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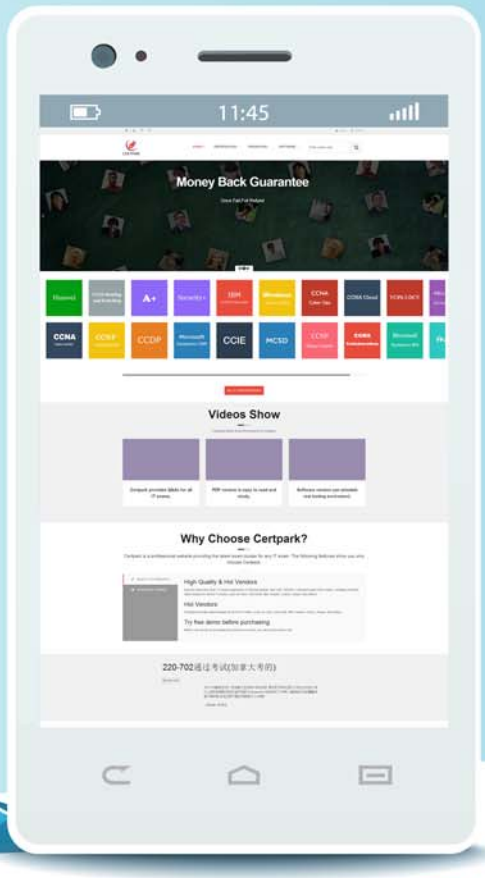

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Exam : **MB-220**

Title : Microsoft Dynamics 365 for Marketing

Version : DEMO

1. Topic 1, Case study ProseWare inc

Overview
This is a case study. Case studies are not timed separately. You can use as much exam time as you would like to complete each case. However, there may be additional case studies and sections on this exam. You must manage your time to ensure that you are able to complete all questions included on this exam in the time provided.

To answer the questions included in a case study, you will need to reference information that is provided in the case study. Case studies might contain exhibits and other resources that provide more information about the scenario that is described in the case study. Each question is independent of the other questions in this case study.

At the end on this case study, a review screen will appear. This screen allows you to review your answers and to make changes before you move to the next section of the exam. After you begin a new section, you cannot return to this section.

To start the case study
To display the first question in this case study, click the Next button. Use the buttons in the left pane to explore the content of the case study before you answer the questions. Clicking these buttons displays information such as business requirements, existing environment, and problem statements. If the case study has an All Information tab, note that the information displayed is identical to the information displayed on the subsequent tabs. When you are ready to answer a question, click the Question button to return to the question.

Overview. General overview
ProseWare, Inc.’s marketing departments are split into these business units:

The three geographical business units have business unit-level data access.
⇨ The Marketing Oversight and Marketing Administration business units have organizational-level data access.
⇨ The Licensing business unit has user-level data access.
General working hours for ProseWare, Inc. is 9am to 6pm, Monday through Friday, local time for each office.
You are a Marketing Professional at ProseWare, Inc., Ltd. for the Dynamics 365 Marketing system.
⇨ Part of your role is to function as one of the Marketing Administrators, specializing in compliance and adherence to company brand standards.
⇨ You will approve marketing content before it is made publicly available.

Overview. Users
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. Marketing Strategists create and edit lead scoring models, marketing segments and Surveys.

Marketing Designers will focus on creating Marketing Pages and Emails as well as adding photos and tags to ProseWare, Inc.'s marketing library.
⇨ Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped Contacts.
These Users are in a Team called "BU Admin" and have Parent-level data access.
Marketing Administration includes several areas of responsibility.

All of the staff in this Business Unit perform the following tasks:
⇨ Audit subscriptions to ensure each business unit stays within the limits set by ProseWare, Inc. and the subscription itself.
⇨ Audit all marketing messaging to ensure adherence to ProseWare, Inc.'s brand standards.
⇨ Monitor marketing pages to ensure content is kept current.
⇨ Investigate any blocked emails and fix any issues found, if possible.
⇨ Continue to adjust settings as necessary within the system.
Marketing Oversight is responsible for ensuring compliance with privacy practices and laws, including GDPR Privacy administration. They are also involved in the content approval process.

