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Q&A

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Exam : **MB2-719**

Title : Microsoft Dynamics 365 for
Marketing

Version : DEMO

1.You need to track customer journey page visits.

Which content type tile should you use?

- A. marketing page
- B. event
- C. activity
- D. email message

Answer: A

Explanation:

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

2.You need to set up a new customer journey.

Which action can you perform?

- A. Add a marketing form as a child tile to a marketing email message.
- B. Add a marketing email message as a child tile to an event.
- C. Add a survey as a child tile to a marketing email message.
- D. Add a marketing email message as a child tile to a marketing page.

Answer: C

Explanation:

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/customer-journey-tiles-reference>

3.You identify a new lead. The individual continues in the customer journey.

When should the sales team engage with the lead?

- A. when a lead signs up for your newsletter
- B. the first time a lead opens your email.
- C. when the lead status reason is set to Qualified.
- D. when lead scoring sets the Sales Ready status to Yes.

Answer: D

Explanation:

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

4.You need to create a customer journey that targets a marketing segment. The customer journey must exclude contacts who have already subscribed to a subscription marketing list.

Which set of actions should you perform?

- A. Add a marketing list tile to the customer journey.
Set the containment method field to Exclusion.
Set the segment source field to subscription marketing list.
Select your subscription marketing list from the list of available subscription marketing lists.
- B. Add a new segment group tile to the customer journey.
Set the containment method field to Exclusion.
Set the segment source field to subscription marketing list.
Select your subscription marketing list from the list of available subscription marketing lists.
- C. Add a new update record tile to the customer journey.

Set the containment method field to Exclusion.

Set the segment source field to subscription marketing list.

Select your subscription marketing list from the list of available subscription marketing lists.

D. Add a new segment group tile to the customer journey.

Add a child segment tile to the segment group tile.

Set the containment method field to Exclusion.

Set the segment source field to subscription marketing list.

Select your subscription marketing list from the list of available subscription marketing lists.

Answer: D