd go with:
1. Select a Customer journey Template
2. Establish the target Segment
3. Configure tile settings (because the template gives you the tile flow, but you need to set the details, the settings on them)
4. Set the general options - I would go with that in the General tab, it's important to set start time end time, the minimum consent and so on
5. Go live with the CJ

upvoted 6 times

PlenaSmart 1 year, 6 months ago

You have a point about general options, we need to give it a Name at least. Since question asks about required steps and a template is optional, I'd go with: 1) establish target segment, 2) add tiles, 3) configure tiles, 4) set general options, 5) Go Live

upvoted 6 times

kalarepka Most Recent 5 months ago

You don't have to design your customer journey based on template, you can do it from scratch. The question was about the required actions, so this one is not necessary to design complete customer journey. I would choose:
1. Establish the target segment
2. Add tiles from Toolbox
3. Configure tiles settings
4. Set general options (there are required fields to set up)
5. Go live with customer journey

upvoted 1 times

runtnerd 1 year ago

Based off of the documentation I think its:
1) establish target segment
2) configure tiles
3) general settings
5) go live

upvoted 1 times

runtnerd 1 year ago

Correction:
1) customer journey template
2) establish target segment
3) configure tiles
4) general settings
5) go live

upvoted 3 times

PlenaSmart 1 year, 6 months ago

I'd switch the first 2 steps. You select a template when creating a journey, THEN you establish the segment

upvoted 3 times

AndreaDP 1 year, 8 months ago

The first step is select the template then you can define the segment of the journey. The rest of the response is ok.

upvoted 3 times

Question #13 *Topic 6*

You have been tasked with creating a customer journey for leads located in the Northwestern United States.
Which two conditions must be true in order for the lead to receive your customer journey? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. The lead must be associated with a contact record.

B. Follow Email must be set to ג€Allowג€.

C. The lead must be associated with an account record.

D. Bulk Email must be set to ג€Allowג€.

Correct Answer: *AD*

turok3000 9 months ago
It seems correct to me!
upvoted 1 times

Power_Ninja 1 year ago
Seems correct
upvoted 4 times

Question #14 *Topic 6*

Your company currently has a customer journey that is running.

You have been tasked with making changes to the template without interrupting the customer journey.

Will you be able to accomplish this task?

A. No. The customer journey template is locked for editing while it is Live, Editable.

B. Yes, if you set the customer journey as Stopped and modify the template.

C. Yes, if you set the customer journey as Live, Editable and modify the template.

D. No. The customer journey cannot be edited without being at least temporarily stopped.

Correct Answer: *A*

Adrienn_Lantos Highly Voted 5 months, 2 weeks ago
Why is it not C? https://learn.microsoft.com/en-us/dynamics365/marketing/go-live
upvoted 7 times

kalarepka 5 months ago
I agree, we know, that journey is running right now, so the status reason is Live:
From https://learn.microsoft.com/en-us/dynamics365/marketing/go-live we can read: "To edit a live journey without stopping it, open it and then choose Edit on the command bar.
Correct answer is C for me.
upvoted 4 times

Question #15 *Topic 6*

You have been tasked with creating a Customer Journey Template that will be used as a starting point by others. Your template must be in French, run every 6 months, and be used to send emails to all of the Contacts and group the journeys by the contacts account.

Which template contains all of the necessary elements to meet these requirements?

A. Purpose: Sales, Target: Contacts, Language: French, Is recurring: Yes

B. Purpose: Multipurpose, Target: Accounts, Language: French, Is recurring: Yes

C. Purpose: Multipurpose, Target: Contacts, Language: French, Is recurring: Yes

D. Purpose: Sales, Target: Accounts, Language: French, Is recurring: No

Correct Answer: *B*

q3rqefas 1 month ago
Agree with Nyanne. B is correct because the requirement "and group the journeys by the contacts account."
upvoted 1 times

JinShi 2 months, 2 weeks ago
I think C is the correct answer.
upvoted 2 times

Nyanne 1 month, 2 weeks ago
But you need to target the Contact's Account. So correct answer is B
upvoted 1 times

Question #16 *Topic 6*

Your marketing department needs to create a simple Customer Journey, to send marketing emails to female wine enthusiasts, over 40 years old, who live in Europe.

How should you define who to include in this Customer Journey?

A. Create a Dynamic segment.

B. Edit the contacts in your database.

C. Create a Segment Type.

D. Create a Static segment.

Correct Answer: *A*

Orne 2 days, 3 hours ago
correct
upvoted 1 times

Question #17 | *Topic 6*

You are Dynamics 365 Marketing functional consultant for AdventureWorks Cycles.

You are configuring the system and storing marketing files in the Dynamics 365 Marketing content library.

Which three file formats are supported in the content library? Each correct answer presents a complete solution.

A. .bmp

B. .jpg

C. .pdf

D. .tiff

E. .gif

Correct Answer: *ACE*

kalarepka Highly Voted 5 months ago
Incorrect, it should be: jpg, pdf, gif formats.
Source: https://learn.microsoft.com/en-us/dynamics365/marketing/upload-images-files
upvoted 7 times

Adrienn_Lantos Most Recent 5 months, 2 weeks ago
JPG sorry
upvoted 2 times

Adrienn_Lantos 5 months, 2 weeks ago
Is it not JDP, GIF and PDF?
upvoted 1 times

Question #18 Topic 6

You are working with Dynamics 365 Customer Voice. You are creating a survey that will be distributed for anonymous response.

During survey variable configuration, you need to ensure that you capture the Job Title of the anonymous respondent.

Which two actions should you perform? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Enable Anonymous responses in the distribution settings.

B. Turn on the toggle for Save value in the Job Title variable.

C. Enable Save survey progress in the distribution options.

D. Add the Job Title variable in the Personalization customization.

Correct Answer: *AD*

Flucena 1 month, 1 week ago

Selected Answer: BD

Option A is not correct because is a configuration in the distribution settings.

Job Title is not an OOB variable provided, so the first step would be option D. "Add the Job Title variable in the Personalization customization."
Then, "turn on the toggle for Save value in the Job Title variable." - Option B

upvoted 1 times

PY12396 2 months, 4 weeks ago

Why isn't it A,B

upvoted 1 times

Nyanne 1 month, 2 weeks ago

Because thats not an option... You can create a personalisation variable in surveys so D is correct

upvoted 2 times

Question #19 *Topic 6*

Your company recently collected contact information from booth visitors at an industry conference. After the conference, you create a customer journey that emails the new contacts, inviting them to a webinar.

While your customer journey is still active, you want to identify reasons why some recipients fail to complete the journey.

What are two steps you should take? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Look for tiles in your journey that have logged users as Processing.

B. Look for tiles in your journey that have logged users as Stopped.

C. View the Incomplete journeys report to determine the possible reasons.

D. View Insights > Stopped Contacts to see emails the system failed to send due to technical problems.

Correct Answer: *AC*

q3rqefas 1 month ago
B & C are the right. D is incorrect as you can't find failed emails through Insighted -> Stopped contacts
upvoted 1 times

Flucena 1 month, 1 week ago
Selected Answer: BC
The documentation states: "Open the Insights tab and select Incomplete journeys to view each reason why a contact might fail to complete the journey and lists each contact that falls into each of these categories for the current journey." - For me this is option C

B -Stopped: Shows the number of contacts that were stopped from continuing the journey at this tile
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/insights
upvoted 2 times

Nyanne 1 month, 2 weeks ago
Selected Answer: BD
orrect answer is B & D
upvoted 1 times

Nyanne 1 month, 2 weeks ago
Correct answer is B & D - see documentation

B - Look for tiles in your journey that have logged users as Stopped.
https://learn.microsoft.com/en-us/dynamics365/marketing/insights#designer-insights

D - View Insights > Stopped Contacts to see emails the system failed to send due to technical problems.
https://learn.microsoft.com/en-us/dynamics365/marketing/insights#stopped-contacts
upvoted 1 times

kalarepka 5 months ago
Why not B, C? https://learn.microsoft.com/en-us/dynamics365/marketing/insights
upvoted 1 times

Question #20 *Topic 6*

You are a marketing analyst at Contoso, Ltd. The sales manager surveyed the current customers regarding their satisfaction level with their last support call.

The sales manager wants to review individual responses to each question on a survey.

After selecting the survey name in the Reports section of Microsoft Dynamics 365 Customer Voice, what are two ways to obtain survey responses? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Double-click a respondent's name to see their individual responses.

B. Select Respondents, and then select the survey name to display all responses.

C. Navigate to display a graphical representation of all responses.

D. Select Export All in the report, and all responses are downloaded in a CSV file.

Correct Answer: *AB*

Flucena 1 month, 1 week ago

https://learn.microsoft.com/en-us/dynamics365/customer-voice/survey-report

upvoted 1 times

Nyanne 1 month, 2 weeks ago

Selected Answer: AD

Correct answer should be A & D

upvoted 3 times

Nyanne 1 month, 2 weeks ago

Correct answer should be A & D

upvoted 1 times

Question #21 Topic 6

The marketing department wants to set up a real-time trigger-based journey to thank contacts who made a donation toward a specific cause. To achieve this, the donation process will initiate a Microsoft Dynamics 365 Marketing trigger. This process will include the URL of the individual hero banner of the cause.

You need to ensure that the image from the event trigger is added to the email and displays correctly.

Which two steps do you need to perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Add a predefined token where you use the URL field from the trigger as a personalization token. Then set the image as the label.

B. Add an image element, and open the HTML editor of the designer. Find the relevant image element, and replace the URL of the "src" attribute with {{image}}.

C. Within a text box, add the pre-defined token with the image field. This will add the {{image}} token into the text box and replace it with the hero banner.

D. Ensure the attribute name of the field with the URL is set to "image" when setting up the trigger.

Correct Answer: *BD*

Currently there are no comments in this discussion, be the first to comment!

Question #22 Topic 6

DRAG DROP

-

Your company is running a campaign for a new product. The outbound marketing journey includes an outbound marketing email-based product announcement.

Your advertising agency comes up with two call-to-action images for the email.

You want to test which of the images is more successful at enticing recipients to click on the image to learn more. To start, you create a marketing email.

Which five steps should you take, in sequence, to enable an A/B test for your email to be used inside a customer journey? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in the correct order.

Steps

- Select **Test Type** as **Body**.
- Add a code block to the email canvas.
- Modify the call-to-action image in Version B.
- Select **Test Type** as **Subject**.
- Add the call-to-action image for testing in version A.
- Select Go **Live**.
- Create a dynamic content block.
- Select the **A/B test** button in the top-right corner of the email editor to open the **A/B test** panel.

Order

Correct Answer:

Order

- Add the call-to-action image for testing in version A.
- Select the A/B test button in the top-right corner of the email editor to open the A/B test panel.
- Select Test Type as Body.
- Modify the call-to-action image in Version B.
- Select Go Live.

Orne 2 days ago

(1) Select the A/B test button in the top-right corner of the email editor to open the A/B test panel
(2) Select Test Type as Body.
(3) Add the call-to-action image for testing in version A.
(4) Modify the call-to-action image in Version B.
(5) Select Go Live.

https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/email-a-b-testing

upvoted 1 times

Question #23 *Topic 6*

Your marketing department created a recurring outbound customer journey so the contacts are reprocessed at regular intervals during the active period. The marketing manager indicates that the customer journey with a future end date has been in a Stopped state.

The marketing manager wants to enable the contacts to continue being reprocessed in the journey.

What should you do?

A. Update the recurring interval.

B. Manually update the state to Live.

C. Select Check for Errors and then select Go Live.

D. Increase the Iterations count value.

Correct Answer: *D*

Nyanne 1 month, 2 weeks ago

Correct. See documentation https://learn.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns#set-up-a-recurring-journey

upvoted 1 times

Question #24 *Topic 6*

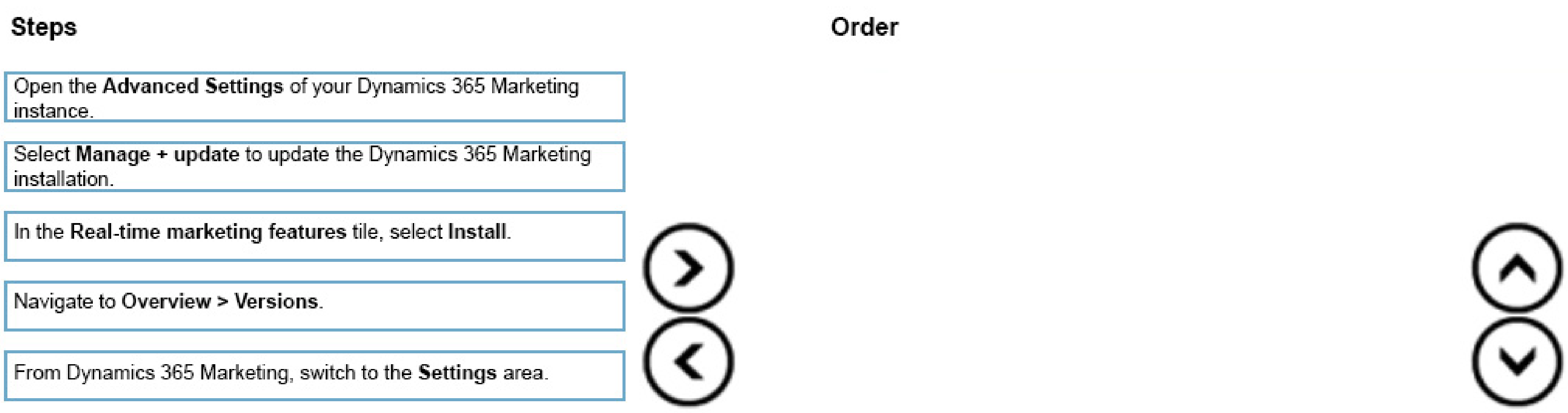
DRAG DROP

-

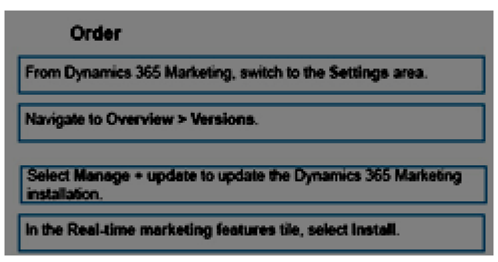
Your company has been using Microsoft Dynamics 365 Marketing for a few months. The Chief Marketing Officer (CMO) asks you to enable real-time customer journey orchestration. The CMO wants to set up an abandoned shopping cart journey using a trigger from the company's online store.

You need to update your current Dynamics 365 Marketing version and enable the real-time customer journey orchestration.

Which four steps need to occur in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.



