

# MB-260<sup>Q&As</sup>

Microsoft Customer Data Platform Specialist

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### QUESTION 1

#### DRAG DROP

You are a Customer Data Platform Specialist. Your company uses audience insights as their Customer Data Platform.

The marketing team wants to know the total amount the customer has spent. The order lines are linked to a profile as part of the point-of-sale data source and through their loyalty ID.

Which five actions should you perform in sequence to create this insight? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

### Actions

Select New, and choose Build your own.

Select Edit name, and provide a Name for the measure.

In Audience Insights, go to Measures.

Select Run to calculate results for the configured measure, and save your measurements.

In the configuration area, choose MAX as the aggregation function. Select the order line entity and add the amount field.

In the configuration area, choose COUNT as the aggregation function. Select the order line entity and add the amount field.

In the configuration area, choose SUM as the aggregation function. Select the order line entity and add the amount field.

## Order

Correct Answer:

### Actions


In the configuration area, choose MAX as the aggregation function. Select the order line entity and add the amount field.

In the configuration area, choose COUNT as the aggregation function. Select the order line entity and add the amount field.

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### Order

In Audience Insights, go to Measures.

Select New, and choose Build your own.

Select Edit name, and provide a Name for the measure.

In the configuration area, choose SUM as the aggregation function. Select the order line entity and add the amount field.

Select Run to calculate results for the configured measure, and save your measurements.

### QUESTION 2

You are responsible for creating segments for your company's marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organization's products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution: \'

1.

Generate a Customer Lifetime Value model for the next three months.

2.

On the results page, review the model results to identify the characteristics of the lowest "Value of customers by percentile" group.

3.

Create a segment using the CLVSore field and a Lesser than operator for the upper bounds value of the group you identified.

Does this meet the goal?

A. Yes

B. No

Correct Answer: A

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### QUESTION 3

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights at a bank.

You finished setting up the different initial data sources. You are starting the unification process.

Which three tasks do you need to perform in the Mapping phase of the unification process? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Identify the primary keys and semantic field types within the different entities.

B. Identify the entities that you need to unify into a single profile.

C. Identify the prioritization of similar fields between different entities.

D. Select the fields you want to include the unified customer profile.

E. Identify rules for duplication between different entities.

Correct Answer: ABD

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Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/map-entities>

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#### QUESTION 4

You have data that needs to be loaded from Microsoft Dataverse into an instance of Microsoft Dynamics 365 Customer Insights.

You need to create a data source that connects to a Dataverse-managed data lake.

Which three statements do you need to be aware of when creating the connection?

NOTE: Each correct selection is worth one point.

- A. You can select additional Dataverse tables for synchronization after the data source is created.
- B. Any user account with read permissions on Dataverse tables can be used to select tables for synchronization.
- C. The table count for the data source will stay at zero (0) until all selected tables are synchronized.
- D. Multiple Dynamics 365 Customer Insights data sources can simultaneously use the same Dataverse managed data lake.
- E. You must create a new data source if you need to connect to a different Dataverse managed data lake later.

Correct Answer: BCE

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#### QUESTION 5

The marketing team wants to invite cycling club customers to a new product launch webinar.

You need to ensure all necessary data is available to create a segment to target the appropriate customers.

What should you do?

- A. Enable data profiling for the attributes of the QubMember table.
- B. Edit the existing Azure Data Lake data source and add specific SurveyResponse attributes.
- C. Create a new Azure Data Lake data source and add the SurveyResponse table.
- D. Edit the existing Azure Data Lake data source and add the SurveyResponse table.

Correct Answer: A

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#### QUESTION 6

You are a Customer Data Platform Specialist. Your information technology (IT) team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was complete, the team noticed that three relationships were created automatically (CustomerToContact, CustomerToAccount and

CustomerToWebAccount). The team needs to know how they can configure and update these three relationships.

What feedback should you provide?

- A. Relationships created via the unification process can be edited by those with contributor- level access.
- B. You can edit each of the three relationships by clicking into the Relationship tab and selecting edit.
- C. You cannot edit any of the three relationships, as they are non-editable system relationships.
- D. Relationships created via the unification process can only be edited by those with administrator-level access.

Correct Answer: C

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience- insights/relationships>

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### QUESTION 7

You are responsible for creating segments for your company's marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organizations products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution:

1.

Generate a Transactional churn prediction for the next three months.

2.

On the results page, review the model results to identify the characteristics of the highest "Likelihood to churn" group.

3.

Create a segment from the results page using the ChurnScore field and a Greater than operator for the lower bounds value of the group you identified. Does this meet the goal?

A. Yes

B. No

Correct Answer: A

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### QUESTION 8

You are a Customer Data Platform Specialist. You are configuring a workflow for a custom model using an Azure



Machine Learning batch pipeline. Configuring this type of model requires different parameters than Machine Learning Studio

(Classic) models.

Which two configuration parameters are required specifically for Azure Machine Learning batch pipelines? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Output data store path
- B. Output data store parameter name
- C. Web service that contains your model
- D. Entity name

Correct Answer: BD

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/custom-models>

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#### QUESTION 9

You are a Customer Data Platform Specialist. Audience insights users state that they are not able to quickly find details on specific customers while searching customer profiles. You explain the index and search capabilities within audience insights.

