MB-260^{Q&As}

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Microsoft Customer Data Platform Specialist

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QUESTION 1

You are responsible for creating segments for your company\\'s marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organizations products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution:

1.

 Generate a Transactional churn prediction for the next three months.

2.

 On the results page, review the model results to identify the characteristics of the highest "Likelihood to churn" group.

3.

 Create a segment from the results page using the ChurnScore field and a Greater than operator for the lower bounds value of the group you identified. Does this meet the goal?

A. Yes

B. No

Correct Answer: A

QUESTION 2

You are a Customer Data Platform Specialist. The marketing team wants to send personalized marketing emails to customers, but the customer FullName attribute has not been correctly populated as part of the profile unification process.

You update the Map process to include the loyalty.member.fullname, ecom.member.fullname, and cclubcust.member.full_name fields. Then, you map the fields to the Person.FullName semantic type. Audience insights automatically merges

these fields into the FullName attribute on the Merge page.

What action should you perform to make sure the merged FullName field contains the most trusted data available?

A. Edit the merged FullName field and combine fields by most recent based on timestamp in the source entity.

B. Edit the merged FullName field and combine fields by least recent based on timestamp in the source entity.

C. Separate the fields in the merged FullName field, create a new field, and add attributes in priority order.

D. Edit the merged FullName field, combine fields by importance, and manually rank the source entities.

Correct Answer: D

Adding Full Name field to the unified customer record

Full Name is a merged field with the following merging policy:

a.

 loyalty.member.fullname

b.

 ecom.member.fullname

c.

 cclubcust.csv.full_name

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/mergeentities

QUESTION 3

You are a Customer Data Platform Specialist. Your company\\'s information technology team wants to use the out-of-the-box customer lifetime value (CLV) machine learning (ML) capabilities that come with audience insights, but the team has

some concerns about the suitability of their data. You need to confirm if their research about data requirements is correct.

Which two statements are correct about the data characteristic requirements for configuring the CLV ML model? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. There should be at least two to three transactions per customer ID. preferably across multiple dates.

B. There should be at least 100.000 unique customers to perform the CLV model.

C. There should be preferably two to three years of transactional data to predict CLV for one year.

D. The CLV model will not run if there is any missing data in the fields.

Correct Answer: AC

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/predict- customer- lifetime-value

QUESTION 4

You are a Customer Data Platform Specialist. You are reviewing the system status. You notice that an insights refresh process shows a "skipped" status. Which system process type should you review to find the step that is blocking the insights refresh from starting?

A. Segments

B. Search

C. Enrichments

D. Activities

Correct Answer: A

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system

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QUESTION 5

You are a Customer Data Platform Specialist. You need to design a process to share the unified customer profile with the sales team. The sales team uses the Dynamics 365 Sales app for marketing list generation.

Which two conditions must be met to export segments needed by the sales team to the D365 Sales app? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. In order to export segment of customers who have DOB to Dynamics 365 Sales to create marketing lists, a connection to the Dynamics 365 Sales environment must be configured.

B. Contacts do not have to be present in Dynamics 365 Sales because the export process will create new contact records if they do not already exist.

C. In order to export segment of customers who have Loyalty email to Dynamics 365 Sales, a connection to the Dynamics 365 Sales environment must be configured.

D. Dynamics 365 Sales Contacts must be ingested into audience insights as a data source and included in the unified customer profile.

Correct Answer: AD

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/exportdynamics365-sales

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