Correct Answer:



Question #25 *Topic 6*

Your company wants to send out an SMS text message to confirm a customer's purchase using a real-time journey.

You need to set the correct designation type.

What should you do?

A. Within the real-time journey text message tile, set the designation to Transactional.

B. Within the text messaging editor for Text Messages, set the designation to Transactional.

C. Within the real-time journey text message tile, set the designation to Commercial.

D. Within the text messaging editor for Text Messages, set the designation to Commercial.

Correct Answer: *B*

Santiagoinfoavan 2 months, 2 weeks ago

Correct!

upvoted 2 times

Question #26 *Topic 6*

You are creating a new outbound journey that will create a lead when a contact has opened the welcome email, and registered to attend the Widget 9000 announcement event.
You need to configure the If/Then tile, and include both the email and event sources for the condition.

What should you do?

A. In the marketing email, add the event as a property. The If/Then tile will have both sources as options.

B. In the If/Then tile, add the event as a source. The email will already exist as a source.

C. In the journey, add the event tile. The If/Then tile will have both sources as options.

D. In the email tile, add the webinar event as an email element. The if/then tile will have both sources as options.

Correct Answer: *C*

Santiagoinfoavan 2 months, 2 weeks ago

I have tested it in a demo and I think the correct one is D
When the webinar event is added as an email item, both options are displayed under If/Them

upvoted 2 times

Nyanne 1 month, 2 weeks ago

I agree.

upvoted 1 times

Topic 7 - Question Set 7

Question #1 *Topic 7*

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.

Correct Answer: *D*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event-portal

Roman92 Highly Voted 3 years, 1 month ago
D is correct. Speakers are published automatically when you publish a session they are assigned to. So you need publish event and session.
upvoted 15 times

Kyol Most Recent 2 years ago
"Hoe" lololol
upvoted 2 times

Kvngmoh02 2 years, 1 month ago
A is the correct answer
upvoted 2 times

Power_Ninja 1 year ago
Wrong, go an an do it and you will see
upvoted 1 times

Power_Ninja 1 year, 5 months ago
Wrong, both needs to go live.
upvoted 1 times

Question #2 Topic 7

DRAG DROP -

You are an event coordinator for a company.

You are creating a multi-day conference event that will include multiple sessions and tracks.

For each use case shown below, which track type should be used? To answer, drag each use case to the appropriate track type. Each use case 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.

Select and Place:

Use Case

- Group sessions for organization
- Group sessions by content
- Enable ticketing and registration
- Group sessions published on your event website

Answer Area

Internal Track	External Track

Correct Answer:

Use Case

- Group sessions for organization
- Group sessions by content
- Enable ticketing and registration
- Group sessions published on your event website

Answer Area

Internal Track	External Track
Group sessions for organization	Group sessions by content
	Enable ticketing and registration
	Group sessions published on your event website

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event

Roman92 Highly Voted 3 years, 1 month ago

Correct.
Citation : "Use internal tracks during the planning phase to group sessions along organisation lines, such as according to team resources or required equipment. Use external tracks to group sessions by content or audience."

upvoted 8 times

Curly7 Most Recent 2 years, 4 months ago

@DennisWypior I agree with your comment. I'm struggling to understand how this could be external and therefore a published track on the website.

upvoted 1 times

DennisWypior 2 years, 4 months ago

"Enable ticketing and registration" could also be internal, if it is an internal task for organisating the event

upvoted 1 times

Fyrus 2 years, 1 month ago

"External tracks are published on customer-facing platforms such as event websites and mobile apps". I guess it's because the action then is "externalized"

upvoted 3 times

Question #3 Topic 7

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.

Correct Answer: *A*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/invite-register-house-event-attendees

AveryGT Highly Voted 3 years, 2 months ago
'A' is correct.
upvoted 11 times

DetRegnar 2 years, 7 months ago
Yes. I tested this in my environment also.
upvoted 2 times

Fyrus 2 years, 1 month ago
Yes. it's to remember: "hotel room allocation" not, "reservation"
upvoted 1 times

Jgbro Most Recent 1 year, 2 months ago
If your organisation has set up hotels and room allocations for your event in Dynamics 365 Marketing, you can view and create room bookings by going to Events > Logistics > Hotel Room Reservations. Each room booking links an event-registration record (and its associated contact) to a hotel room allocation set up in Dynamics 365 Marketing. Each room allocation represents a block of rooms of a specific type (single, double, or suite) at a specific hotel during a specific event. After all the rooms in an allocation are booked, that allocation is considered sold out unless you can request more from that hotel. Room bookings don't specify a room number, just a room type (based on allocation) and a unique reservation number.
upvoted 1 times

Question #4

Topic 7

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.

Correct Answer: *A*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event-portal

Nyanne 1 month, 2 weeks ago
Correct. As per the documentation, the 'Allow anonymous registrations' setting has no effect for externally hosted event websites. https://learn.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal#customize-and-host-the-event-website
upvoted 1 times

Knightie 1 year, 3 months ago
No need to republish.

The event and all its settings remain editable even after you go live, and any changes you make to a live event, and its related live records, will immediately be reflected on the website too.
upvoted 1 times

zukito3 2 years, 3 months ago
Correct https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal
upvoted 4 times

saadnadir 2 years, 6 months ago
A is the correct answer
upvoted 3 times

Question #5 Topic 7

You are an event coordinator for Contoso, Ltd, and are creating a multi-day tradeshow event.
You need to set up an event team that will consist of Contoso, Ltd employees, vendors, partners and customers.
Which two kinds of records should you associate to the event team member? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Customer

B. User

C. Contact

D. Account

Correct Answer: *BC*
References:
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event

CRM504559 Highly Voted 2 years, 10 months ago
When setting up an event team, you have to specify User or Contact, so answer is correct I believe
upvoted 14 times

Fyrus Most Recent 2 years, 1 month ago
From the URL:
"Each team member record can be associated with a contact or user record.

Users are people who work for your organization and have a Dynamics 365 license.
Contacts come from your contact database, which will include customers, potential customers, vendors, partners, and other external people (or internal people who don't use Dynamics 365)."
upvoted 2 times

vkm 2 years, 10 months ago
I think, C&D right?
upvoted 1 times

Fyrus 2 years, 2 months ago
Guess not. If they are employees they are people, so, contact or users
upvoted 1 times

Question #6 Topic 7

DRAG DROP -

You are a Dynamics administrator that is setting up Dynamics for Marketing for your organization.

You need to configure Dynamics for Marketing to work with your webinar provider and create a webinar event.

Which four steps should you take, in sequence, to complete your task? (Choose four.) 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:

Steps

- Create an event and set the Format to Webinar or Hybrid.
- Add Credentials to the Webinar Configuration Record.
- Add credentials to the webinar provider record.
- Set up an account with the webinar provider.
- Create a webinar provider record and webinar configuration record in Dynamics for Marketing.
- Create an event and set the Event Type to Webinar or Hybrid.

Order

Correct Answer:

Steps

- Create an event and set the Format to Webinar or Hybrid.
- Add Credentials to the Webinar Configuration Record.
- Add credentials to the webinar provider record.
- Set up an account with the webinar provider.
- Create a webinar provider record and webinar configuration record in Dynamics for Marketing.
- Create an event and set the Event Type to Webinar or Hybrid.

Order

- Set up an account with the webinar provider.
- Create a webinar provider record and webinar configuration record in Dynamics for Marketing.
- Add Credentials to the Webinar Configuration Record.
- Create an event and set the Format to Webinar or Hybrid.

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/events-settings https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-webinar

jhandel Highly Voted 2 years, 3 months ago

Credentials go on the Provider NOT the Configuration... (just double checked in our Production environment...)

upvoted 6 times

Fyrus 2 years, 2 months ago

Checked even by me... you're right

upvoted 2 times

AtomicAtom 1 year, 7 months ago

The question doesn't mention On24 Webinar Provide. So, Update Credentials on Configuration is the right answer. Only ON24 Webinar uses the config on Provider. ALL others update credentials on Config (see Update Credentials on https://docs.microsoft.com/en-gb/dynamics365/marketing/events-settings)

upvoted 1 times

Gill Highly Voted 2 years, 8 months ago

The format field does not appear to exist (any more). The options in the event type also do not fully match - they are executive briefing, conference, demo, training and webcast'

upvoted 5 times

Candy2002 1 year ago

Same question for me, can't find format anywhere

upvoted 1 times

DetRegnar 2 years, 8 months ago

Just noticed the same thing in my demo environment. Would still go with the answer with the "Format" field optionset field.

upvoted 2 times

willbeok Most Recent 9 months, 2 weeks ago

Answer is correct:
Update credentials: Unless your system has been customized to use a provider other than On24, don't use these settings (and even then, contact your development team for advice). Instead, see Webinar configurations, later in this topic, for details about how to connect to your On24 account.
https://learn.microsoft.com/en-gb/dynamics365/marketing/events-settings#webinar-providers

upvoted 1 times

Power_Ninja 1 year ago

1 and 2 correct, 3 should be Webinar Provider record, 4 I'm not sure as this could be old options

upvoted 1 times

TonyTeeTee 2 years, 9 months ago

This question seems a bit inappropriate to me, since Microsoft tells that "In most cases, you should never modify or add any records on the the Webinar providers page. Microsoft has partnered with a webinar provider called On24, which is the only provider currently supported for use with Dynamics 365 Marketing." https://docs.microsoft.com/en-gb/dynamics365/marketing/events-settings

Still, does not hurt to study also this kind of settings :-) Have you stumbled upon this question in the exam?

upvoted 3 times

a146 2 years, 11 months ago

I thought the 4th choice should be "Create an Event & set the EVENT TYPE to Webinar or Hybrid"?

upvoted 2 times

a146 2 years, 11 months ago

My mistake, It is "Create an Event & set the FORMAT to Webinar or Hybrid"

upvoted 3 times

iThem 3 years, 5 months ago

There are two Links in the same row
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-webinar
https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/events-settings

upvoted 3 times

iThem 3 years, 5 months ago

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/events-settings https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-webinar

This Link Does not work

upvoted 1 times

Question #7 | Topic 7

DRAG DROP -

You are setting up a conference event that will have a capacity of 500 people.

You want to enable a waitlist for the event so that if more than 500 people register and someone cancels their registration, the event will automatically register the next available person on the list.

Which three steps should you take, in sequence, to complete your task? 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:

Steps

- Create an event.
- Navigate to the Venue Constraints section.
- Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.
- Navigate to the Registration and Attendance Tab.
- Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.

Order

Correct Answer:

Steps

- Create an event.
- Navigate to the Venue Constraints section.
- Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.
- Navigate to the Registration and Attendance Tab.
- Set the "Maximum Event Capacity" field to 500 and the "Allow Waitlist" field to 100.

Order

1. Create an event.
2. Navigate to the Venue Constraints section.
3. Set the "Maximum Event Capacity" field to 500 and the "Waitlist This Event" field to Yes.

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/event-waitlist

turok3000 9 months ago

Correct!

upvoted 3 times

Question #8 *Topic 7*

DRAG DROP -

You are a functional consultant at Contoso Ltd.

Contoso would like to use Dynamics 365 Marketing to conduct a Webinar Event next week. An event portal is created for event management purposes. After creating the event record, the company requires a payment gateway to accept registration payment. You need to configure the payment gateway and set the event to use it.

Which five actions 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 order.

NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Select and Place:

Answer area

Steps	Order
Create a web page associated to the Page Template.	
On the Page Template record, set the Web Template field to the Web Template record created.	
Create a Web Template record.	
Create a Page Template record.	
On the Web Template record, set the Page Template field to Page Template record created.	
Update the Event record. Set the Portal Payment Gateway field to the web page.	
Create a web page associated to the Web Template.	

Answer area

Steps

On the Web Template record, set the Page Template field to Page Template record created.

Create a web page associated to the Web Template.

Order

Create a Web Template record.

Create a Page Template record.

On the Page Template record, set the Web Template field to the Web Template record created.

Create a web page associated to the Page Template.

Update the Event record. Set the Portal Payment Gateway field to the web page.

Correct Answer:

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/event-payment-gateway

jakub_kangur 12 months ago

Correct 34216

upvoted 3 times

Question #9

Topic 7

You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.
Your manager gives you a list of sponsors and their items. You need to record the information in the system.
What should you do?

A. Create the sponsors in Accounts, and add their items in Equipment. Then, add the relationship into the event.

B. Create the sponsors in Events Sponsorships. In Sponsorship Type, select Equipment and add their items as the details.

C. Create the sponsors in Accounts, and add their items in Products. Then, add the relationship into the event.

D. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

Correct Answer: *B*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships

tsabgo Highly Voted 1 year, 8 months ago
The answer is D but the question is wrong. It's "Sponsorable Articles" and not "Sponsorship article"
upvoted 15 times

BeachVball Most Recent 9 months, 4 weeks ago
The answer is D. You can add Sponsorable articles regardless the Soponship type selected. I have tested it
upvoted 3 times

Candy2002 1 year ago
Selected Answer: D
Not B cannot find places to add their items. D is correct. Checked in trial
upvoted 2 times

