MB-260 ^Q&As

Microsoft Customer Data Platform Specialist

Pass Microsoft MB-260 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.geekcert.com/mb-260.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Microsoft Official Exam Center

⚙ **Instant Download** After Purchase

⚙ **100% Money Back** Guarantee

⚙ **365 Days** Free Update
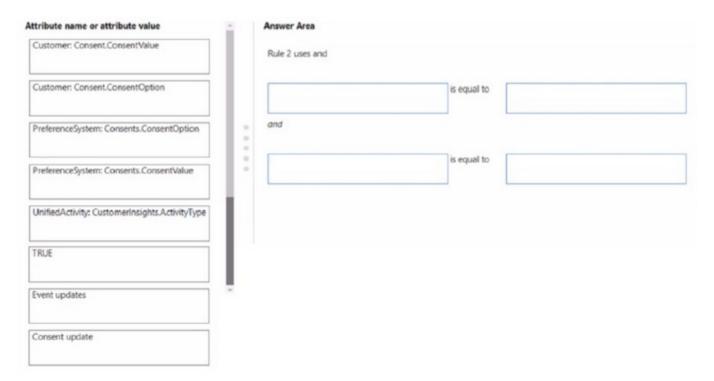
⚙ **800,000+** Satisfied Customers

QUESTION 1

DRAG DROP

You work for a chain of hotels, and you have created a data source catted Preference System to ingest consent data in Dynamics 365 Customer Insights in an table called Consents. The Consents table has the following attributes and data types:

ConsentID (numeric)	EmailAddress (text)	ConsentOption (text)	ConsentValue (boolean)	LastUpdated (date)
1	holly@contoso.com	Special offers	FALSE	2022-01-17
2	holly@contoso.com	Event updates	TRUE	2022-06-11
3	frank@contoso.com	Special offers	TRUE	2022-07-15
4	frank@contoso.com	Event updates	FALSE	2022-01-05

You are creating a segment to email information on upcoming events to customers who live in the state of California and whose Average number of nights stayed value is greater than four. You have already configured the first rule in the segment as follows: Rule 1 uses and Customer: Customer Insights.\'\' All records and Customer: CustomerInsightsState is equal to California and Customer_Measure: CustomerInsights.Average number of nights stayed is greater than 4 You need to configure the second rule in the segment according to your customers\'\' consent preferences. This rule will be joined to the first rule with a union operator Which attribute name or attribute value corresponds to each empty parameter? To answer, drag the appropriate attenuate name or attribute value to the correct empty parameters in the answer area. Each attribute name or attenuate value may be used once, more than once, or not at all. NOTE: Each correct match is worth one point.

Select and Place:

Attribute name or attribute value		Answer Area
Customer: Consent.ConsentValue		Rule 2 uses and
Customer: Consent.ConsentOption		[ ] is equal to [ ]
PreferenceSystem: Consents.ConsentOption		and
PreferenceSystem: Consents.ConsentValue		[ ] is equal to [ ]
UnifiedActivity: CustomerInsights.ActivityType		
TRUE		
Event updates		
Consent update		

Correct Answer:

Attribute name or attribute value		Answer Area
Customer: Consent.ConsentValue		Rule 2 uses and

Rule 2 uses and

| PreferenceSystem: Consents.ConsentOption | is equal to | UnifiedActivity: CustomerInsights.ActivityType |

and

| Customer: Consent.ConsentOption | is equal to | PreferenceSystem: Consents.ConsentValue |

Attribute name or attribute value:

- TRUE
- Event updates
- Consent update

QUESTION 2

You are configuring data unification for a new Microsoft Dynamics 365 Customer Insights implementation.

Individual consumers are the primary target audience.

You define several match rules that include address data and other personal identifiers. These match rules did not perform as well as expected in your first unification run.

You need to improve the match results before your marketing team starts using the system.

Which two data enrichments should you consider implementing to improve the match results? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Enhanced addresses provided by Microsoft

B. Identity provided by LiveRamp AbihTec

C. Enhanced company data provided by Microsoft

D. Azure Maps provided by Microsoft

Correct Answer: AB

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 implementing a scheduled refresh in Microsoft Dynamics 365 Customer Insights.

You need to describe scheduled refreshes to your colleague.

Which two statements should you convey? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Scheduled refresh is unavailable in trial environments and can only be configured for production instances.

B. To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.

C. When you configure a refresh schedule to run dairy, you must define the time zone and time when the refresh needs to run.

D. The refresh schedule can be applied to selected data sources or specific tables within these data sources.

Correct Answer: CD

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

Latest MB-260 Dumps   MB-260 Practice Test   MB-260 Braindumps