Some Users will have additional privileges such as:
⇨ LinkedIn integration administration
⇨ Litmus Inbox Preview
⇨ GDPR Privacy administration

Overview. Compliance
As ProseWare, Inc. Marketing Designers create a digital marketing library. 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.
All marketing content must include the company logo, utilize the company colors (Burgundy and Cream), have properly formatted sentence structure, and follow generally accepted

grammar rules.

Content includes:
⇨ Landing Pages
⇨ Subscription Centers
⇨ Forward to a Friend
⇨ Voice of the Customer
⇨ Event management
⇨ Embedded Forms
All Marketing Pages with more than 2,500 views monthly must be reviewed quarterly to ensure content is updated and meets brand standards.

Existing environment. Dynamics 365 Marketing
ProseWare, Inc.'s system has been in use for just one year.
⇨ Marketing Contacts were recently purged to remove all those whose lead score was less than 50.
⇨ All marketing content in ProseWare, Inc.'s extensive library was recently audited to ensure compliance with all of ProseWare, Inc.'s guidelines.
⇨ This system does not include any custom development.
⇨ Optimization has been performed to maximize functionality for the type of marketing information ProseWare, Inc. wishes to send out, and the results they wish to analyze.
⇨ All of this work has been completed using client-side configuration tools.

Existing environment. Approval processes
Approval processes are in place to ensure adherence to brand standards and compliance with all relevant laws.
⇨ Each Business Unit's Marketing Administrator approves all marketing content except Customer Journeys.
⇨ Marketing Oversight gives approval for Customer Journeys.
⇨ Approval processes are enabled for Marketing Emails, Marketing Pages, Events and Surveys.

Existing environment. Licensing and subscriptions
ProseWare, Inc. has a total of 10 Dynamics 365 for Marketing licenses for each of the three geographic Business Units, one of which is the Administrator license. All other business units have 5 licenses each.
Each Business Unit has a subscription that includes a quota of 25,000 contacts; 2,500,000 Marketing email messages. Monthly reporting ensures each business unit stays within this limit.
Each Marketing Administrator has a Litmus Inbox Preview account with 1,000 views per year.

Existing environment. Add-ins
ProseWare, Inc. staff will utilize LinkedIn extensively for their marketing efforts. Marketing Administration will configure the LinkedIn integration and assure all relevant marketing messages meet the requirements necessary to market to LinkedIn Leads.
⇨ Click-throughs on LinkedIn messages will generate an addition of 100 lead score points.
GDPR Privacy must be enacted on Customer Journeys for all recipients so as to comply with international laws, as ProseWare, Inc. has many contacts in Europe.

☞ Each Contact in your database must be given clear directions as to how they can modify / disable the permissions they have given ProseWare, Inc. regarding contacting them.
☞ This must be perpetually available.
ProseWare, Inc. wishes to use AI (artificial intelligence) to maximize the effectiveness of all marketing efforts.
Your system has already been enabled to use the Smart Scheduler functionality.

International compliance and access
The use of Power BI will require you to set up Azure Blob Storage and give some of your users adequate permissions to use the information stored there.
All public content must comply with applicable national and international laws.
☞ For the GDPR privacy requirements for European recipients, ProseWare, Inc. provides perpetual access to navigation sites that enable them to manage the permissions that govern ProseWare, Inc.'s permission to contact them.
☞ Marketing Oversight is responsible for ensuring these sites are being visited as frequently as expected.