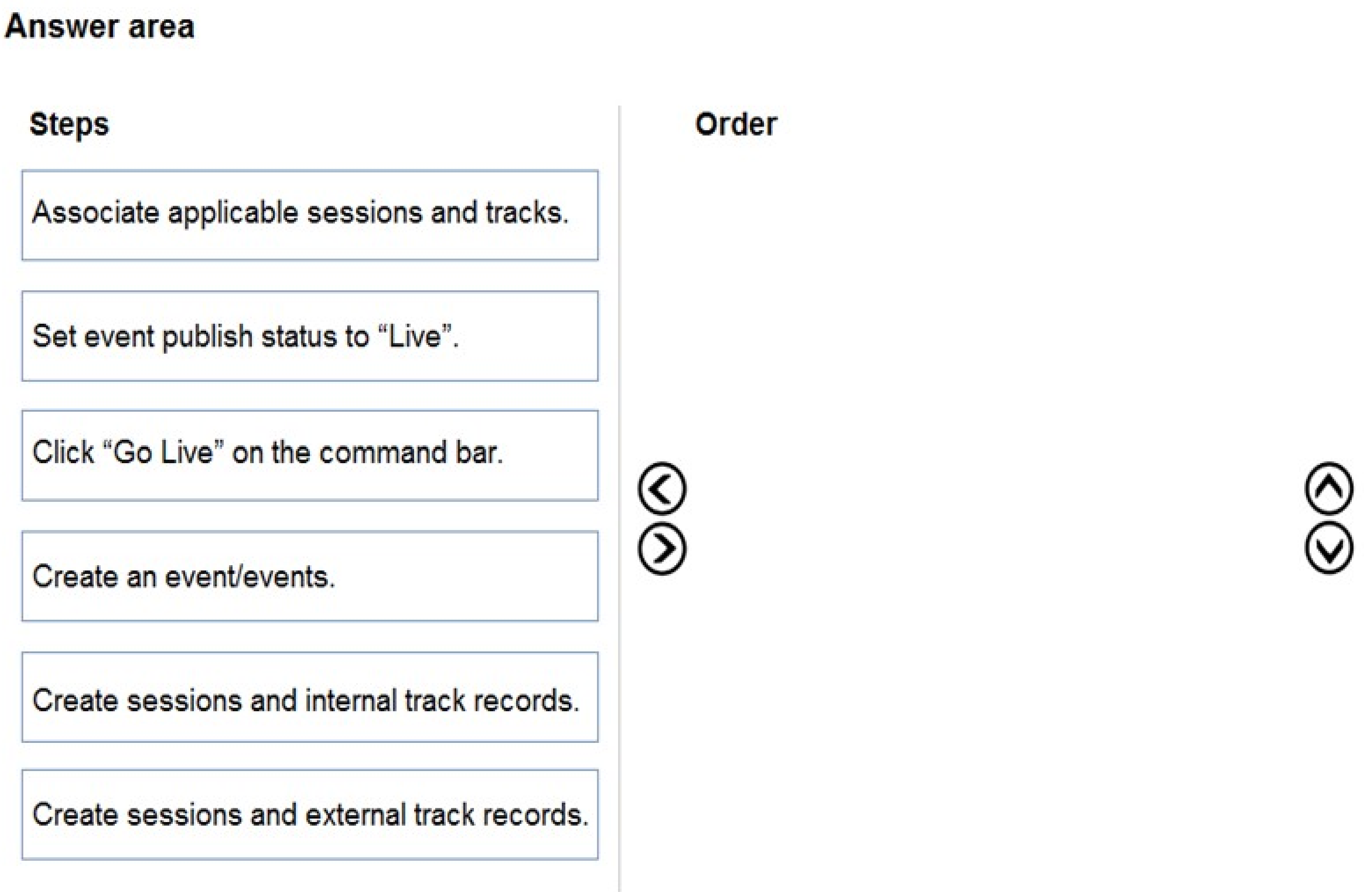
DRAG DROP -

You are an event coordinator for Contoso, Ltd.

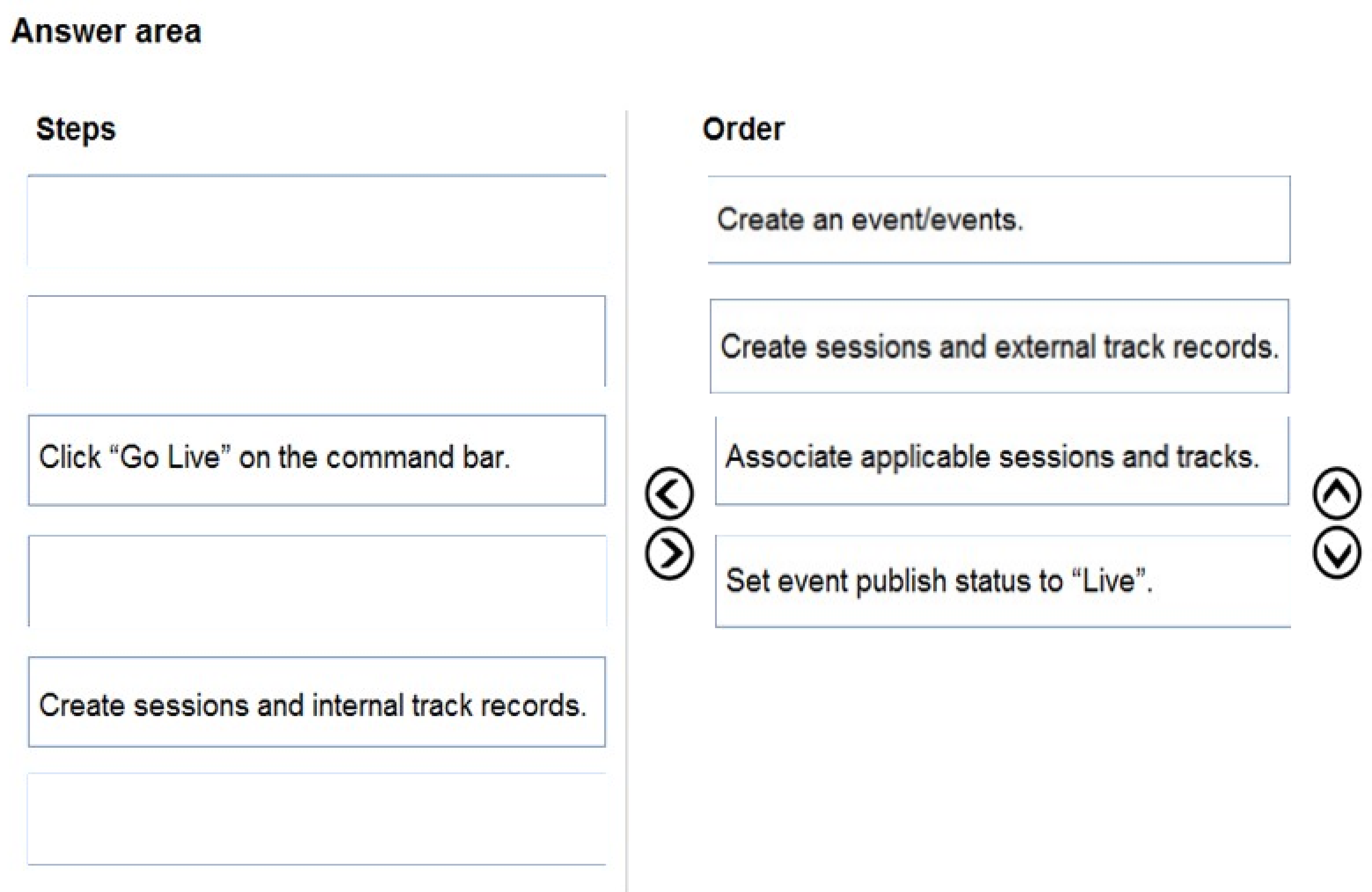
You are creating a multi-day conference event that will include three tracks with four sessions in each track. These sessions and tracks will need to be visible on your event website.

Which four steps must you complete, in sequence, to complete your task? 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:



Correct Answer:



Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event https://docs.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal#publish-event

tsabgo Highly Voted 1 year, 8 months ago

Last step is to click on "Go live" in the command bar.

upvoted 13 times

PlenaSmart 1 year, 6 months ago

Correct! Even the link provided to support the answer says “To go live with an event or session, use the Go live button on the command bar while the relevant event or session is open.”

upvoted 2 times

CARODRI Most Recent 6 months, 3 weeks ago

On the 2º link provided - When you create a new session using the quick-create form (which you can do while working with the calendar view on the Agenda tab for an event), the form includes a Publish status drop-down list that does include the Live value. In this case, you can set the Publish status to Live while creating the session to go live right away.

I believe the ' Set event publish status to "live" ' is the correct last step

upvoted 1 times

BeachVball 9 months, 4 weeks ago

Event and session go live separately. Then the option 'Click on "Go Live" in the command bar' works for both Event form and Session form.

upvoted 1 times

Question #11 *Topic 7*

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

Correct Answer: *ACE*

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/event-templates

antboii 1 year, 6 months ago

Correct!

upvoted 3 times

Question #12 Topic 7

You are a marketer for Contoso Ltd. You are responsible for creating social media posts to debut a new webinar you are promoting. You just discovered that your post sent this morning has a typo.

You need to correct this right away.

What should you do to fix your post?

A. Reactivate the post, edit, and then select Schedule. Select the time of the original post to overwrite it.

B. Reactivate the post, edit, and then select Post Now to immediately update the post.

C. Edit the Post. The post will automatically update in the social media platform.

D. Delete the post and recreate it. Posts are read only once posted.

Correct Answer: *D*

Nyanne 1 month, 2 weeks ago

Correct. https://learn.microsoft.com/en-us/dynamics365/marketing/social-posting#edit-reschedule-or-cancel-a-post

upvoted 1 times

Question #13 Topic 7

An IT solutions provider decides to host an onsite educational event for their customers. They create an event in Marketing Event Management with pass level registration and will not allow anonymous registrations.

You need to convey to the IT solutions provider the actions that will be available to the event attendees after they create an account.

Which two actions are allowed? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Assemble their own schedule from available sessions.

B. Edit their registration phone number.

C. View the event schedule.

D. Register without a password.

Correct Answer: *BC*

Question #14 Topic 7

DRAG DROP
-

Your company's annual customer-facing conference has just occurred. As a marketing professional, you need to present the conference's financial information at an upcoming monthly management meeting.

You need to determine the financial details to use when presenting the overall data.

Which metric should you use for each type of data required? To answer, drag the appropriate data point to the correct description. Each data point 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 content.

NOTE: Each correct match is worth one point.

Data points

Target revenue	Budget allocated
Total revenue from the event	Revenue from sponsorship
Miscellaneous Cost	Total cost of event activities

Answer Area

Descriptions	Data points
The total actual revenue from the event	
The total amount intended to be spent on the event	
An estimate of the total revenue based on previous experience	
The revenue specified for each sponsorship associated with the event	

Correct Answer:

Descriptions	Data points
The total actual revenue from the event	Total revenue from the event
The total amount intended to be spent on the event	Budget allocated
An estimate of the total revenue based on previous experience	Total cost of event activities
The revenue specified for each sponsorship associated with the event	Revenue from sponsorship

dvmhike Highly Voted 6 months, 3 weeks ago
Wouldn't the "an estimate of the total revenue..." be "Target Revenue"
upvoted 9 times

Nyanne 1 month, 2 weeks ago
Yes I agree
upvoted 2 times

Question #15 *Topic 7*

You created and published an event to a Microsoft Dynamics 365 Portal site.

You need to restrict event registration to registered visitors only.

What should you do?

A. Set the auto-redirect URL to a login page when the event page is accessed.

B. Allow multiple attendees registration.

C. Enable must register indicator.

D. Disable anonymous registration.

Correct Answer: *A*

Nyanne 1 month, 2 weeks ago

Incorrect. Answer should be D (disable anonymous registration)

According to the documentation:
Allow anonymous registration for D365 Portal - Use this setting to control whether attendees can register without first creating a registration account
https://learn.microsoft.com/en-us/dynamics365/marketing/set-up-event-portal#customize-and-host-the-event-website

upvoted 1 times

Question #16 *Topic 7*

You need to set up a webinar for your company for the first time.

Which two things should be verified before you start to set up the webinar? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Your Microsoft Dynamics 365 Marketing administrator has configured your organization' webinar account.

B. Microsoft Dynamics 365 Marketing is configured to connect to a webinar provider.

C. As a non-administrator, you have already configured your organization's webinar account.

D. Your webinar provider has provided information about setting up equipment, such as microphones.

Correct Answer: *AD*

Nyanne 1 month, 2 weeks ago

Selected Answer: BC

I would choose B & C

upvoted 1 times

opfz 2 months ago

Shouldn't this be A and B?

upvoted 2 times

Question #17 Topic 7

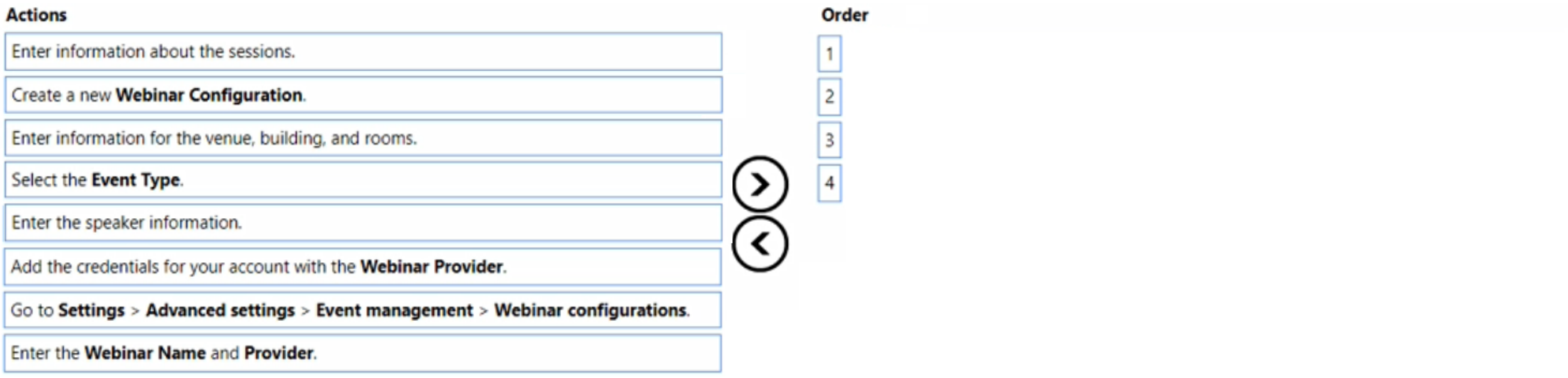
DRAG DROP

-

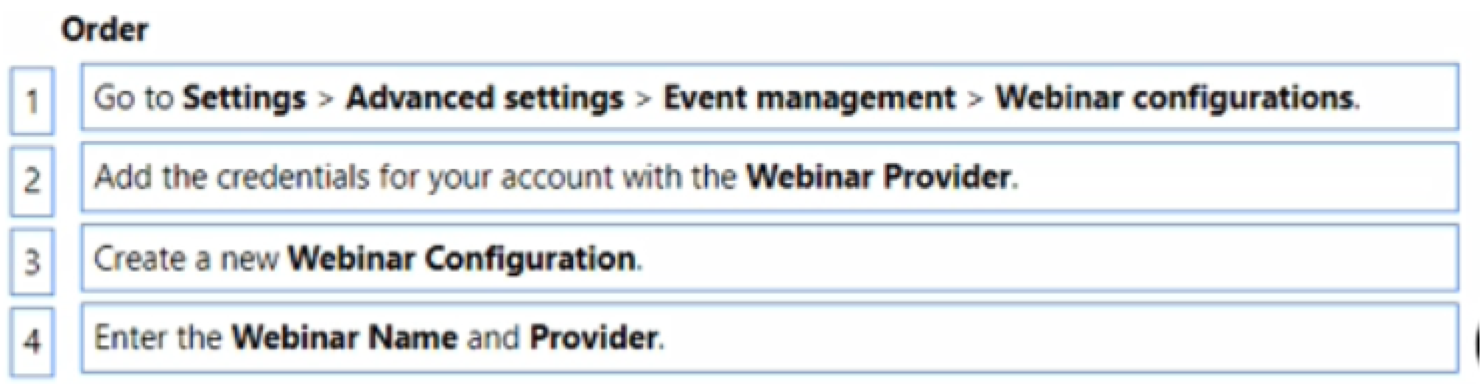
You are setting up a simple webinar with a webinar provider.

