



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. You completed all the steps in the match phase of the data unification process in the audience insights. You need to review and validate your match results.

Which three metrics are available for you to validate the results? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Unique matched records
- B. Matched records only
- C. Matched and non-matched records
- D. Unique source records
- E. All source records

Correct Answer: BCD

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

QUESTION 2

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 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

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

QUESTION 4

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 5

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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