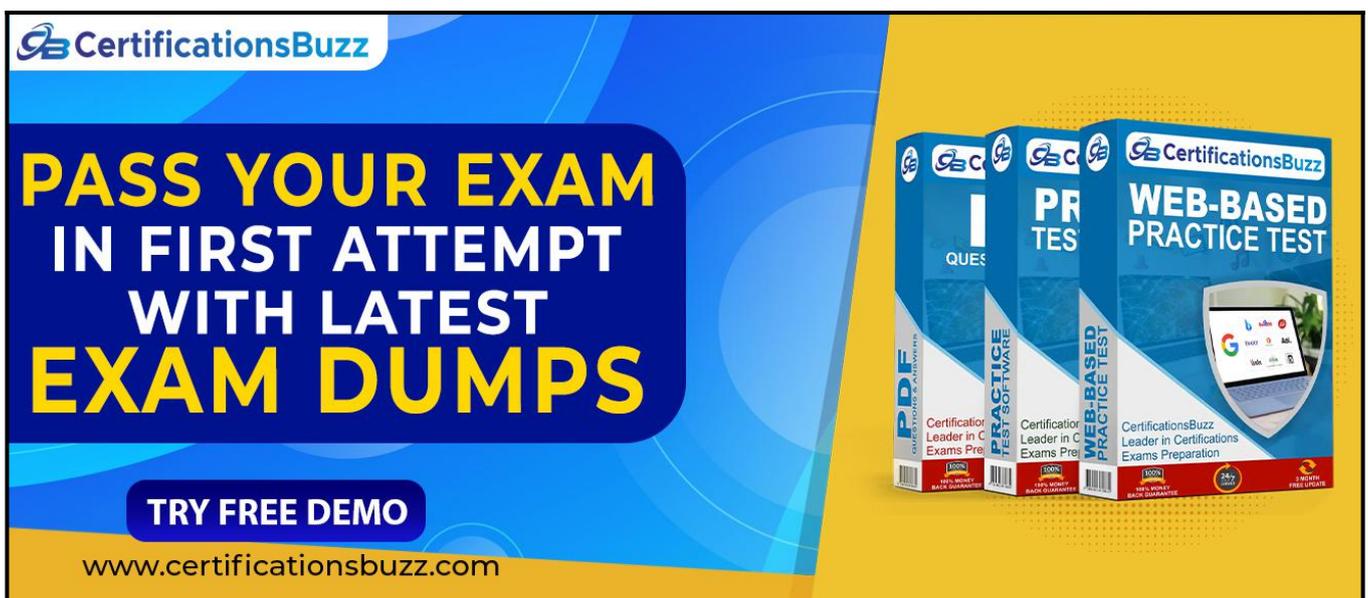


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### Question No. 1

You are the manager of Internet sales for your company.

You have been asked to create and distribute a post-purchase survey to both registered and guest customers purchasing on your site.

Which three things will be true about the distribution of your survey? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- **A.** When distributing your Dynamics 365 for Marketing Survey, you may invite either anonymous or nonanonymous respondents.
- **B.** An optional invitation email, utilizing either a direct email or an email template, may be sent to each potential non-anonymous respondent.
- **C.** As an option, the design of your survey can include a limitation that restricts multiple completions by a single non-anonymous respondent.
- **D.** All respondents will receive the exactly same hyperlink to connect them to the survey that you are inviting them to complete.

**Answer:** A, B, C

### Question No. 2

You use Dynamics 365 for Marketing to obtain detailed analytical views to help you understand your impact and learn which marketing instruments work best for your audience.

You need to track response data regarding how your contacts react to your various marketing initiatives.

Which three sources of analytical data are available to you regarding your marketing initiatives? (Choose

three.) Each answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- **A.** Insights by Contact will be available to you on individual contact records and on the account with which the contact is associated.
- **B.** The insights you receive will be measured over all recipients of a single activity and by all activities for a single recipient.
- **C.** The insights aggregating results from all emails sent in a certain timeframe will be available on your Email Marketing Dashboard.
- **D.** Survey insights measured over all respondents will be available on the Survey Insights form.
- **E.** Insights measured over all recipients of a single segment over all channels will be available on the Segment Insights form.

**Answer:** A, B, C

### Question No. 3

Your company is interested in gaining additional insight into customer journeys.

You have been tasked with analyzing contacts insights.

From the options presented, which three types of interactions are analyzed in Dynamics 365 for Marketing for contacts and lead? (Choose three.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- **A.** Web interactions
- **B.** Event interactions
- **C.** Survey interactions
- **D.** Appointment interactions
- **E.** Telephone interactions

**Answer:** A, B, C

#### **Question No. 4**

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 No. 5**

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

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