You need to configure the webinar provider.

Before selecting Save, which four actions 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 order.



Correct Answer:



KIRUBAA Highly Voted 3 months, 2 weeks ago

The Correct Order:
1. Go to Settings > Event management > Webinar configurations
2. create a new configuration, select New
3. Add Webinar Name and Provider
4. Update Webinar credentials

https://learn.microsoft.com/en-us/dynamics365/marketing/events-settings

upvoted 5 times

Question #18 | *Topic 7*

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 Microsoft Dynamics 365 Marketing app.

You need to select the appropriate subarea content type.

Which subarea content type should you select in the sitemap?

A. URL

B. Custom page

C. Dashboard

D. Web resource

Correct Answer: *D*

q3rqefas 1 month ago
D is correct. After you save the web resource, the URL to the web resource will be displayed here. Select this link to view the web resource in your browser.
upvoted 1 times

Nyanne 1 month, 2 weeks ago
Selected Answer: A
Answer should be A 'URL'
https://learn.microsoft.com/en-us/dynamics365/customerengagement/on-premises/customize/create-site-map-app?view=op-9-1#add-a-subarea-to-a-group-in-the-site-map
upvoted 1 times

opfz 2 months ago
Shouldn't this be A?
upvoted 1 times

Nyanne 1 month, 2 weeks ago
Correct it should be A 'URL' - see documentation
https://learn.microsoft.com/en-us/dynamics365/customerengagement/on-premises/customize/create-site-map-app?view=op-9-1#add-a-subarea-to-a-group-in-the-site-map
upvoted 1 times

Question #19 *Topic 7*

You are an event coordinator creating a multi-day tradeshow event.

You need to set up an event team and associate it to the event.

Which two types of records can you add as an event team member? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Contact

B. Customer

C. User

D. Account

Correct Answer: *AC*

Question #20 *Topic 7*

A multi-day conference includes multiple vendors, sponsors, and hotel accommodations.

You need to schedule presenters for the conference sessions.

As you are booking the presenters for the sessions, where should you set the presenter's fee for this event?

A. Speaker Engagement

B. Session

C. Event

D. Account

Correct Answer: *C*

didina 1 month, 1 week ago

The answer is A. Speaker Engagement.

The presenter's fee is associated with the speaker engagement, which is a specific instance of a speaker being booked for a session. The session is the larger unit of time, and the event is the even larger unit of time that encompasses multiple sessions. The account is the overarching entity that owns the event.
So, if you are booking presenters for the conference sessions, you would set the presenter's fee on the Speaker Engagement record.

upvoted 1 times

Nyanne 1 month, 2 weeks ago

Selected Answer: A

Correct answer should be A. Verified in my environment

upvoted 2 times

Question #21 *Topic 7*

Your company will be hosting a two-day event. Numerous breakout sessions and speakers are planned for the event.

In anticipation of a large number of participants, the event manager wants to break up the opening session into three different subdivisions in the event venue. What should you do?

A. Configure three events associated with the main event. In each event record, add a building and a room into the Location section.

B. Configure three rooms associated with the venue building. In the event record, add the building and rooms into the Location section.

C. Configure one event. In the event record, add a building and a room into the Location section.

D. Configure three layouts associated with the venue room. In the event record, add the room and layouts into the Location section.

Correct Answer: *B*

Nyanne 1 month, 2 weeks ago
https://learn.microsoft.com/en-us/dynamics365/marketing/set-up-event?tabs=real-time#the-general-tab
upvoted 1 times

Topic 8 - Question Set 8

Question #1 *Topic 8*

Note: This question is part of a series of questions that present the same scenario. Each 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.
You are a marketer at Contoso Inc.
In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.
You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.
Solution: You add the NPS question as a metric in the survey results report.
Does this solution meet the goal?

A. Yes

B. No

Correct Answer: *B*
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics

zukito3 1 year, 3 months ago
Correct, because survey responses report only see result about the questions in that survey
upvoted 1 times

Question #2 *Topic 8*

Note: This question is part of a series of questions that present the same scenario. Each 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.
You are a marketer at Contoso Inc.
In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.
You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.
Solution: You add the NPS question as a metric in the survey.
Does this solution meet the goal?

A. Yes

B. No

Correct Answer: *A*
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics

zukito3 1 year, 3 months ago
Correct, see https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report
upvoted 1 times

Question #3 *Topic 8*

Note: This question is part of a series of questions that present the same scenario. Each 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.
You are a marketer at Contoso Inc.
In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.
You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.
Solution: You refresh the satisfaction metrics report.
Does this solution meet the goal?

A. Yes

B. No

Correct Answer: *B*
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics

Candy2002 Highly Voted 1 year ago
Selected Answer: B
To summarize the 3 questions about customer voice, the NPS metrics should be added in survey when we are designing. Otherwise, there won't be seen in any report / by refreshing.
upvoted 6 times

Question #4 | *Topic 8*

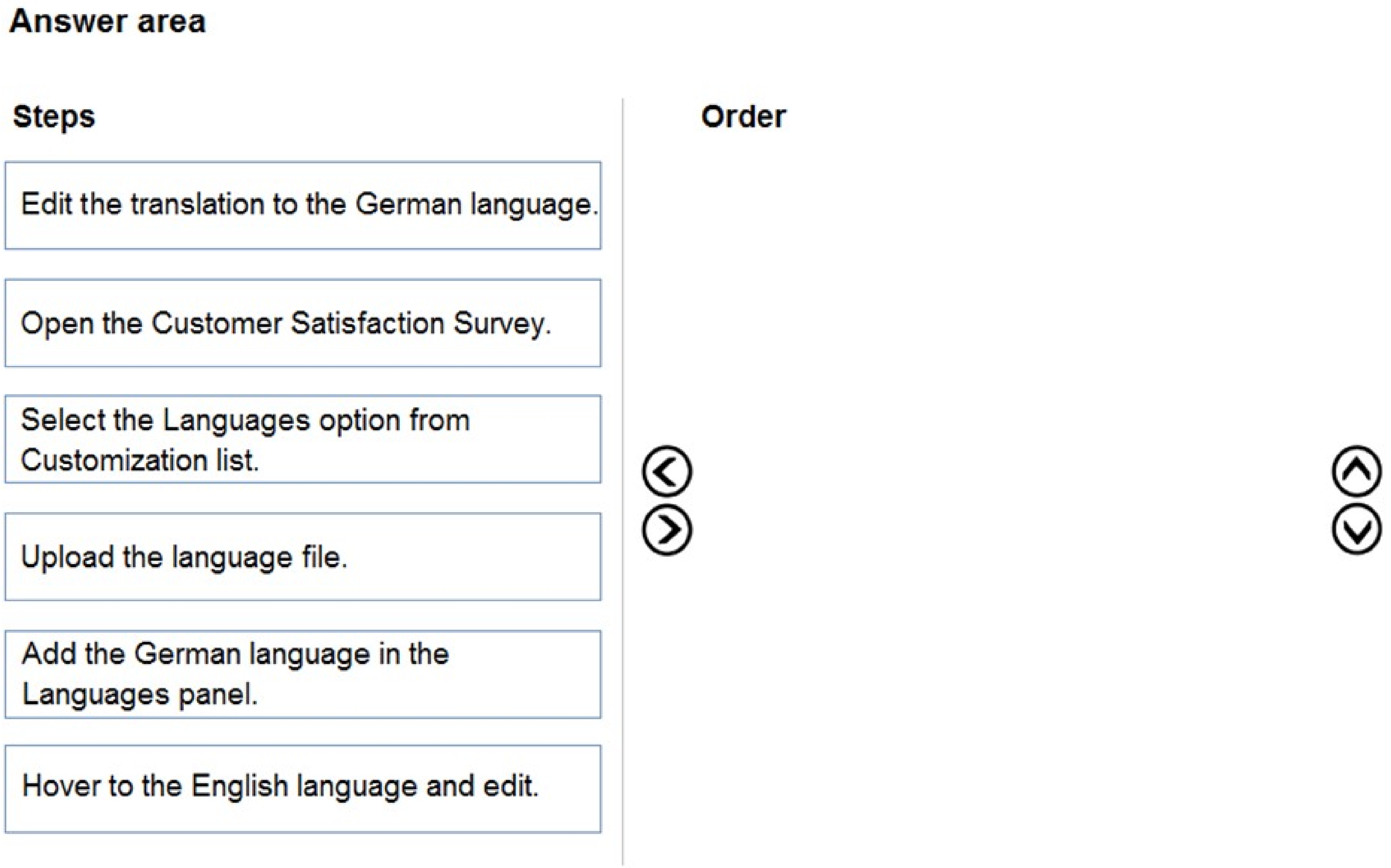
DRAG DROP -

You have been asked to add the German language to the Customer Satisfaction Survey. The survey is currently only available in the default English language.

You need to configure Dynamics 365 Customer Voice to display the German language option.

Which four steps should you take, in sequence, to complete your task? To answer, move the appropriate actions from the list of steps to the answer area and arrange them in correct order.

Select and Place:



Correct Answer:

Answer area

Steps

Upload the language file.

Hover to the English language and edit.

Order

1. Open the Customer Satisfaction Survey.
2. Select the Languages option from Customization list.
3. Add the German language in the Languages panel.
4. Edit the translation to the German language.

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-voice/create-multilingual-survey

RoseRose 1 year, 8 months ago

Last one should be "Upload the language file"

upvoted 2 times

Candy2002 1 year ago

There is no need for uploading language file in customer voice. There is German as an out-of-the-box. The only thing that we need to do is to switch the language and edit in German

upvoted 4 times

antboii 1 year, 6 months ago

No, German is an out of the box language

upvoted 1 times

Question #5 *Topic 8*

You are a marketer for Contoso Ltd. You plan to create a survey asking how much people like Contoso's products.
You need to ask a series of single answer questions and have a rating scale for the answers, so the respondent can select a value from the scale to answer each question,
Which type of question should you add to your survey?

A. Net Promoter Score

B. Rating

C. Choice

D. Likert

Correct Answer: *D*
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/available-question-types

WealthyMind 7 months, 3 weeks ago
In Exam
upvoted 1 times

Power_Ninja 1 year ago
Seems correct
upvoted 3 times

Question #6 *Topic 8*

You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent it out through email for responses.
You would like to export the responses for further analysis.
Which export file format should be used to complete this task?

A. csv

B. pdf

C. xml

D. docx

Correct Answer: *A*
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report

WealthyMind 7 months, 3 weeks ago
In Exam Jan 2023
upvoted 2 times

Symo_85 1 year ago
If your survey has less than 5,000 responses, the responses are exported to an Excel (.xlsx) file by default. If your survey has more than 5,000 responses, you can choose to export the responses to an Excel file or a CSV file.
upvoted 4 times

Nyanne 1 month, 2 weeks ago
Correct. I have verified in my own environment. However .xlsx is not an option, so would probably choose .csv then
upvoted 1 times

Question #7 Topic 8

You are a marketing analyst at Contoso Ltd.
The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year.
Approximately 6,500 responses were received.
They would like each survey to be a single row, with the responses as a column for their analysis.
What should you do?

A. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in an Excel File.

B. Use Advanced Find to query the CDS. Set the ג€Look Forג€ to Dynamics 365 Customer Voice survey responses. Export to Excel.

C. Use Advanced Find to query the CDS. Set the ג€Look Forג€ to Dynamics 365 Customer Voice survey questions responses. Export to Excel.

D. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in a CSV File.

Correct Answer: *D*
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report

jakub_kangur 12 months ago
Selected Answer: D
I think D is correct, and what do you think?
upvoted 2 times

jakub_kangur 12 months ago
It depends if you want to export all responses:

If there are more than 5,000 responses, you can choose to export responses to an Excel (.xlsx) file or a CSV file. If you choose to export responses to the Excel file, only the most recent 5,000 responses are exported. To export all responses, you must choose to export responses to the CSV file.
upvoted 2 times

Power_Ninja 1 year, 5 months ago
Correct
upvoted 1 times

gvldesigner 1 year, 5 months ago
5,000+ responses you must choose to export responses to the CVS file: https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report#survey-with-more-than-5000-responses
upvoted 4 times

Question #8 Topic 8

DRAG DROP -

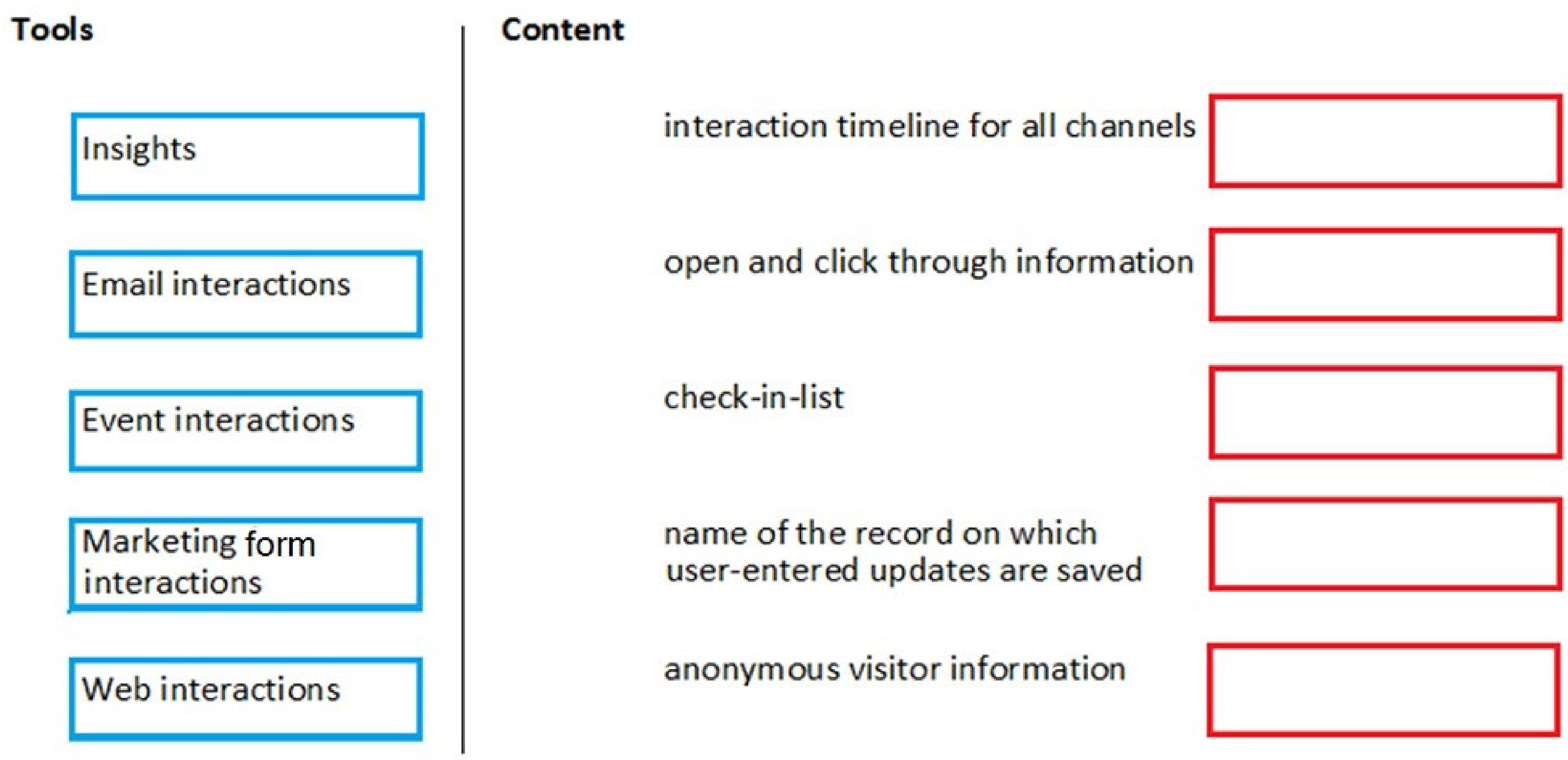
You have a subscription to Dynamics 365 for Marketing.