Which two statements are correct about configuring and using search and filter index capabilities? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. You can add up to 25 custom fields to index and configure filtering for each one of the fields as an administrator.
- B. The only fields that are available for indexing are the ones that exist in the customer profile that you created during the data unification process.
- C. You can only add a filter for a specific field from the search and filter index page in audience insights.
- D. Users with a contributor role can add fields on the search and filter index page in audience insights and configure how many filtered records to show.

Correct Answer: BC

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/search-filter-index>

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#### QUESTION 10

You implemented Microsoft Dynamics 365 Customer Insights as the Customer Data Platform solution. Now, you are



building segments that were requested by the marketing department. One of the segments that is requested is "all customers

that made an eCommerce purchase in the last 12 months".

You need to consider the implications of building a segment that uses tables other than Customer

Which system behavior should you consider when building multi-table segments?

- A. All the rules within the segment need to use the same relationship path.
- B. Choosing different relationship paths can result in different numbers of segment members.
- C. Dynamics 365 Customer Insights selects the most direct path when there are multiple possible relationship paths available.
- D. Only activities that are related to customer profiles through relationship paths can be used.

Correct Answer: D

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## QUESTION 11

### DRAG DROP

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights as the Customer Data Platform (CDP) solution for your company.

Your manager asks you to give a short presentation for new users who will be using audience insights and explain some of the benefits that audience insights will offer them.

Which user group will take which benefit from audience insights? To answer, drag the appropriate user group to the correct benefit. Each user group 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.

Select and Place:

Audience insights administrators

Business users

Business analysts

**Answer Area**

Be able to see complete insights into the 360-degree customer profiles and activities.

Enrich customer information with insights from audience intelligence, such as brand affinity and interests.

Cleanse and standardize customer data across multiple, unlinked sources with AI-powered recommendations.

Have access to a rich collection of connectors to easily ingest customer data.

Be able to build customizable profiles, define measures, create segments, and benefit from predictive analytics.

Correct Answer:

- Audience insights administrators
- Business users
- Business analysts

**Answer Area**

Be able to see complete insights into the 360-degree customer profiles and activities.

Business users

Enrich customer information with insights from audience intelligence, such as brand affinity and interests.

Audience insights administrators

Cleanse and standardize customer data across multiple, unlinked sources with AI-powered recommendations.

Audience insights administrators

Have access to a rich collection of connectors to easily ingest customer data.

Audience insights administrators

Be able to build customizable profiles, define measures, create segments, and benefit from predictive analytics.

Business analysts

**QUESTION 12**

DRAG DROP

As a Customer Data Platform Specialist, you set up audience insights as the new Customer Data Platform.

The product owner wants you to make sure that data sources are refreshed daily.

Which five actions should you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Actions
Confirm the schedule by selecting Set, and then Save to activate the schedule.
In audience insights, go to datasources > edit a datasource and select the Schedule tab.
In audience insights, go to Admin > System and select the Schedule tab.
Set your time zone, then use the Time dropdown menu to set your refresh timing.
Set the repeat option to Daily.
Change the toggle at the top of the screen to On.

Order

Correct Answer:

Actions
In audience insights, go to datasources > edit a datasource and select the Schedule tab.

Order
In audience insights, go to Admin > System and select the Schedule tab.
Change the toggle at the top of the screen to On.
Set the repeat option to Daily.
Set your time zone, then use the Time dropdown menu to set your refresh timing.
Confirm the schedule by selecting Set, and then Save to activate the schedule.

**QUESTION 13**

DRAG DROP You are a Customer Data Platform Specialist. The chief marketing officer (CMO) asked you to look at different use cases as you are implementing the Customer Insights platform. Which use case is applicable to either audience insights or engagement insights? To answer, drag the appropriate capability to the correct use case. Each capability 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.

Select and Place:

Audience Insights

Engagement Insights

**Answer Area**

A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution.

The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic.

Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application.

The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey.

The sales manager wants to identify paths that customers navigate on the website before they make a purchase.

Correct Answer:



Audience Insights

Engagement Insights

**Answer Area**

A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution.

Audience Insights

The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic.

Audience Insights

Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application.

Audience Insights

The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey.

Engagement Insights

The sales manager wants to identify paths that customers navigate on the website before they make a purchase.

Engagement Insights

**QUESTION 14**

One of the data sources being ingested into Microsoft Dynamics 365 Customer Insights is Microsoft Dataverse.

During the unification process, you need to identify the primary key to ingest tables on the Source fields page.

Which three data types can you use as a primary key attribute? Each correct answer presents a complete solution.  
NOTE: Each correct selection is worth one point.

- A. GUID
- B. integer
- C. Boolean
- D. String
- E. Whole Number

Correct Answer: BCE

#### QUESTION 15

You are implementing Microsoft Dynamics 365 Customer Insights as your company's Customer Data Platform.

The initial dataset tables contain contacts from Dynamics 365 Sales, eCommerce customers, and service management platform incidents.

In your first unification run, you set Dynamics 365 as the primary table but only see eCommerce profiles that were able to be matched with Dynamics 365 contacts.

You need to ensure that unmatched eCommerce customers are also added as a profile in Dynamics 365 Customer Insights.

Solution: Configure the eCommerce table above the Dynamics 365 table in the Source Fields step.

Does this meet the goal?

A. Yes

B. No

Correct Answer: A

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