



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

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 2

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

QUESTION 3

Your company has recently implemented Microsoft Dynamics 365 Customer Insights to target customers based on household size and income. The company's Marketing team plans to create different segments for customers living in Canada

based on household size and income.

Customer profiles are currently missing this information, and the marketing team requests this data be added to Dynamics 365 Customer Insights for as many customers as possible in Canada.

You need to ensure that as many customer profiles as possible are enriched with household and income size details.

What type of enrichment should you use to bring in data to satisfy the requirement?

- A. Demographics from Experian
- B. Location from HERE Technologies
- C. Identity from LiveRamp
- D. SFTP custom import

Correct Answer: A

QUESTION 4

Your organization is implementing Microsoft Dynamics 365 Customer Insights. You want to make sure that you address duplicate records in your source data.

You need to define the deduplication rules to select which duplicate record should be kept.

Which three options should you select? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. First imported
- B. Most filled
- C. Importance
- D. Least recent
- E. Most recent

Correct Answer: BDE

QUESTION 5



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>

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