



Microsoft

MB2-719 Exam

Microsoft Dynamics 365 for Marketing

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Version: 7.0

Question: 1

You create a customer journey for a group of contact records.

You need to make the following modifications to the journey;

- Wait for a contact to respond to a survey and then move the contact along in the journey based on values submitted in the survey.
- Move 60 percent of the contacts on a different path in the journey than the other 40 percent.

What should you do?

- A. Add invoke workflow and survey tiles.
- B. Add scheduler and survey tiles.
- C. Add event and record update tiles.
- D. Add trigger and splitter tiles.

Answer: A

Question: 2

You observe that some marketing emails that are part of customer journeys are not sent out. Information about the emails displays in Customer Journey Blocked Email Insights.

You need to determine the cause for the issue.

What are three possible reasons why the emails are not sent? Each correct answer presents a complete solution.

- A. A Dynamics 365 internal error prevents email sends.
- B. The contact has unsubscribed from receiving marketing emails.
- C. The contact has been added to a suppression segment.
- D. The contact record has a lowered General Data Protection Regulation (GDPR) consent level.
- E. The contact's email server was not online when the email was sent

Answer: BDE

Question: 3

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: B

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

Question: 4

You plan to publish a customer journey.

You need to ensure that the journey includes all required content and settings.

Which option on the Customer journey command bar should you use?

- A. Save as Template
- B. Test
- C. Flows
- D. Check for Errors

Answer: D

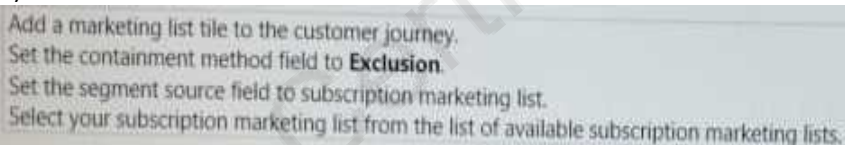
<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/create-simple-customer-journey>

Question: 5

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

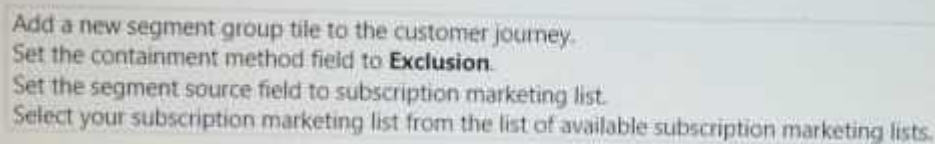
Which set of actions should you perform?

A)



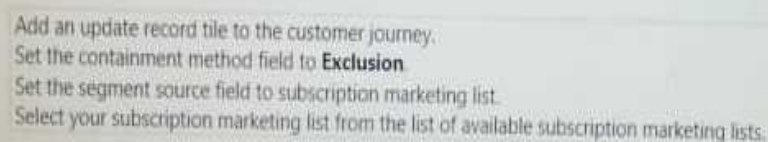
Add a marketing list tile to the customer journey.
Set the containment method field to **Exclusion**.
Set the segment source field to subscription marketing list.
Select your subscription marketing list from the list of available subscription marketing lists.

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 an 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.

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Answer: D

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