Requirements. Creating marketing content
Activity templates will be used to provide follow-up with marketing Contacts as appropriate. When testing with A/B emails, one test email must include a picture/graphic change, and the other test email will include a Subject change.
As digital content templates are developed, Marketing Administration will be responsible for ensuring each one complies with ProseWare, Inc.'s brand standards.
ProseWare, Inc. specifically wishes to avoid known issues with specific email clients.
Several social media accounts have been configured and authenticated.
☞ All postings are to be made Public, the widest visibility.
☞ Existing and prospective leads who click these messages will generate 100 lead scoring points.
All marketing materials that are made publicly available through ProseWare, Inc. must meet privacy requirements.

Requirements. Sending marketing content
☞ A custom entity called "Differentiator" is used as a reference for every contact. All segments need to include sorting by this entity.
☞ Marketing Emails should be sent from an individual so as to avoid spam filters that block generic email addresses.
☞ ProseWare, Inc. requires controls on all Customer Journeys that will send emails at times when recipients are most likely to open them.
☞ Marketing emails will be sent out as A/B to 10% of the recipients each, then wait 36 hours to send the remainder.
☞ Customer Journeys must include the ability to capture contact info for anyone who isn't already in the database.
☞ Any Contact who fails to open 5 consecutive email messages should be marked as "Do not email."
☞ Any bounced emails or unsubscribes will immediately be marked as such and no longer used.

Requirements. Lead scoring
Lead scoring will be based on the following:
⇨ Interaction with website content
⇨ Previous Event registration (1 point per event registration)
⇨ Demographic details
⇨ Leads with a score of 200 or more should be flagged as sales ready.

Requirements. Events
Unless instructed otherwise, all events will use these default settings:
Marketing: A website will be created. All LinkedIn messages will be scheduled to post during the business day.
Registration: Require an email. Create waitlist once max capacity is reached. Past attendees get $20 off registration price. Any Lead who registers gets 150 points per event added to their lead score.
Registration Confirmation Email: Include info about the selected Track and all its classes.
Include webinar link.
Format: Include webinar option, even for in-person sessions.
Tracks: Include at least 2, and have registrants select one.
Sessions: Length is 1.5 hours.
Website: Post all public information, including tracks, classes, speakers, schedule, webinar links.
Speakers: Will be paid and receive free lodging and meals. Allowed to bring 1 additional person at no charge.
Hotel: When one is required, reserve a block of rooms. Attendees must register through the event to get a special rate.
Sponsors: Get mentions on the website, at the Keynote speech, and at the beginning of each day.
Event Follow-Up Survey: Send via email one week after the event.

Analysis and reporting
Analysis and reporting is necessary for the following elements:
⇨ lead scoring models - to ensure optimal usage/results.
⇨ email insights - for unique opens and click-thru information.
⇨ website insights - to determine the most popular web pages.
⇨ marketing form interactions - to see which forms were submitted most frequently.
⇨ incomplete journeys - to identify messages that can be improved.

All emails marked as blocked need to be analyzed and grouped as to the reason for the block.
Every Customer Journey should be analyzed while running to evaluate any Contacts that are stopped. Contacts are sometimes stopped in the middle of a Customer Journey because ProseWare, Inc. reached the email send quota for that month. These blocked Contacts should be added to a new segment and retried the first of the following month.
The Privacy Policy must be reviewed quarterly to ensure accuracy and compliance with applicable laws.
For A/B email testing, there will always be two test emails created to maximize analysis.

Planned changes
As new Users are hired, Marketing Oversight is responsible for giving them accurate privileges and

security related to their roles.
Each User must be given the freedom to accomplish their tasks, and yet not given permission to use tools outside their area of responsibility.
ProseWare, Inc. is considering adding a new Business Unit for the South American continent.
Marketing Oversight is responsible for researching all applicable laws and modifying ProseWare, Inc.'s brand standards appropriately.
Marketing Professionals wish to create custom analytics with Power BI.
This requires:
➪ Azure Blob Storage set up.
➪ Giving some of your users adequate permissions to use the information stored there.

