## **Microsoft**

MB-220 Exam

**Microsoft Dynamics 365 for Marketing** 



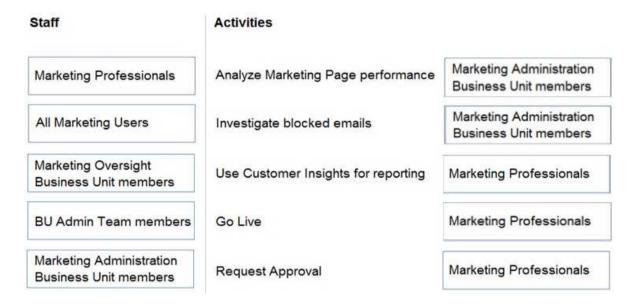
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# Version: 11.2

Question: 1		
DRAG DROP		
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	
Activities listed below. To answer, drag the Staff to th	tion, indicate which Staff is responsible for the appropriate Activity. Each Staff item maked to drag the split bar between panes of is worth one point.	ay be used once, more than
		Answer:
Explanation:		



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.

Question: 2		
DRAG DROP		
Assessments	Leads	
Sales Ready	A Lead with a score of 315	
	An existing Marketing Contact who registers	
Not Sales Ready	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	

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.

	Answer:	

Explanation:

Assessments	Leads	
Sales Ready	A Lead with a score of 315	Sales Ready
Not Sales Ready	An existing Marketing Contact who registers for an event	Not Sales Ready
Not Jales Ready	A Lead who clicked a Twitter message and	
	has spent \$412 with ProseWare previously	Not Sales Ready
	A Lead with a score of 175	Not Sales Ready
	Litmus inbox previews	Not Sales Ready
necessary to meet Pro-	mmended guidelines, you will need to synchronize seWare's business objectives. cal entities synced automatically (contact, accounts, entities will ProseWare need to enable for synchronically).	events, interactions, etc),
Explanation:		Answer: C, D
Question: 4		
LinkedIn post on the co	to tomorrow at 9 am. Co Connections. Cto immediate.	
D. 1 OSC VISIDINEY IS SECT	— — — — — — — — — — — — — — — — — — —	
Explanation:	_	Answer: A, D
Question: 5		

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

21 mar not m. 6 contacts 2 1,000	
	Answer: B, D
Explanation:	

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