



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

Microsoft Customer Data Platform Specialist

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### QUESTION 1

You have the contributor security role.

Your company has Microsoft Dynamics 365 Customer Insights set up as the Customer Data Platform solution. You transferred the management of the platform to a contractor.

The contractor must manage the existing connections without having administrator access.

Which two characteristics apply when using a connection for exports? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point

- A. If the contractor is selected in the Choose who can use this connection screen, they will be able to use the connection
- B. If the contractor is given permission to use the connection, they will be able to view or edit the connection.
- C. If the contractor's permission level changes, they will have their exports removed.
- D. Users can manage every export that use connections shared with them.

Correct Answer: AD

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### QUESTION 2

You want to address the IT operations teams goal. What is the first step you should take?

- A. Configure incremental refresh for the GubMember table.
- B. Add a primary key to the EventAttendee table.
- C. Recreate EventAttendee as a partitioned table.
- D. Add a primary key to the PageViews table.

Correct Answer: A

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### QUESTION 3

You are a Customer Data Platform Specialist. You completed unification and are looking to create relevant segments for your business. You want to identify insights on fields that overlap between segments. Which statement is correct about using segment overlap?

- A. Audience insights will recommend which fields may be the most insightful to use for segment overlap analysis.
- B. You can select up to three fields to analyze for overlap analysis when you create a new segment overlap.



- C. Audience insights will automatically select the fields for overlap analysis when you create a new segment overlap.
- D. You can select one or more fields to analyze for overlap analysis when you create a new segment overlap.

Correct Answer: D

Reference:

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

#### QUESTION 4

You are a Customer Data Platform Specialist. Your company uses both audience insights and Dynamics 365 Sales. To enhance the customer information within Dynamics 365, you asked the Dynamics 365 administrators to add the audience

insights timeline as a Customer Card add-in control on the contact form.

The Dynamics 365 administrators asked you to update the company's Dynamics 365 user guide and explain how users can use the timeline.

Which action can users perform within the added customer card add-in timeline in Dynamics 365?

- A. Filter the activities on the timeline.
- B. Delete the activity from the timeline.
- C. Edit the activity from the timeline.
- D. Open the activity from the timeline.
- E. Sort the activities on the timeline.

Correct Answer: A

Reference:

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

#### QUESTION 5

You need to unify the different data sources within Microsoft Dynamics 365 Customer Insights through the data unification process.

After you selected Create customer profiles on the Review step, you notice that you still need to rename a customer field.

What is the fastest way to perform the correction?

- A. View the details of the running job and cancel the job. Rename the field and run the unification process again.
- B. Wait for the process to finish. Refresh the page, then rename the field and run the unification process again



C. While the unification process is running, separate and recombine the Customer field. Rename it and run the unification process again.

D. Rename the field while the unification is in Refreshing status. Changes are still recorded during the current process.

Correct Answer: D

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