MB-260^{Q&As}

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.passapply.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

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

QUESTION 2

You are a Customer Data Platform Specialist. You are implementing a scheduled refresh in audience insights.

Which two statements are correct when describing scheduled refreshes? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

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

B. Scheduled refresh is not available in trial environments and can only be configured for production instances.

C. The refresh schedule can be applied to selected data sources or specific entities within these data sources.

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

Correct Answer: AD

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience- insights/segments?tabs=b2c
https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience- insights/system#schedule-tab

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

Your company wants to create a segment to identify the customers who are more likely to purchase the three most-recommended products from the out-of-the-box product recommendations model.

Before defining this segment, you need to first configure and run the product recommendations model.

Which point should you consider when configuring the product recommendation model?

A. Product recommendations models can only be created and configured by users with admin permissions.

B. You have the option to include products in the recommendation that your customers have purchased before.

C. The number of products recommended is automatically chosen based on the number of products in the input data.

D. Product recommendation models can only be manually executed by users with contributor or admin permissions.

Correct Answer: D

QUESTION 5

You implemented Microsoft Dynamos 365 Customer Insights as the Customer Data Platform solution. Now, you are building segments that were requested by the marketing department. One of the segments that is requested is "all customers

that made an eCommerce purchase in the last 12 months".

You need to consider the implications of building a segment that uses tables other than Customer

Which system behavior should you consider when building multi-table segments?

A. All the rules within the segment need to use the same relationship path.

B. Choosing different relationship paths can result in different numbers of segment members.

C. Dynamics 365 Customer Insights selects the most direct path when there are multiple possible relationship paths available.

D. Only activities that are related to customer profiles through relationship paths can be used.

Correct Answer: D

MB-260 PDF Dumps   MB-260 VCE Dumps   MB-260 Study Guide