You need to recommend which analytics tools should be used for each channel measured by your subscription.

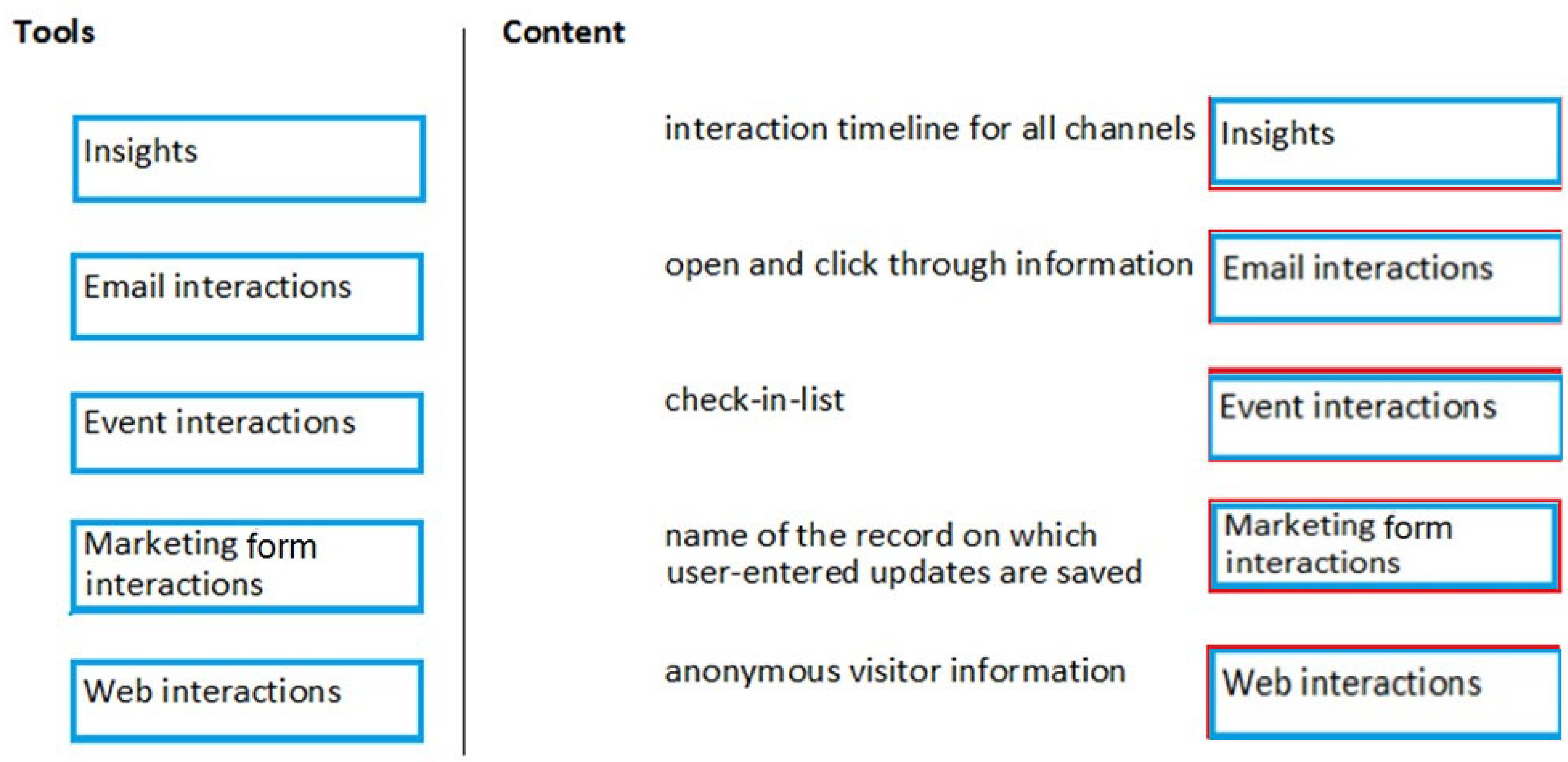
Which analytics tools should be used for seeing the data by contact or by lead? Each tool may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/insights#categories

catalene Highly Voted 3 years, 3 months ago

it is correct answer.

upvoted 17 times

Question #9 Topic 8

You are the manager of Internet sales for your company.
You have been asked to create and distribute a post-purchase survey to both registered and guest customers purchasing on your site.
Which three things will be true about the distribution of your survey? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. When distributing your Dynamics 365 for Marketing Survey, you may invite either anonymous or non-anonymous respondents.

B. An optional invitation email, utilizing either a direct email or an email template, may be sent to each potential non-anonymous respondent.

C. As an option, the design of your survey can include a limitation that restricts multiple completions by a single non-anonymous respondent.

D. All respondents will receive the exactly same hyperlink to connect them to the survey that you are inviting them to complete.

Correct Answer: *ABC*
References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/distribute-survey

AveryGT 3 years, 2 months ago
Question is outdated.
FormsPro/Customer Voice is now the new survey functionality.
upvoted 2 times

slothstalk 3 years, 3 months ago
Voice of the Customer was deprecated on July 1, 2020.
upvoted 2 times

Question #10 *Topic 8*

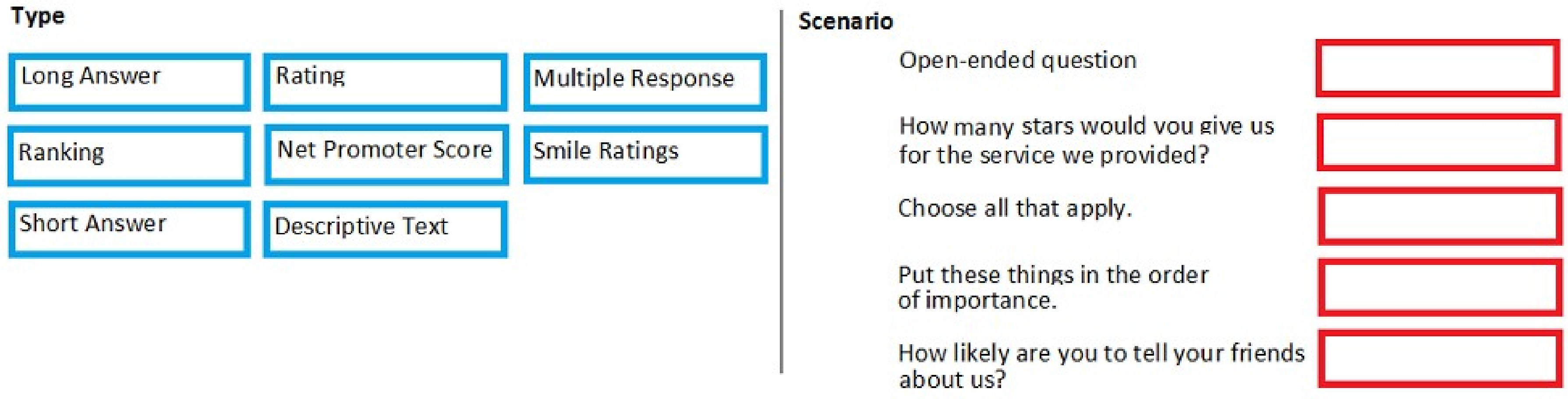
DRAG DROP -

You are creating a survey using a Dynamics 365 for Marketing Surveys. You need to include multiple question types.

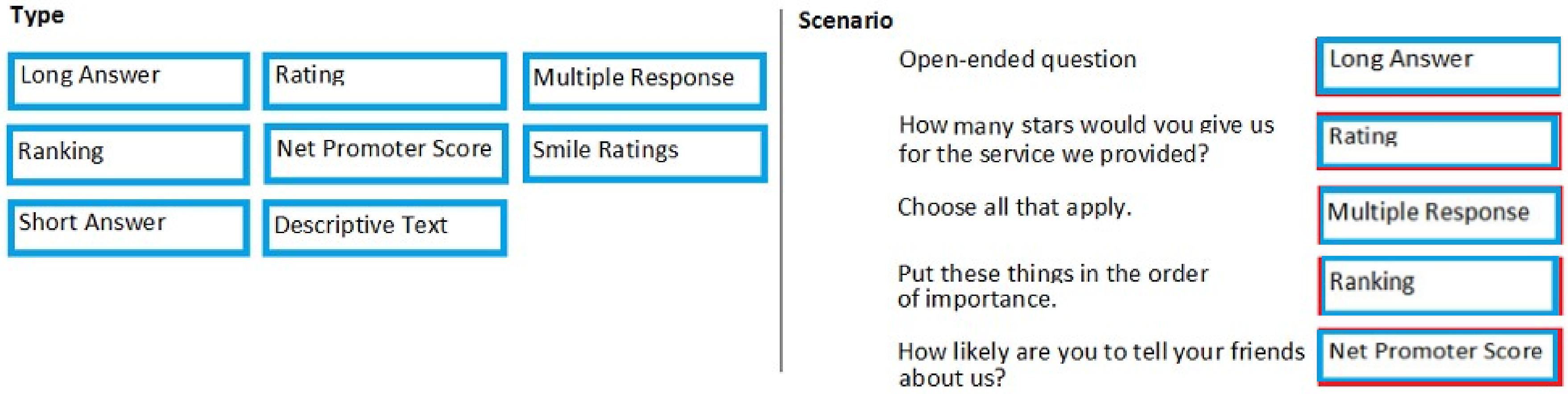
Which survey question types presents the best choice for each scenario/example presented? To answer, drag the appropriate survey question to the scenario/ example. Each survey question type may be used once, more than once or not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



References:

https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey

jakub_kangur 12 months ago

now we have Customer Voice :) I would say: 12345

upvoted 2 times

AveryGT 3 years, 2 months ago

Smile rating will also an option instead of Net Promoter Score.
Besides this, the question is outdated.

upvoted 3 times

Candy2002 1 year ago

Not really, according to the updated document, Smile rating is under rating.

upvoted 2 times

slothstalk 3 years, 3 months ago

Voice of the Customer was deprecated July 1, 2020. We now use MS Forms Pro.

upvoted 3 times

Question #11 *Topic 8*

You are creating a customer survey and you want to get good responses.
You need to analyze the responses to provide actions to best suit your organization.
Which three responses are considered best practice? (Choose three.) Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

A. Define an objective for your survey so that you can ensure that all questions serve that objective.

B. Make your surveys long so that you customers can get a chance to provide as much information as possible.

C. Be sure to mention the estimated time to complete, along with a brief overview in your invitation.

D. Previewing or testing your survey is unnecessary because your survey tool will automatically catch errors.

E. Try to organize the survey in a way that groups all related questions together in sections.

Correct Answer: *ACE*
References:
https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey

iThem Highly Voted 3 years, 5 months ago
Of Course ACE
A. Define an objective for your survey so that you can ensure that all questions serve that objective.
B. Make your surveys long so that you customers can get a chance to provide as much information as possible. (Long surveys will always tend to have a very low participation score and a high drop-out rate during the Survey)
C. Be sure to mention the estimated time to complete, along with a brief overview in your invitation.
D. Previewing or testing your survey is unnecessary because your survey tool will automatically catch errors.(Previewing and testing your survey, will be a key element in avoiding errors in design and reporting errors you have made. The tool will not do any typing error analysis, it does not have enough artificial intelligence to guess the nonsense.)
E. Try to organize the survey in a way that groups all related questions together in sections.

Correct answer : A-C - E in this case
upvoted 8 times

Smith1 Most Recent 3 years, 2 months ago
VOC is deprecated
upvoted 3 times

Question #12 *Topic 8*

You are a functional consultant working with Dynamics 365 Customer Voice.

You are tasked with planning a survey that will be distributed for anonymous response.

Which action is required during survey variable configuration to capture the Email of the anonymous respondent?

A. Enable the Anonymous responses in the distribution settings.

B. Turn on track email in the distribution settings.

C. Add the Email variable in the Personalization customization.

D. Turn on the toggle for Save value in the Email variable.

Correct Answer: *D*

Nyanne 1 month, 2 weeks ago
Selected Answer: C
Correct answer is C. There is no existing variable for email so it needs to be created manually.
upvoted 1 times

Question #13 *Topic 8*

DRAG DROP

-

You are creating a survey using Dynamics 365 Customer Voice. You need to include multiple question types.

Which survey question type presents the best choice for each scenario/example presented? To answer, drag the appropriate survey question type to the scenario/example. Each survey question type 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 content.

NOTE: Each correct selection is worth one point.

Answer Area

Type	Scenario	
Single Response	Choose one of the answers provided.	
Fixed Sum	Divide 100 points over these 5 items by these criteria.	
Numerical Response	How many times did you do something?	
Rating		
Multiple Response		
CSAT		

Correct Answer:

Answer Area

Type	Scenario	
Single Response	Choose one of the answers provided.	Single Response
Fixed Sum	Divide 100 points over these 5 items by these criteria.	Fixed Sum
Numerical Response	How many times did you do something?	Numerical Response
Rating		
Multiple Response		
CSAT		

Nyanne 1 month, 2 weeks ago

There is no question type called numerical or fixed sum.

