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Title: Microsoft Dynamics 365

Fundamentals (CRM)

Version: DEMO

marketing list

- 1. Which two components are included in Dynamics 365 Marketing? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.
- A. Customer Voice survey
- B. Customer Service Hub
- C. Enterprise Asset Management
- D. Event management

Answer: AD **Explanation:**

Reference: https://docs.microsoft.com/en-gb/dynamics365/marketing/overview

2.DRAG DROP

A company uses Dynamics 365 Marketing.

Marketing team members must be able to group related customers for campaigns, market research, and surveys.

What should you recommend? To answer, drag the appropriate features to the correct requirements. Each feature 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

| Features | Requirement | Feature | |
|--|---|------------------------------|--|
| Marketing list only | Create a single campaign activity | 6. | |
| Marketing segment only | geared to a targeted audience. Create groups of related customers | | |
| Marketing segment or marketing list | for use in customer journeys. | | |
| Answer: | Answer Area | | |
| | | | |
| Features | Requirement | Feature | |
| Features Marketing list only | Requirement Create a single campaign activity geared to a targeted audience. | Feature Marketing list only | |

Explanation:

Marketing segment or marketing list

Box 1:

You cannot use marketing segments in a campaign.

Box 2:

You can only use one type of marketing list (a subscription list) for customer journeys. You can use any type of marketing segment for customer journeys.

Reference: https://docs.microsoft.com/en-gb/dynamics365/marketing/segments-vs-lists

3.HOTSPOT

A company plans to implement Dynamics 365 Marketing.

For each of the following statements, select Yes if the statement is true. Otherwise, select No. NOTE: Each correct selection is worth one point.

Answer Area

| Statement | Yes | No |
|--|-----|----|
| You can only query across accounts, leads, and marketing lists when building segments. | 0 | 0 |
| You can use quick campaigns with both marketing lists and marketing segments. | 0 | 0 |
| Answer: | | |
| Answer Area | | |
| Statement | Yes | No |
| You can only query across accounts, leads, and marketing lists when building segments. | 0 | 0 |
| You can use quick campaigns with both marketing lists and marketing segments. | 0 | O |

Explanation:

Reference: https://docs.microsoft.com/en-gb/dynamics365/marketing/segmentation-lists-subscriptions

4.HOTSPOT

A company has implemented Dynamics 365 Marketing.

You need to implement apps to meet the company's business requirements.

Which app should you use? To answer, select the appropriate options in the answer area. NOTE: Each correct selection is worth one point.

Answer Area

Scenario App

Collect feedback on the effectiveness of a marketing campaign.

LinkedIn Sales Navigator

Dynamics 365 Customer Insights

Dynamics 365 Customer Voice

Synchronize leads from LinkedIn to Dynamics 365 Marketing.

LinkedIn Sales Navigator LinkedIn Campaign Manager Dynamics 365 Customer Voice

Create a unified view of customer data from different sources.

Dynamics 365 Customer Insights
LinkedIn Sales Navigator
Dynamics 365 Customer Voice

Answer:

Answer Area

Scenario App

Collect feedback on the effectiveness of a marketing campaign.

LinkedIn Sales Navigator

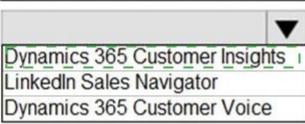
Dynamics 365 Customer Insights

Dynamics 365 Customer Voice

Synchronize leads from LinkedIn to Dynamics 365 Marketing.

LinkedIn Sales Navigator
LinkedIn Campaign Manager
Dynamics 365 Customer Voice

Create a unified view of customer data from different sources.



Explanation:

Reference:

https://docs.microsoft.com/en-gb/dynamics365/marketing/overview https://docs.microsoft.com/en-gb/dynamics365/marketing/linkedin-lead-gen-integration

5.A company integrates LinkedIn Campaign Manager with Dynamics 365 Marketing. Which two actions can the company perform using out-of-the-box features? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. Generate leads from LinkedIn.
- B. Create email templates for LinkedIn messages.
- C. Schedule and publish social posts.
- D. Create and publish events on LinkedIn.

Answer: AC Explanation:

Reference: https://seelogic.co.uk/technologies/dynamics-365/marketing-on-linkedin-with-dynamics-365-marketing/