



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. Your company's chief marketing officer (CMO) learns about Dynamics 365 Customer Insights engagement insights capability. Your CMO wants to understand how engagement insights can be

used to enhance audience insights.

Which two statements describe the benefits of engagement insights? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. It allows you to collect, measure, and understand customer behavior on your website.
- B. It allows you to create new customer profiles within engagement insights that can be exported to audience insights.
- C. It allows you to send new customer leads directly to a marketing automation platform.
- D. It allows you to link audience insights and engagement insights environments to enable bidirectional data flow.

Correct Answer: AD

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-insights/engagement-insights/overview>

QUESTION 2

You are implementing Microsoft Dynamics 365 Customer Insights at a bank. After going through the unification process, you notice that customer profile cards appear nameless.

You need to resolve this problem and add the full name to the customer profile cards.

What should you do?

- A. Within the 'Select source fields' stage, map at least one field to the semantic type 'Person.FullName'.
- B. Within the 'Select source fields' state, add a custom semantic type for 'Person.FullName'.
- C. Within the 'Unify customer fields' stage, adjust the order for the 'Fullname' field, where the first option is always filled.
- D. Within the 'Unify customer fields' stage, combine different name field into the 'Fullname' field.

Correct Answer: B

QUESTION 3

Your manager asked you to evaluate the use of suggested segments for marketing campaigns.

You need to tell your manager what kinds of segments can be suggested based on the current Dynamics 365 Customer



Insights configuration.

Which two types of segments can be suggested? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Customers who have generated the most revenue from ticket sales.
- B. Customers who have the lowest average customer satisfaction scores.
- C. Customers who have made the most recent purchases.
- D. Customers who have the highest total spend per customer.

Correct Answer: AD

QUESTION 4

You are a Customer Data Platform Specialist. You need to create relationships to connect entities so that they can be further used in defining segments and measures by the marketing team.

Which three relationship types are available in audience insights? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Non-editable system relationships, created by the system as part of the data unification process
- B. Non-editable system relationships, which are created automatically from ingesting data sources
- C. Editable inherited relationships, created by the system as part of the data unification process
- D. Editable custom relationships, created and configured by users
- E. Non-editable inherited relationships, which are created automatically from ingesting data sources

Correct Answer: ADE

Reference:

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

QUESTION 5

DRAG DROP

You are a Customer Data Platform Specialist. Your organization is using the Dynamics 365 Customer Insights as the Customer Data Platform.

Your marketing team wants to explore the suggested segments feature and create a segment based on measures.

Which four steps should be performed in sequence to achieve this goal? To answer, move the appropriate actions from



the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Steps

- Create a copy of the newly created suggestion in Segments.
- Choose a measure as the influencing attribute.
- Choose a measure as the primary attribute.
- Select the influencing attributes and save.
- Save the generated suggestion as a segment.
- Get new suggestions from the Suggestions (preview) tab in Segments.

Order

Correct Answer:

Steps

- Create a copy of the newly created suggestion in Segments.
- Choose a measure as the influencing attribute.
-
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-
-

Order

- Get new suggestions from the Suggestions (preview) tab in Segments.
- Choose a measure as the primary attribute.
- Select the influencing attributes and save.
- Save the generated suggestion as a segment.

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