Answer should be:
1. Single Response
2. Rating - rating question can have a custom score applied out of 100, weighted differently against each of the 5 rating options
3. Single Respone - restriction can be applied to this question type to only accept numerical values

upvoted 1 times

Question #14 *Topic 8*

You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent out the link through email for responses.

You want to understand the outcome from the Satisfaction Metrics report and identify the metrics created by default in Dynamics.

For the metrics, what are the three charts created by default in Dynamics? Each correct answer presents a complete solution.

A. Respondents – tracked and anonymous

B. Sentiment

C. Net Promoter Score

D. Total Responses

E. CSAT

Correct Answer: *BCE*

TwelveConsulting 2 days, 22 hours ago

Not agree

upvoted 1 times

Question #15 *Topic 8*

You are a marketing analyst at Contoso, Ltd. The sales manager wants to utilize a real-time survey embedded in a web page to feed data into customer records. The survey manager would like to distribute the survey through email.

You need to ensure that when the user opens the survey it loads within the corporate website. In the survey, you go to Send and then Embed Survey.

What should you do next to embed your survey?

A. Select Pop Up Window and place the generated code in your website.

B. Select In-Line and place the generated code in your website.

C. Select Button and place the generated code in your website.

D. Place the generated code in your website.

Correct Answer: *B*

Nyanne 1 month, 2 weeks ago

Selected Answer: D

Option D would also be correct, since 'In-line' is selected by default. So user would just need to copy the code and embed in the website.

upvoted 2 times

Question #16 *Topic 8*

You are a Dynamics 365 functional consultant for Contoso Ltd. Contoso is expanding to other countries/regions and you need to translate one of your English surveys into French.

Which step should you take to translate the survey so that all of your existing segments and journeys remain intact?

A. Update the existing survey, and translate the labels to French.

B. Clone the survey, and translate all labels to French.

C. Set the form to multilingual, add French, and then translate the labels.

D. Create a branched survey that asks the language preference. Then, display the appropriate translated section.

Correct Answer: *C*

Nyanne 1 month, 2 weeks ago

Selected Answer: A

There is no option for multi lingual.
Simply select the additional language (French) from custimsation section, then update each of the labels to french

upvoted 1 times

Question #17 *Topic 8*

You are a marketing manager. Your team has created a survey and sent out the link through email for responses.

You want to obtain an overview of the responses through the default Microsoft Dynamics 365 Customer Voice satisfaction metrics report.

Which three charts are offered in the report? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. CSAT

B. Net Promoter Score

C. Total Responses

D. Respondents - tracked and anonymous

E. Sentiment

Correct Answer: *ABE*

Question #18 *Topic 8*

You are a marketing analyst at Contoso, Ltd. The sales manager wants to post a Microsoft Dynamics 365 Customer Voice feedback survey on the company website.

The sales manager wants the entire survey to display statically in a page on the site.

What should you do?

A. Add the HTML source code for the survey to the web page.

B. Add the button embed code for the survey to the web page.

C. Add the inline embed code for the survey to the web page.

D. Add the pop-up window embed code for the survey to the web page.

Correct Answer: *C*

Nyanne 1 month, 2 weeks ago

correct

upvoted 1 times

Question #19 *Topic 8*

You created several surveys in Microsoft Dynamics 365 Customer Voice.

You need to leverage the integration with Customer Voice in Microsoft Dynamics 365 Marketing.

What are three ways you can do so? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Use question responses in lead scoring model configurations.

B. Use question responses in segmentations.

C. Refer to surveys in the outbound customer journeys designer.

D. Add questions as content library.

E. Add survey links using out-of-the-box controls.

Correct Answer: *BCE*

Nyanne 1 month, 2 weeks ago

correct

upvoted 1 times

Topic 9 - Testlet 1

Question #1 *Topic 9*

Introductory Info

Case study -

This is a case study. Case studies are not timed separately. You can use as much exam time as you would like to complete each case. However, there may be additional case studies and sections on this exam. You must manage your time to ensure that you are able to complete all questions included on this exam in the time provided.

To answer the questions included in a case study, you will need to reference information that is provided in the case study. Case studies might contain exhibits and other resources that provide more information about the scenario that is described in the case study. Each question is independent of the other questions in this case study.

At the end on this case study, a review screen will appear. This screen allows you to review your answers and to make changes before you move to the next section of the exam. After you begin a new section, you cannot return to this section.

To start the case study -

To display the first question in this case study, click the Next button. Use the buttons in the left pane to explore the content of the case study before you answer the questions. Clicking these buttons displays information such as business requirements, existing environment, and problem statements. If the case study has an All Information tab, note that the information displayed is identical to the information displayed on the subsequent tabs. When you are ready to answer a question, click the Question button to return to the question.

Overview. General overview -

ProseWare, Inc.'s marketing departments are split into these business units:

The three geographical business units have business unit-level data access.

The Marketing Oversight and Marketing Administration business units have organizational-level data access.

The Licensing business unit has user-level data access.

General working hours for ProseWare, Inc. is 9am to 6pm, Monday through Friday, local time for each office.

You are a Marketing Professional at ProseWare, Inc., Ltd. for the Dynamics 365 Marketing system.

Part of your role is to function as one of the Marketing Administrators, specializing in compliance and adherence to company brand standards. You will approve marketing content before it is made publicly available.

Overview. Users -

Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.

Marketing Strategists create and edit lead scoring models, marketing segments and Surveys.

Marketing Designers will focus on creating Marketing Pages and Emails as well as adding photos and tags to ProseWare, Inc.'s marketing library.

Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped

Contacts.

These Users are in a Team called `BU Admin` and have Parent-level data access.

Marketing Administration includes several areas of responsibility. All of the staff in this Business Unit perform the following tasks:

Audit subscriptions to ensure each business unit stays within the limits set by ProseWare, Inc. and the subscription itself.

Audit all marketing messaging to ensure adherence to ProseWare, Inc.'s brand standards.
Monitor marketing pages to ensure content is kept current.
Investigate any blocked emails and fix any issues found, if possible.
Continue to adjust settings as necessary within the system.
Marketing Oversight is responsible for ensuring compliance with privacy practices and laws, including GDPR Privacy administration. They are also involved in the content approval process. Some Users will have additional privileges such as:
LinkedIn integration administration
Litmus Inbox Preview
GDPR Privacy administration

Overview. Compliance -
As ProseWare, Inc. Marketing Designers create a digital marketing library.
Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.
All marketing content must include the company logo, utilize the company colors (Burgundy and Cream), have properly formatted sentence structure, and follow generally accepted grammar rules.
Content includes:
Landing Pages
Subscription Centers
Forward to a Friend
Voice of the Customer
Event management

Embedded Forms -
▪
All Marketing Pages with more than 2,500 views monthly must be reviewed quarterly to ensure content is updated and meets brand standards.
Existing environment. Dynamics 365 Marketing
ProseWare, Inc.'s system has been in use for just one year.
Marketing Contacts were recently purged to remove all those whose lead score was less than 50.
All marketing content in ProseWare, Inc.'s extensive library was recently audited to ensure compliance with all of ProseWare, Inc.'s guidelines.
This system does not include any custom development.
Optimization has been performed to maximize functionality for the type of marketing information ProseWare, Inc. wishes to send out, and the results they wish to analyze.
All of this work has been completed using client-side configuration tools.
Existing environment. Approval processes
Approval processes are in place to ensure adherence to brand standards and compliance with all relevant laws.
Each Business Unit's Marketing Administrator approves all marketing content except Customer Journeys.
Marketing Oversight gives approval for Customer Journeys.
Approval processes are enabled for Marketing Emails, Marketing Pages, Events and Surveys.
Existing environment. Licensing and subscriptions
ProseWare, Inc. has a total of 10 Dynamics 365 for Marketing licenses for each of the three geographic Business Units, one of which is the Administrator license.
All other business units have 5 licenses each.
Each Business Unit has a subscription that includes a quota of 25,000 contacts; 2,500,000 Marketing email messages. Monthly reporting ensures each business unit stays within this limit.
Each Marketing Administrator has a Litmus Inbox Preview account with 1,000 views per year.

Existing environment. Add-ins -
ProseWare, Inc. staff will utilize LinkedIn extensively for their marketing efforts.
Marketing Administration will configure the LinkedIn integration and assure all relevant marketing messages meet the requirements necessary to market to
LinkedIn Leads.
Click-throughs on LinkedIn messages will generate an addition of 100 lead score points.
GDPR Privacy must be enacted on Customer Journeys for all recipients so as to comply with international laws, as ProseWare, Inc. has many contacts in Europe.
Each Contact in your database must be given clear directions as to how they can modify / disable the permissions they have given ProseWare, Inc. regarding contacting them.
This must be perpetually available.

ProseWare, Inc. wishes to use AI (artificial intelligence) to maximize the effectiveness of all marketing efforts.
Your system has already been enabled to use the Smart Scheduler functionality.
International compliance and access
The use of Power BI will require you to set up Azure Blob Storage and give some of your users adequate permissions to use the information stored there.
All public content must comply with applicable national and international laws.
For the GDPR privacy requirements for European recipients, ProseWare, Inc. provides perpetual access to navigation sites that enable them to manage the permissions that govern ProseWare, Inc.'s permission to contact them.
Marketing Oversight is responsible for ensuring these sites are being visited as frequently as expected.
Requirements. Creating marketing content
Activity templates will be used to provide follow-up with marketing Contacts as appropriate.
When testing with A/B emails, one test email must include a picture/graphic change, and the other test email will include a Subject change.
As digital content templates are developed, Marketing Administration will be responsible for ensuring each one complies with ProseWare, Inc.'s brand standards.
ProseWare, Inc. specifically wishes to avoid known issues with specific email clients.
Several social media accounts have been configured and authenticated.
All postings are to be made Public, the widest visibility.
Existing and prospective leads who click these messages will generate 100 lead scoring points.
All marketing materials that are made publicly available through ProseWare, Inc. must meet privacy requirements.
Requirements. Sending marketing content
A custom entity called `Differentiator` is used as a reference for every contact. All segments need to include sorting by this entity.
Marketing Emails should be sent from an individual so as to avoid spam filters that block generic email addresses.
ProseWare, Inc. requires controls on all Customer Journeys that will send emails at times when recipients are most likely to open them.
Marketing emails will be sent out as A/B to 10% of the recipients each, then wait 36 hours to send the remainder.
▪
Customer Journeys must include the ability to capture contact info for anyone who isn't already in the database.
Any Contact who fails to open 5 consecutive email messages should be marked as `Do not email.`
Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

Requirements. Lead scoring -
Lead scoring will be based on the following:
Interaction with website content
Previous Event registration (1 point per event registration)
Demographic details
Leads with a score of 200 or more should be flagged as sales ready.

Requirements. Events -
Unless instructed otherwise, all events will use these default settings:
Marketing: A website will be created. All LinkedIn messages will be scheduled to post during the business day.
Registration: Require an email. Create waitlist once max capacity is reached. Past attendees get $20 off registration price. Any Lead who registers gets 150 points per event added to their lead score.
Registration Confirmation Email: Include info about the selected Track and all its classes. Include webinar link.
Format: Include webinar option, even for in-person sessions.
Tracks: Include at least 2, and have registrants select one.
Sessions: Length is 1.5 hours.
Website: Post all public information, including tracks, classes, speakers, schedule, webinar links.
Speakers: Will be paid and receive free lodging and meals. Allowed to bring 1 additional person at no charge.
Hotel: When one is required, reserve a block of rooms. Attendees must register through the event to get a special rate.
Sponsors: Get mentions on the website, at the Keynote speech, and at the beginning of each day.
Event Follow-Up Survey: Send via email one week after the event.

Analysis and reporting -
Analysis and reporting is necessary for the following elements:
lead scoring models - to ensure optimal usage/results.
email insights - for unique opens and click-thru information.
website insights - to determine the most popular web pages.
marketing form interactions - to see which forms were submitted most frequently. incomplete journeys - to identify messages that can be improved.

All emails marked as blocked need to be analyzed and grouped as to the reason for the block.
Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped.
Contacts are sometimes stopped in the middle of a Customer Journey because ProseWare, Inc. reached the email send quota for that month. These blocked
Contacts should be added to a new segment and retried the first of the following month.
The Privacy Policy must be reviewed quarterly to ensure accuracy and compliance with applicable laws.
For A/B email testing, there will always be two test emails created to maximize analysis.

Planned changes -
As new Users are hired, Marketing Oversight is responsible for giving them accurate privileges and security related to their roles.
Each User must be given the freedom to accomplish their tasks, and yet not given permission to use tools outside their area of responsibility.
ProseWare, Inc. is considering adding a new Business Unit for the South American continent.
Marketing Oversight is responsible for researching all applicable laws and modifying ProseWare, Inc.'s brand standards appropriately.
Marketing Professionals wish to create custom analytics with Power BI. This requires:
Azure Blob Storage set up.
Giving some of your users adequate permissions to use the information stored there.

Question
DRAG DROP -
Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below.
To answer, drag the Staff to the appropriate Activity. Each Staff item 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 content.
NOTE: Each correct selection is worth one point.
Select and Place:

Answer Area

Staff	Activities	
Marketing Professionals	Analyze Marketing Page performance	
All Marketing Users	Investigate blocked emails	
Marketing Oversight Business Unit members	Use Customer Insights for reporting	
BU Admin Team members	Go Live	
Marketing Administration Business Unit members	Request Approval	

Correct Answer:

Answer Area

Staff	Activities	
Marketing Professionals	Analyze Marketing Page performance	Marketing Administration Business Unit members
All Marketing Users	Investigate blocked emails	Marketing Administration Business Unit members
Marketing Oversight Business Unit members	Use Customer Insights for reporting	Marketing Professionals
BU Admin Team members	Go Live	Marketing Professionals
Marketing Administration Business Unit members	Request Approval	Marketing Professionals

Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.

Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped

Contacts.

Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

DJBR08 11 months, 3 weeks ago

Read the case:
My answer
1.BU Admin
2.BU Admin
3.Marketing Pro
4.Marketing Pro
5.BU Admin

upvoted 1 times

DJBR08 11 months, 2 weeks ago

Correction:
1.BU Admin
2.BU Admin
3.Marketing Pro
4.Marketing Pro
5.Marketing Pro

upvoted 1 times

Power_Ninja 1 year ago

Seems correct

upvoted 2 times

Question #2 Topic 9

Introductory Info

Case study -

This is a case study. Case studies are not timed separately. You can use as much exam time as you would like to complete each case. However, there may be additional case studies and sections on this exam. You must manage your time to ensure that you are able to complete all questions included on this exam in the time provided.

