Microsoft

MB-910 Exam

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps

Questions & Answers Demo

Version: 5.0

Question: 1	
Which two components are included in Dynamics 365 Marketing? Each complete solution.	correct answer presents a
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	
Question: 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	
Marketing segment only	geared to a targeted audience. Create groups of related customers	
Marketing segment or marketing list	for use in customer journeys.	
Explanation:		Answer:
	Answer Area	
Features	Requirement	Feature
Marketing list only	Create a single campaign activity geared to a targeted audience.	Marketing list only
Marketing segment only	Create groups of related customers	Marketing segment or
Marketing segment or marketing list	for use in customer journeys.	marketing list
Box 1: You cannot use marketing	segments in a campaign.	
Box 2: You can only use one type type of marketing segmen	e of marketing list (a subscription list) fo t for customer journeys.	r customer journeys. You can use any
Reference: https://docs.microsoft.cor	m/en-gb/dynamics365/marketing/segme	nts-vs-lists

Question: 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:
Explanation:		
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
Reference: https://docs.microsoft.com/en-gb/dynamics365/marketing/segme	entation-li	sts-subscriptions
Question: 4		
HOTSPOT		

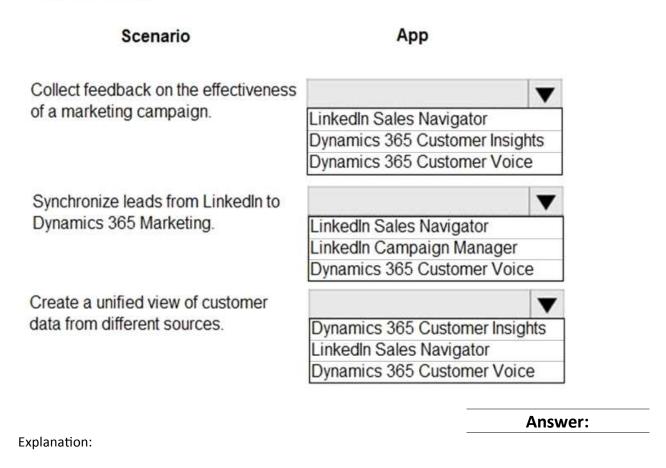
A company has implemented Dynamics 365 Marketing.

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



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

Reference:

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

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

Question: 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
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Explanation:

Reference:

 $\frac{https://seelogic.co.uk/technologies/dynamics-365/marketing-on-linkedin-with-dynamics-365-marketing/$