



## MICROSOFT MB-220 STUDY GUIDE PDF

**Grab the Microsoft Dynamics 365 Marketing Certification PDF  
Questions & Answers**

**Details of the Exam-Syllabus-Questions**

**MB-220**

**Microsoft Certified - Dynamics 365 Marketing Functional Consultant Associate**

**40-60 Questions Exam - 700/1000 Cut Score - Duration of 120 minutes**

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## Get an Overview of the MB-220 Certification:

Who should take the [MB-220 exam](#)? This is the first question that comes to a candidate's mind when preparing for the Microsoft Dynamics 365 Marketing certification. The MB-220 certification is suitable for candidates who are keen to earn knowledge on the Microsoft Dynamics 365 and grab their Microsoft Certified - Dynamics 365 Marketing Functional Consultant Associate certification. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But MB-220 study guide PDF is here to solve the problem. MB-220 PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

## Why Should You Earn the Microsoft MB-220 Certification?

There are several reasons why one should grab the MB-220 certification.

- The Microsoft Dynamics 365 Marketing certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential employers.
- Thus earning the [Microsoft Certified - Dynamics 365 Marketing Functional Consultant Associate](#) is a powerful qualification for a prosperous career.

# What is the Microsoft MB-220 Dynamics 365 Marketing Certification Exam Structure?

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

## Enhance Knowledge with MB-220 Sample Questions:

### Question: 1

You are a marketing manager that uses Dynamics 365 Marketing. You monitor leads that are created from marketing activities. You need to determine how leads are created.

Which two ways can leads be created for a marketing contact?

Each correct answer presents a complete solution.

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

**Answer: b, d**

### Question: 2

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

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

**Answer: c**

**Question: 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

**Answer: c**

**Question: 4**

You are a marketing professional for Contoso, Ltd. You are creating a marketing form and want to add a subscription list. As you go through the tool box, you see the subscription list. You notice that there are not as many lists as expected.

Which criteria should be used to allow a subscription list to be visible in the toolbox?

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

**Answer: d**

**Question: 5**

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

How should you publish the event?

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

**Answer: d**

**Question: 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

**Answer: d**

**Question: 7**

You are a marketing professional who is marketing to an engineering segment. You need to create a new field for a marketing form.

The new field needs to be a number that can support a level of precision up to 7 decimal places. Which field type should you use?

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

**Answer: d**

**Question: 8**

You are a marketing professional for Contoso, Ltd. You have set up a webinar event showcasing the new features of a new product.

On the event record, you have set Allow anonymous registrations to Yes. When you check the portal website, you notice that you must create a registration account to register for the event.

Why might the event require you to register anonymously, despite the setting above?

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

**Answer: a**

**Question: 9**

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

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

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

**Answer: a**

**Question: 10**

Your marketing department has determined that they want to create a Customer Journey that will target marketing contacts that have visited your website in the past 12 months.

Which type of marketing segment should you create?

- a) Profile Segment
- b) Interaction Segment
- c) Landing Page Segment
- d) Customer Insight Segment

**Answer: b**

## What Study Guide Works Best in Acing the Microsoft MB-220 Microsoft Dynamics 365 Marketing Certification?

The MB-220 study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

## **Explore the Syllabus Topics and Learn from the Core:**

If you are determined to earn success in the Microsoft Dynamics 365 Marketing exam, getting in full touch of the [syllabus](#) is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

## **Make Your Schedule:**

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your study schedule must mention what areas you want to cover and within what time. Once you make a schedule and follow it regularly, syllabus completion becomes easier and preparation becomes smoother.

## **Get Expert Advice from the Training:**

If there is related Microsoft training, don't miss out the chance to join. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

## **Get Access to the PDF Sample Questions:**

If your study material is in a [PDF format](#) or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

## **Avoid Dumps and utilize the Microsoft MB-220 Practice Test:**

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self assessment method. Therefore, MB-220 practice tests always stand out to be the better choice than dumps PDF.

### **Avail the Proven MB-220 Practice Test for Success!!!**

Do you want to pass the MB-220 exam on your first attempt? Stop worrying; EduSum.com is here to provide you the best experience during your Microsoft Dynamics 365 Marketing Functional Consultant preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium [MB-220 practice tests](#). Our expert-designed questions help you to improve performance and pass the exam on your first attempt.