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Continue to adjust settings as necessary within the system.
Marketing Oversight is responsible for ensuring compliance with privacy practices and laws, including GDPR Privacy administration. They are also involved in the content approval process. Some Users will have additional privileges such as:
LinkedIn integration administration
Litmus Inbox Preview
GDPR Privacy administration

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This must be perpetually available.
ProseWare, Inc. wishes to use AI (artificial intelligence) to maximize the effectiveness of all marketing efforts.
Your system has already been enabled to use the Smart Scheduler functionality.
International compliance and access

The use of Power BI will require you to set up Azure Blob Storage and give some of your users adequate permissions to use the information stored there.
All public content must comply with applicable national and international laws.
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Tracks: Include at least 2, and have registrants select one.
Sessions: Length is 1.5 hours.
Website: Post all public information, including tracks, classes, speakers, schedule, webinar links.
Speakers: Will be paid and receive free lodging and meals. Allowed to bring 1 additional person at no charge.
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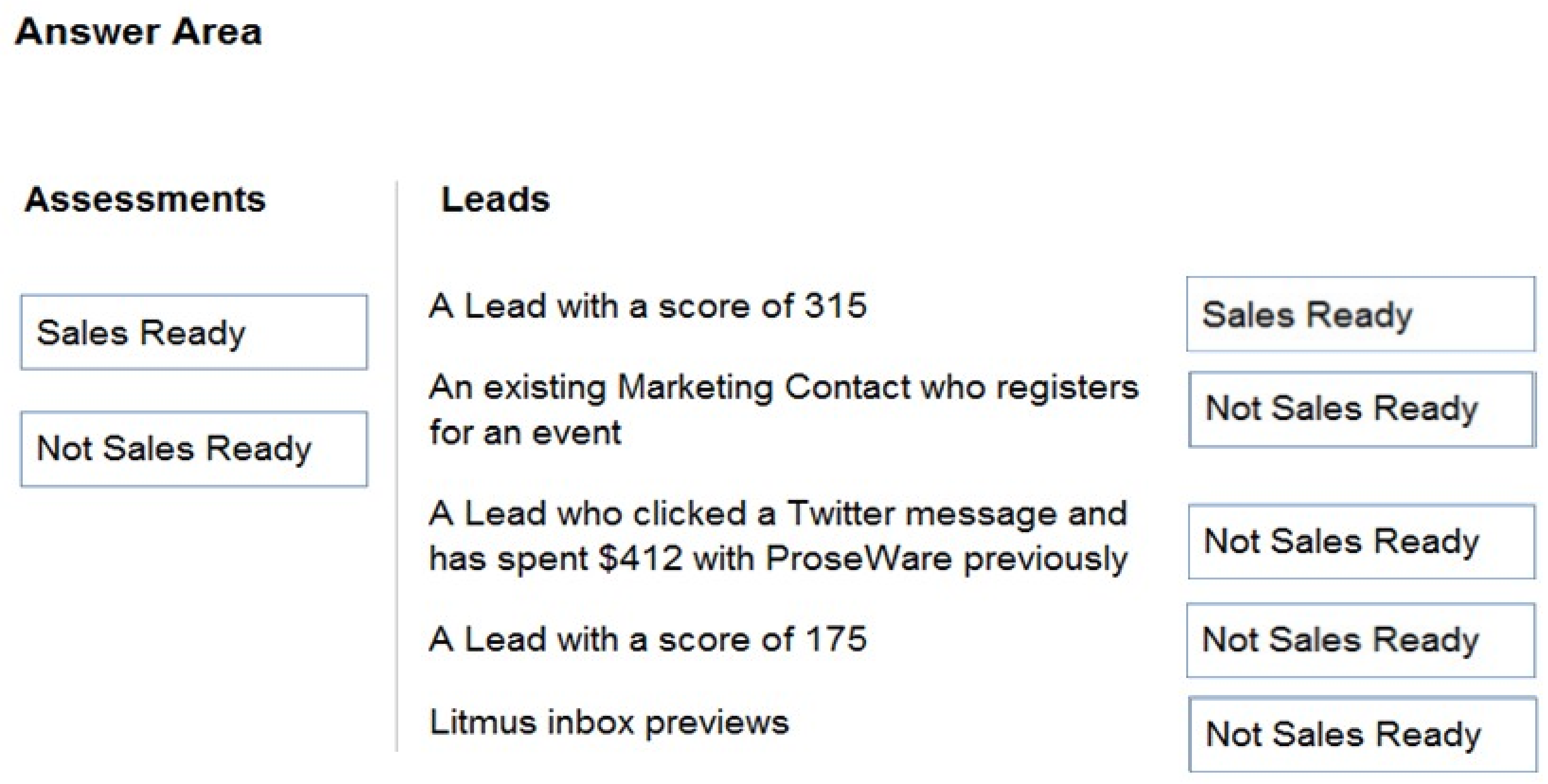
Question
DRAG DROP -
Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.
To answer, drag the Assessment to the appropriate Lead. Each Assessment may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.
Select and Place:

Answer Area

Assessments	Leads	
Sales Ready	A Lead with a score of 315	
Not Sales Ready	An existing Marketing Contact who registers for an event	
	A Lead who clicked a Twitter message and has spent $412 with ProseWare previously	
	A Lead with a score of 175	
	Litmus inbox previews	

Correct Answer:



V12345678910 Highly Voted 1 year, 3 months ago

would the the contact that registers be ready since they purged everyone who's under 50 points and you get 150 for registering for an event?

upvoted 10 times

Candy2002 12 months ago

Agree! B sounds to be Sales Ready as per your comment.

upvoted 2 times

Symo_85 1 year ago

Correct! Then: A & B seem to be the correct answers

upvoted 2 times

antboii Most Recent 1 year, 6 months ago

Seems correct

upvoted 2 times

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Question

In order to follow recommended guidelines, you will need to synchronize only those entities that are necessary to meet ProseWare's business objectives.

In addition to the typical entities synced automatically (contact, accounts, events, interactions, etc), which two additional entities will ProseWare need to enable for synchronization? Each answer represents a partial solution.

A. Invoices

B. Work Orders

C. Differentiator

D. Cases

Correct Answer: *CD*

zukito3 Highly Voted 1 year, 3 months ago

I agree with Differentiator, but i don't understand why cases :/

upvoted 7 times

Candy2002 12 months ago

I think if it is related to this "ProseWare, Inc. specifically wishes to avoid known issues with specific email clients.", need to avoid known issue, so there will be incident management froim clients?

upvoted 5 times

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Question

The time is currently 6:30pm on Monday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising an event.
Following ProseWare's standards, which two options will you choose when preparing this message? Each answer represents a partial solution.

A. Schedule Time is set to tomorrow at 9 am.

B. Post Visibility is set to Connections.

C. Schedule Time is set to immediate.

D. Post Visibility is set to Public.

Correct Answer: *AD*

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Overview. Compliance -
As ProseWare, Inc. Marketing Designers create a digital marketing library.
Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.
All marketing content must include the company logo, utilize the company colors (Burgundy and Cream), have properly formatted sentence structure, and follow generally accepted grammar rules.
Content includes:
Landing Pages
Subscription Centers
Forward to a Friend
Voice of the Customer
Event management

Embedded Forms -
▪
All Marketing Pages with more than 2,500 views monthly must be reviewed quarterly to ensure content is updated and meets brand standards.
Existing environment. Dynamics 365 Marketing
ProseWare, Inc.'s system has been in use for just one year.
Marketing Contacts were recently purged to remove all those whose lead score was less than 50.
All marketing content in ProseWare, Inc.'s extensive library was recently audited to ensure compliance with all of ProseWare, Inc.'s guidelines.
This system does not include any custom development.
Optimization has been performed to maximize functionality for the type of marketing information ProseWare, Inc. wishes to send out, and the results they wish to analyze.
All of this work has been completed using client-side configuration tools.
Existing environment. Approval processes
Approval processes are in place to ensure adherence to brand standards and compliance with all relevant laws.
Each Business Unit's Marketing Administrator approves all marketing content except Customer Journeys.
Marketing Oversight gives approval for Customer Journeys.
Approval processes are enabled for Marketing Emails, Marketing Pages, Events and Surveys.
Existing environment. Licensing and subscriptions
ProseWare, Inc. has a total of 10 Dynamics 365 for Marketing licenses for each of the three geographic Business Units, one of which is the Administrator license.
All other business units have 5 licenses each.
Each Business Unit has a subscription that includes a quota of 25,000 contacts; 2,500,000 Marketing email messages. Monthly reporting ensures each business unit stays within this limit.
Each Marketing Administrator has a Litmus Inbox Preview account with 1,000 views per year.

Existing environment. Add-ins -
ProseWare, Inc. staff will utilize LinkedIn extensively for their marketing efforts.
Marketing Administration will configure the LinkedIn integration and assure all relevant marketing messages meet the requirements necessary to market to
LinkedIn Leads.
Click-throughs on LinkedIn messages will generate an addition of 100 lead score points.
GDPR Privacy must be enacted on Customer Journeys for all recipients so as to comply with international laws, as ProseWare, Inc. has many contacts in Europe.
Each Contact in your database must be given clear directions as to how they can modify / disable the permissions they have given ProseWare, Inc. regarding contacting them.
This must be perpetually available.
ProseWare, Inc. wishes to use AI (artificial intelligence) to maximize the effectiveness of all marketing efforts.
Your system has already been enabled to use the Smart Scheduler functionality.
International compliance and access

The use of Power BI will require you to set up Azure Blob Storage and give some of your users adequate permissions to use the information stored there.
All public content must comply with applicable national and international laws.
For the GDPR privacy requirements for European recipients, ProseWare, Inc. provides perpetual access to navigation sites that enable them to manage the permissions that govern ProseWare, Inc.'s permission to contact them.
Marketing Oversight is responsible for ensuring these sites are being visited as frequently as expected.
Requirements. Creating marketing content
Activity templates will be used to provide follow-up with marketing Contacts as appropriate.
When testing with A/B emails, one test email must include a picture/graphic change, and the other test email will include a Subject change.
As digital content templates are developed, Marketing Administration will be responsible for ensuring each one complies with ProseWare, Inc.'s brand standards.
ProseWare, Inc. specifically wishes to avoid known issues with specific email clients.
Several social media accounts have been configured and authenticated.
All postings are to be made Public, the widest visibility.
Existing and prospective leads who click these messages will generate 100 lead scoring points.
All marketing materials that are made publicly available through ProseWare, Inc. must meet privacy requirements.
Requirements. Sending marketing content
A custom entity called `Differentiator` is used as a reference for every contact. All segments need to include sorting by this entity.
Marketing Emails should be sent from an individual so as to avoid spam filters that block generic email addresses.
ProseWare, Inc. requires controls on all Customer Journeys that will send emails at times when recipients are most likely to open them.
Marketing emails will be sent out as A/B to 10% of the recipients each, then wait 36 hours to send the remainder.
▪
Customer Journeys must include the ability to capture contact info for anyone who isn't already in the database.
Any Contact who fails to open 5 consecutive email messages should be marked as `Do not email.`
Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

Requirements. Lead scoring -
Lead scoring will be based on the following:
Interaction with website content
Previous Event registration (1 point per event registration)
Demographic details
Leads with a score of 200 or more should be flagged as sales ready.

Requirements. Events -
Unless instructed otherwise, all events will use these default settings:
Marketing: A website will be created. All LinkedIn messages will be scheduled to post during the business day.
Registration: Require an email. Create waitlist once max capacity is reached. Past attendees get $20 off registration price. Any Lead who registers gets 150 points per event added to their lead score.
Registration Confirmation Email: Include info about the selected Track and all its classes. Include webinar link.
Format: Include webinar option, even for in-person sessions.
Tracks: Include at least 2, and have registrants select one.
Sessions: Length is 1.5 hours.
Website: Post all public information, including tracks, classes, speakers, schedule, webinar links.
Speakers: Will be paid and receive free lodging and meals. Allowed to bring 1 additional person at no charge.
Hotel: When one is required, reserve a block of rooms. Attendees must register through the event to get a special rate.
Sponsors: Get mentions on the website, at the Keynote speech, and at the beginning of each day.
Event Follow-Up Survey: Send via email one week after the event.

Analysis and reporting -
Analysis and reporting is necessary for the following elements:
lead scoring models - to ensure optimal usage/results.
email insights - for unique opens and click-thru information.
website insights - to determine the most popular web pages.
marketing form interactions - to see which forms were submitted most frequently. incomplete journeys - to identify messages that can be improved.
▪
All emails marked as blocked need to be analyzed and grouped as to the reason for the block.
Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped.

Contacts are sometimes stopped in the middle of a Customer Journey because ProseWare, Inc. reached the email send quota for that month.
These blocked
Contacts should be added to a new segment and retried the first of the following month.
The Privacy Policy must be reviewed quarterly to ensure accuracy and compliance with applicable laws.
For A/B email testing, there will always be two test emails created to maximize analysis.

Planned changes -
As new Users are hired, Marketing Oversight is responsible for giving them accurate privileges and security related to their roles.
Each User must be given the freedom to accomplish their tasks, and yet not given permission to use tools outside their area of responsibility.
ProseWare, Inc. is considering adding a new Business Unit for the South American continent.
Marketing Oversight is responsible for researching all applicable laws and modifying ProseWare, Inc.'s brand standards appropriately.
Marketing Professionals wish to create custom analytics with Power BI. This requires:
Azure Blob Storage set up.
Giving some of your users adequate permissions to use the information stored there.

Question

Based on ProseWare's licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

A. Litmus inbox Previews = 100 per month

B. Marketing Emails Sent = 1,755,983

C. Australia Business Unit has 10 regular Users and 1 Administrator User

D. Marketing Contacts = 24,500

Correct Answer: *BD*

jakub_kangur 12 months ago

Selected Answer: BD

this is correct, as "Each Business Unit has a subscription that includes a quota of 25,000 contacts; 2,500,000 Marketing email messages. Monthly reporting ensures each business unit stays within this limit."

upvoted 3 times

TwelveConsulting 2 days, 3 hours ago

I think it should be A and C. Both the numbers you mention are under the limit stated in the case.
However, there is a limit of 1000 litmus per year. If the company does 100 per month, it would exceed the yearly limit at this rate : A
Then, There are 10 licenses for each BU including the Admin. Answer C involves 11 people, which is over the limit of 10 licenses. Then C

upvoted 1 times

Question #1 Topic 10

Introductory Info

Case study -

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Overview. General overview -

ProseWare, Inc.'s marketing departments are split into these business units:

The three geographical business units have business unit-level data access.

The Marketing Oversight and Marketing Administration business units have organizational-level data access.

The Licensing business unit has user-level data access.

General working hours for ProseWare, Inc. is 9am to 6pm, Monday through Friday, local time for each office.

You are a Marketing Professional at ProseWare, Inc., Ltd. for the Dynamics 365 Marketing system.

