



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. You already have a few existing production environments for audience insights. You were given a new production environment. Which two statements are correct about creating a new production environment when other environments already exist? Each correct answer presents part of the solution.
NOTE: Each correct selection is worth one point.

- A. Data source credentials can be copied from an existing environment to a new production environment.
- B. You must log out of one environment to access new environments that are on the same tenant.
- C. When you create a new production environment, you can choose to copy the configuration from an existing environment.
- D. You can select the Environment control in the upper-right corner of the page to change environments.

Correct Answer: CD

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

QUESTION 2

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 3

You are a Customer Data Platform Specialist. You are creating a new measure for business accounts (B2B) in audience insights.

One of the requirements for the new business-level measure is to add a dimension of the city for each business



account.

What is needed to ensure that this measure is created as a business-level measure instead of a customer-level measure?

- A. Use the default "CustomerID*" dimension when creating the measure.
- B. Use the default "AccountID" dimension when creating the measure.
- C. Remove the default "AccountID" dimension when creating the measure.
- D. Remove the default "CustomerID*" dimension when creating the measure.

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2b>

QUESTION 4

You are a Customer Data Platform Specialist. You successfully installed the Customer Card Add-in and the required add-in control in Dynamics 365 Sales app. You need to show customer enrichment data from audience insights in the Dynamics 365 Sales application.

Which two statements must be true for you to show the required data on a Customer Card Add-in control? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Customer details control is successfully installed and added to the Contact form.
- B. Active enrichment is applied to customer profiles.
- C. Contacts from Dynamics 365 Sales are included in the audience insights unification process.
- D. Measure Control is successfully installed and added to the Contact form.

Correct Answer: BC

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/customer-card-add-in>

QUESTION 5

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.

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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