



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

Microsoft Customer Data Platform Specialist

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### QUESTION 1

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

You are a Customer Data Platform Specialist. Your company's information technology department (IT) has a CSV file stored on one of their Shared Documents folder within their SharePoint sites which they have ingested into audience insights. The file contains a row header with some special characters, columns of different types (quantities, prices, etc.), and some rows with a high proportion of nulls and missing primary keys. You have been asked to clean and transform the data in audience insights to be ready for unification.

What should you do?

Solution: Clean the data by transforming the first row to be used as headers and remove any special characters in header, defining column types to be appropriate field types, remove any rows with missing primary key, and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Click "Next" and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/connect-power-query>

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### QUESTION 2

You are a Customer Data Platform Specialist. Your company has audience insights set up as their Customer Data Platform solution. You transferred the management of the platform to a contractor. You want the contractor to manage the

existing connections without having administrator access.

Which two statements are correct about allowing contributors to use a connection for exports? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Contributors will be able to use the connection if you select them in the "choose who can use this connection" screen.

B. Contributors will see shared connections and can manage every export that uses this specific connection.

C. Contributors will have their exports removed if their permissions are changed.

D. Contributors will be able to view or edit the connection after being given permission to use the connection.

Correct Answer: AB



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

### QUESTION 3

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 4**

**HOTSPOT**

You are a Customer Data Platform Specialist. Your company has audience insights set up as their Customer Data Platform (CDP). The product owner entered a user story on your backlog to add data from the new loyalty solution into the

CDP. You defined the data source. You are ready to add the loyalty contacts to the data unification process.

Which new data entity area should you select in the Map phase of the data unification process?

Hot Area:



Answer Area

Column	Type
City	Location.City
ContactId	ID
Country	Location.Country
DateOfBirth	Person.BirthDate
EMail	Identity.Service.Email
FirstName	Person.FirstName
FullName	Person.FullName
Gender	Person.Gender

Correct Answer:



Answer Area

Customer Insights

Audience insights

Primary target audience: Individual consumers

Unify

Map Match Merge

To unify customer data, define the fields found in your datasets.

Imported data Edit fields

Entities ↑

Dynamics  
Contacts

PGC  
Customers  
IntelligenceOutputData  
HolidaySpecialInterest

Website  
WebsiteUsers

Fields

Select the primary key

ContactId

Review mapped fields

Column ↑	Type
City	Location.City
ContactId	ID
Country	Location.Country
DateOfBirth	Person.BirthDate
EMAIL	Identity.Service.Email
FirstName	Person.FirstName
FullName	Person.FullName
Gender	Person.Gender

QUESTION 5

You are a Customer Data Platform Specialist. Some of the data your company stores need to adhere to strict organization compliance and security when establishing connections and exports. Your information technology department tells you that you must use a dedicated Azure key vault with your audience insights environment to help the organization meet its compliance requirements. The dedicated key vault will be used to stage and use secrets in an organization's compliance boundary.

Which two statements are true about using audience insights and Azure Key Vault to store the secrets for each of the connections set up?

NOTE: Each correct selection is worth one point.

- A. You must have administrator role in audience insights.
- B. The key vault must have Key Vault firewall enabled.





C. The key vault is in the same Azure location as the audience insights environment.

D. Audience insights can write secrets or overwrite secrets into the key vault.

Correct Answer: AC

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/use-azure-key-vault>

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