Part of your role is to function as one of the Marketing Administrators, specializing in compliance and adherence to company brand standards. You will approve marketing content before it is made publicly available.

Overview. Users -

Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.

Marketing Strategists create and edit lead scoring models, marketing segments and Surveys.

Marketing Designers will focus on creating Marketing Pages and Emails as well as adding photos and tags to ProseWare, Inc.'s marketing library.

Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped

Contacts.

These Users are in a Team called `BU Admin` and have Parent-level data access.

Marketing Administration includes several areas of responsibility. All of the staff in this Business Unit perform the following tasks:

Audit subscriptions to ensure each business unit stays within the limits set by ProseWare, Inc. and the subscription itself.

Audit all marketing messaging to ensure adherence to ProseWare, Inc.'s brand standards.
Monitor marketing pages to ensure content is kept current.
Investigate any blocked emails and fix any issues found, if possible.
Continue to adjust settings as necessary within the system.
Marketing Oversight is responsible for ensuring compliance with privacy practices and laws, including GDPR Privacy administration. They are also involved in the content approval process. Some Users will have additional privileges such as:
LinkedIn integration administration
Litmus Inbox Preview
GDPR Privacy administration

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Format: Include webinar option, even for in-person sessions.
Tracks: Include at least 2, and have registrants select one.
Sessions: Length is 1.5 hours.
Website: Post all public information, including tracks, classes, speakers, schedule, webinar links.
Speakers: Will be paid and receive free lodging and meals. Allowed to bring 1 additional person at no charge.
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Analysis and reporting is necessary for the following elements:
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website insights - to determine the most popular web pages.
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Contacts should be added to a new segment and retried the first of the following month.
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For A/B email testing, there will always be two test emails created to maximize analysis.

Planned changes -
As new Users are hired, Marketing Oversight is responsible for giving them accurate privileges and security related to their roles.
Each User must be given the freedom to accomplish their tasks, and yet not given permission to use tools outside their area of responsibility.
ProseWare, Inc. is considering adding a new Business Unit for the South American continent.
Marketing Oversight is responsible for researching all applicable laws and modifying ProseWare, Inc.'s brand standards appropriately.
Marketing Professionals wish to create custom analytics with Power BI. This requires:
Azure Blob Storage set up.
Giving some of your users adequate permissions to use the information stored there.

Question

Which two statements must be true in order for a User to approve marketing content? Each answer presents part of the solution.

A. The Status on the marketing content must be Approval Required.

B. The User must be in the Marketing Oversight Team or be a Marketing Professional.

C. The Status on the marketing content must be Draft.

D. The User must be in the BU Admin Team or in the Marketing Oversight business unit.

Correct Answer: *AD*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/developer/marketing-approvals-feature

Question #1 *Topic 11*

Introductory Info

Case study -

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To start the case study -

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About the Organization -

Contoso, Ltd. is an award-winning IT and Business skills training provider. They provide online and on-site training across Europe, North America, and Japan.

They have won several awards throughout their 20-year span in the training industry.

Contoso offers training in various topics and areas, such as Business Analyst, Digital Marketing, Oracle Apps, Microsoft Azure, Office 365, Dynamics 365 Stack,

Foreign Languages, Cisco, et cetera.

Contoso has its main offices in North America, Europe and Japan. Their global headquarters are based in Redmond, Washington. Each regional office has its own sales and marketing teams, and perform focused Marketing Campaigns based on the operating region, in order to meet the local market demands. They use in- house developed applications to manage their marketing and sales efforts.

Until 2019, Contoso's business was 70% on-site and 30% online, and their marketing efforts were in line with this model. Almost 35% of their total business revenue comes from three countries/regions in Europe: Denmark, Sweden, and Norway. As part of their 2021 business plan, Contoso changed their business strategy and moved the majority of their courses online. The goal is to have all courses fully online by the end of 2021. As part of this new business strategy,

Contoso started using Dynamics 365 Marketing and Dynamics 365 Sales, and wants to move away from their existing in-house applications.

Office hours are from 9:00AM to 5:00PM every day of the week, except for holidays which have no work hours. These office hours apply to all offices, using their local time zones. Contoso also has a 24/7 support team Operating out of Redmond, USA, which handles all customer-related queries from all regions.

Existing Environment -

Contoso's existing environment consists of the following applications:

Dynamics 365 Marketing

Dynamics 365 Sales - 120 Users

Custom Built Customer Service Portal

A Call Center application for the 24/7 Support Team

Custom build CRM Application for Lead and Sales Management

Office 365

SharePoint integrated with D365 Sales

Dynamics 365 App for Outlook

Microsoft Teams

The Marketing Team -

Contoso, Ltd. has a Marketing team of 30 members throughout the organization.

Chief Marketing Officer (Entire Organization)

1 - Vice President of Marketing (Entire Organization)

3 - Marketing Heads, one for each region (North America, Europe, and Japan)
6 - Marketing Managers, two for each region (North America, Europe, and Japan)
18 - Marketing Professionals (a team of three, reporting to each Marketing Manager)
1 - Dynamics 365 Marketing Functional Consultant
The Marketing Team handles the following activities:
Customer Journeys
Customer Segmentation
Creating Email Templates
Creating Marketing Pages, Forms etc.
Event Management: Live Events and Webinars
Region-specific Marketing content generation
Customer Survey Management
Social Media Management
You are a Dynamics 365 Marketing functional consultant at Contoso, Ltd. Your responsibilities include:
Managing customer journeys and fixing any issues.
Reviewing all marketing survey responses to measure customer satisfaction in real-time.
Capturing and analyzing customer and employee feedback.
Providing Contoso with all the required solutions and trainings with regards to using the Dynamics 365 Marketing application.
▪
Building reports and dashboards, and presenting them to the Marketing department leadership using either the standard reports and dashboards, or using
Power BI.
Helping the marketing team in the localization of their customer journeys and surveys based on the region they are working in.

Requirements -

Localization is the key -
Contoso understands that localization is the key in some of the European markets such as Denmark, Sweden, and Norway. Contoso wants to make sure that:
the customer journeys and surveys are executed in the local languages of the above-mentioned countries/regions.
the Marketing Heads and Marketing Managers are restricted to the information within their operating regions.
for some of the courses and events, special focus is placed on the above three countries/regions. The marketing team should create content and email templates, and design customer journeys accordingly.
reports and dashboards are built to give an overview of the region-specific marketing activities.
there is also a global dashboard available to Management.

Other Critical Requirements -
Contoso organizes a lot of pre-scheduled demo sessions, limited time offers on specific courses, et cetera. They want to make sure that outdated information is not delivered to their customers.
Additionally, Contoso wants to:
identify the days and times when each contact is most likely to be actively reading their email, and deliver their messages accordingly.
create customer journey templates which are region- and language-specific.
create effective inbound customer journeys so that the customers are included in the right channel based on their interactions.
create different activity templates that can be triggered based on the customer interaction and the region they belong to.
have the ability include specific surveys as part of the customer journey.
have the ability to create multi-lingual surveys where the customer can choose their preferred language.
leverage some of the standard Power BI-based reports and dashboards to measure their marketing effectiveness and understand various performance metrics.
enable the sales team to send out surveys with minimum effort and access surveys from their Sales app.

Challenges -
These are some of the challenges Contoso is facing today. Contoso wants to address these as soon as possible.
Time zone difference between different regions is causing major issues for their global campaigns resulting in minimal response rates.
Localization efforts in the past have not yielded the desired results to Contoso, due the limitations in their execution.
Reports based on performance metrics of their campaigns always required manual inputs and a lot of Excel work.
Outbound and inbound customer journeys always required monitoring by a group of marketing team members. The team members needed to segregate the

▪ interactions based on the channels and then manually include them into the correct segments.
User adaptation, especially in the Sale team, is very low. Contoso wants to improve this by providing ease of navigation and avoid moving between different applications to access information.

Question

You need to create a customer journey for a global campaign related to the latest Contoso course offerings. All operating regions need to be covered.
Based on best practices, how many customer journeys and marketing emails do you need to create?

A. 4 marketing emails and 4 customer journeys

B. 5 marketing emails and 5 customer journeys

C. 2 marketing emails and 2 customer journeys

D. 1 marketing emails and 1 customer journey

Correct Answer: *B*
Reference:
https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns

AndreaDP 1 year, 8 months ago
I believe this is correct: North America, Europe (three localizations), Japan = 5.
upvoted 3 times

jakub_kangur 12 months ago
Why 3 in Europe? There is no statement that Contoso operates only in 3 European Countries. Who knows the right answer?
upvoted 2 times

Nyanne 1 month, 2 weeks ago
Its correct. The following statement outlines the 3 European locations:
"Contoso understands that localization is the key in some of the European markets such as Denmark, Sweden, and Norway. Contoso wants to make sure that:
the customer journeys and surveys are executed in the local languages of the above-mentioned countries/regions.
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for some of the courses and events, special focus is placed on the above three countries/regions. The marketing team should create content and email templates, and design customer journeys accordingly."
upvoted 1 times

AtomicAtom 1 year, 7 months ago
True - It would be better is there was an 8! North America has CA, US, & MX with English, Spanish, and French :)
upvoted 1 times

Question #2 Topic 11

Introductory Info

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Reviewing all marketing survey responses to measure customer satisfaction in real-time.
Capturing and analyzing customer and employee feedback.
Providing Contoso with all the required solutions and trainings with regards to using the Dynamics 365 Marketing application.
▪
Building reports and dashboards, and presenting them to the Marketing department leadership using either the standard reports and dashboards, or using
Power BI.
Helping the marketing team in the localization of their customer journeys and surveys based on the region they are working in.

Requirements -

Localization is the key -
Contoso understands that localization is the key in some of the European markets such as Denmark, Sweden, and Norway. Contoso wants to make sure that:
the customer journeys and surveys are executed in the local languages of the above-mentioned countries/regions.
the Marketing Heads and Marketing Managers are restricted to the information within their operating regions.
for some of the courses and events, special focus is placed on the above three countries/regions. The marketing team should create content and email templates, and design customer journeys accordingly.
reports and dashboards are built to give an overview of the region-specific marketing activities.
there is also a global dashboard available to Management.

Other Critical Requirements -
Contoso organizes a lot of pre-scheduled demo sessions, limited time offers on specific courses, et cetera. They want to make sure that outdated information is not delivered to their customers.
Additionally, Contoso wants to:
identify the days and times when each contact is most likely to be actively reading their email, and deliver their messages accordingly.
create customer journey templates which are region- and language-specific.
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have the ability include specific surveys as part of the customer journey.
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leverage some of the standard Power BI-based reports and dashboards to measure their marketing effectiveness and understand various performance metrics.
enable the sales team to send out surveys with minimum effort and access surveys from their Sales app.

Challenges -
These are some of the challenges Contoso is facing today. Contoso wants to address these as soon as possible.
Time zone difference between different regions is causing major issues for their global campaigns resulting in minimal response rates.
Localization efforts in the past have not yielded the desired results to Contoso, due the limitations in their execution.
Reports based on performance metrics of their campaigns always required manual inputs and a lot of Excel work.
Outbound and inbound customer journeys always required monitoring by a group of marketing team members. The team members needed to segregate the
▪ interactions based on the channels and then manually include them into the correct segments.
User adaptation, especially in the Sale team, is very low. Contoso wants to improve this by providing ease of navigation and avoid moving between different applications to access information.

Question

You have created a customer journey that does the following:

➾ Sends an email regarding a country/region-specific promotional offer.

➾ Creates a phone call activity and sends a text message to the contact.

Which set of actions should you take to activate your customer journey?

A. Check the country/region, check the localization check box. Validate, and then Publish.

B. Check the localization check box. Validate, check for errors, and then Publish.

C. Verify the segment and email language, check for errors, and then Go Live.

D. Verify the segment, check the country/region. Validate, and then Go Live.

Correct Answer: *C*

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/customer-journeys-create-automated-campaigns

Topic 12 - Testlet 4

Question #1

Topic 12

Introductory Info

Case study -

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Question

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 ג€Send Customer Voice survey from Dynamics 365 appג€ 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 ג€Send Surveyג€ 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 ג€Send Surveyג€ button on the Lead record.

C. 1. Click on ג€Enable Customer Voice on Sales Hub2 .€ג. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the ג€Send Surveyג€ button on the Lead record.

D. 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. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

Correct Answer: *D*
Reference:
https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365

Nyanne 1 month, 2 weeks ago
I assume the reason you cant use the 'Send survey' option, is because the survey hasnt been shared with sales team members?
"You can only send surveys that are shared with you or created by you. If no surveys are shared with you,"
https://learn.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365
upvoted 1 times

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Question

DRAG DROP -

You need to create a Global Customer Survey to capture the responses from your customers.

You need to make sure that Contoso's focused customers have the option to choose their preferred language while responding. You also need to automate customer journey actions based on the Customer Survey Response data.

Which five actions should you perform in sequence to achieve your goal? 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	Order
Add an If/then tile to further understand how contacts engage with the survey.	
Select the email tile. In the right pane, go to Email elements > + Add item and select Customer Voice survey in the drop down menu.	
Go to the customer journey designer. Then create or choose an existing customer journey with an email tile. Make sure the email tile is associated with an existing email.	
You can use Power Automate to include conditions to further understand how contacts engage with the survey.	
Create a Multi-Lingual Customer Survey with English, Danish, Swedish and Norwegian languages and translations.	
Create a customer survey and enable the localization option while adding the Survey to the Customer Journey.	
Create a Multi-Lingual Customer Survey with English and Japanese languages and translations.	
In the Email elements section, select a Dynamics 365 Customer Voice survey from the lookup field.	

Correct Answer:

Answer area

Steps

You can use Power Automate to include conditions to further understand how contacts engage with the survey.

Create a customer survey and enable the localization option while adding the Survey to the Customer Journey.

Create a Multi-Lingual Customer Survey with English and Japanese languages and translations.

Order

Create a Multi-Lingual Customer Survey with English, Danish, Swedish and Norwegian languages and translations.

Go to the customer journey designer. Then create or choose an existing customer journey with an email tile. Make sure the email tile is associated with an existing email.

Select the email tile. In the right pane, go to Email elements > + Add item and select Customer Voice survey in the drop down menu.

In the Email elements section, select a Dynamics 365 Customer Voice survey from the lookup field.

Add an If/then tile to further understand how contacts engage with the survey.

Reference:

https://docs.microsoft.com/en-us/dynamics365/marketing/customer-voice

Nyanne 1 month, 2 weeks ago

This is not clear..
This is meant for global distribution but the provided answer does not cater for adding all languages (including for North America and Japan).
Also I'm not sure how the final if/then statement could add any benefit..

upvoted 1 times