DRAG DROP
Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below.
To answer, drag the Staff to the appropriate Activity. Each Staff item 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.

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	

Answer:

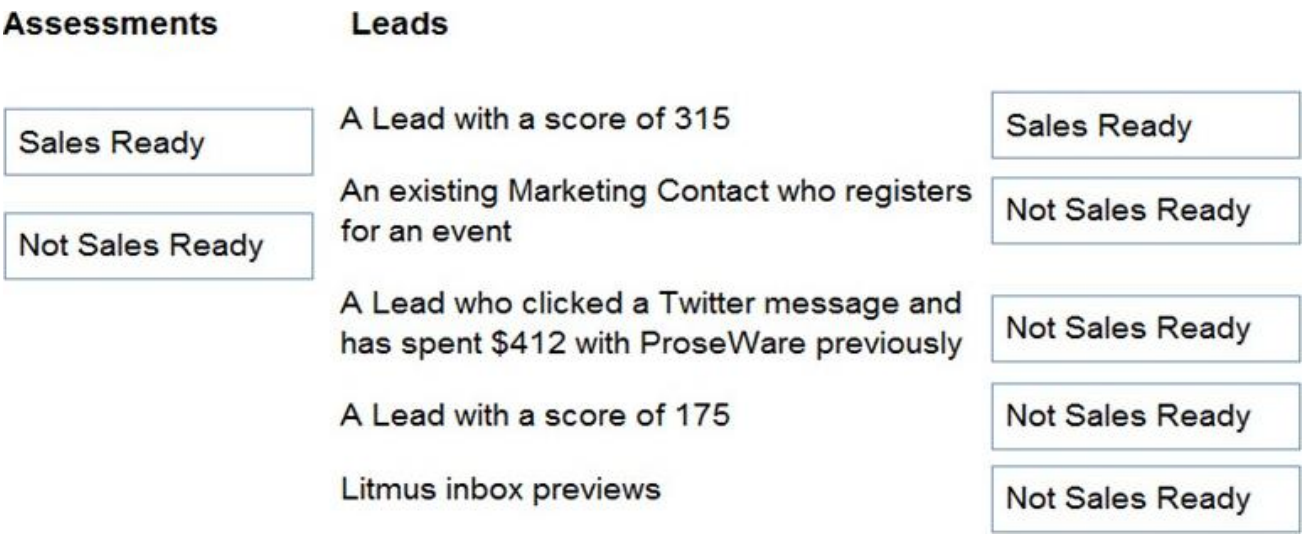
Staff	Activities	
Marketing Professionals	Analyze Marketing Page performance	Marketing Administration Business Unit members
All Marketing Users	Investigate blocked emails	Marketing Administration Business Unit members
Marketing Oversight Business Unit members	Use Customer Insights for reporting	Marketing Professionals
BU Admin Team members	Go Live	Marketing Professionals
Marketing Administration Business Unit members	Request Approval	Marketing Professionals

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.

2.DRAG DROP
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.

Assessments	Leads	
Sales Ready	A Lead with a score of 315	
Not Sales Ready	An existing Marketing Contact who registers 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	

Answer:



3.In order to follow recommended guidelines, you will need to synchronize only those entities that are necessary to meet ProseWare's business objectives.
In addition to the typical entities synced automatically (contact, accounts, events, interactions, etc), which two additional entities will ProseWare need to enable for synchronization? Each answer represents a partial solution.
A. Invoices
B. Work Orders
C. Differentiator
D. Cases
Answer: C, D

4.The time is currently 6:30pm on Monday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising an event.
Following ProseWare's standards, which two options will you choose when preparing this message? Each answer represents a partial solution.
A. Schedule Time is set to tomorrow at 9 am.
B. Post Visibility is set to Connections.
C. Schedule Time is set to immediate.
D. Post Visibility is set to Public.
Answer: A, D

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
Answer: B, D