Version: 9.0

Question: 1

You are a Microsoft Dynamics Solution Consultant and need to explain to your customer the three main benefits of Integrated Marketing Management.
Which three benefits should you tell them about? Each correct answer presents part of the solution.

A. optimized utilization of existing marketing resources
B. consistency in process and brand messaging
C. visibility intoinitiatives and results
D. increased collaboration within the marketing organization as well as with sales
E. reduction of marketing costs based on process improvements

Answer: C,D,E

Question: 2

You are a Microsoft Dynamics partner and are creating a strategy to market your new marketing solution competencies. Part of your strategy includes targeting specific organizations that are positioned to gain the greatest value from Microsoft Dynamics Marketing (MDM) and to whom MDM is most relevant.
Which three types of marketing organizations should you include in your strategy? Each correct answer presents part of the solution.

A. event marketing teams, because of the combined strength of MDM's event management and marketing automation functionality
B. marketing and advertising agencies, because of MDM's built-in, internationally-compliant accounting functionality
C. product marketing teams, because of MDM's robust integration with Microsoft Dynamics CRM's product management features
D. brand marketing teams, because they will benefit from the MDM job, task, file, and approval management functionality
E. digital marketing teams, because they can leverage and MDM digital campaign automation functionality

Answer: A,C,E

Question: 3

Which three scenarios demonstrate how a customer can use Microsoft Dynamics Marketing (MDM) for external collaboration with their vendors and other business units? Each correct answer presents part of the solution.

A. Media owners can be sent media orders createdin the system to buy online, print, and broadcast in media space.
B. External agencies can access the system with limited user privileges, e.g., to upload files, without the need to purchase additional seat licenses.
C. Online agencies can deep-link fromtheir Web Content Management systems to the MDM file management system.
D. Company branch staff can submit job requests without the need to log into the system and without the need to purchase additional seat licenses.
E. Printers and other vendors can beinvited to submit bids in response to an RFP created and managed in the system.

Answer: A,B,E

Question: 4

What are two immediate benefits that a Microsoft Dynamics CRM customer experiences when integrating with Microsoft Dynamics Marketing?
Each correct answer presents part of the solution.

A. a single sourceof behavioral, transactional, and master customer data
B. quicker marketing lead assignment
C. optimized return on marketing investment
D. improved gross and net profit margins across thebusiness

Answer: A,B

Question: 5

Which three Integrated Marketing Management functionality options form part of Microsoft Dynamics Marketing?
Each correct answer presents part of the solution.

A. email marketing
B. vendor management
C. telephonemarketing
D. real-time media bidding
E. cross-channel media planning

Answer: A,B,E