



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. The marketing team requested that customer cellphone numbers be added to the customer profile in audience insights. The customer cellphone numbers are stored in a separate table in the

Azure Gen 2 Storage Account.

You decide to create the data source(s) needed in audience insights.

Which statements best describes the steps needed to ingest the required data to audience insights?

- A. In audience insights, under Data, select Data Sources, add data source and select Azure data lake storage as an import method, enter name as "Loyalty Cell Phone" and enter storage account name to authenticate. Repeat the steps for other tables.
- B. In audience insights, select Data Sources, add data source, enter "CellPhone" in the name field and click Next.
- C. In audience insights, add data source and select Azure data lake storage as an import method, enter "cellPhoneJoyalty1" as a data source name, and then enter the container name and method to authenticate. Repeat the same steps for other tables.
- D. In audience insights, add data source and select Microsoft Dataverse as an importmethod, enter "CellPhoneloyalty" as a data source name.

Correct Answer: C

There are three data sources containing customer profile data loaded to a dedicated storage account and container in the Azure Data Lake. Ingesting Cell phone data- the requirement is to keep the name of the date sources aligned with the design document. cellPhone_loyaly.csv: srcid (primary key), cellphone

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audienceinsights/connect-power-query>

QUESTION 2

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 3

You are a Customer Data Platform Specialist. Your company has audience insights set up as their Customer Data Platform solution. You transferred the management of the platform to a contractor. You want the contractor to manage the

existing connections without having administrator access.

Which two statements are correct about allowing contributors to use a connection for exports? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Contributors will be able to use the connection if you select them in the "choose who can use this connection" screen.

B. Contributors will see shared connections and can manage every export that uses this specific connection.

C. Contributors will have their exports removed if their permissions are changed.

D. Contributors will be able to view or edit the connection after being given permission to use the connection.

Correct Answer: AB

Reference:

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

QUESTION 4

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 5**

A company has Microsoft Dynamics 365 Customer Insights set up as the Customer Data Platform. The eCommerce application sends updates on customer purchases to Dynamics 365 Customer Insights through its real-time APIs. You configured eCommerce purchases to show on the customer activity timeline.

A marketing user reports that eCommerce purchases for customers seem to be disappearing from the customer activity timelines over time. The marketing user also notices that segments based on eCommerce purchases are not updating.

You need to explain why this is happening.

Which two explanations should you provide? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Real-time ingested activities will not update segments on the new activity directly.
- B. An additional API call is required to update a segment with real-time activity data.
- C. Real-time ingested activity updates disappear after four hours by default.
- D. Real-time ingested activity updates disappear after 30 days by default.

Correct Answer: BC

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