



# MB-260<sup>Q&As</sup>

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

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### QUESTION 2

You are a Customer Data Platform Specialist. Your company operates mainly in the business-to-business (B2B) space.

The chief marketing officer (CMO) asks you to implement audience insights and ensure that it can handle the company's B2B scenarios and data.

Which statement is correct when considering audience insights for business accounts versus individual consumers?

A. The out-of-the-box product recommendation prediction model is available for business accounts.

B. Data ingestion features are different for business accounts and individual customers.

C. Some enrichment types are available only for individual customer scenarios, while others are exclusively available for business accounts.

D. Business accounts and individual consumers share the same audience insights environment.

Correct Answer: C

Reference:



<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/work-with-business-accounts>

### QUESTION 3

#### DRAG DROP

You are a Customer Data Platform Specialist. You are implementing an incremental refresh in audience insights. All the data is stored in an Azure SQL database and is ingested to audience insights using Power Query. You need to configure

an incremental refresh for data sources.

Which four actions should you perform in sequence to meet this requirement?

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:

#### Action

Select **Save and close**.

Go to **Customers**, select **Search & filter index** and then **+ Add**.

Go to **Unify**, select **Search & filter index** and then **+ New**.

Select the attributes in the list you want to add as indexed fields and select **Apply**.

Select **Run**.

#### Order

Correct Answer:

**Action**

Select **Save and close**.

Go to **Customers**, select **Search & filter index** and then **+ Add**.

**Order**

Go to **Unify**, select **Search & filter index** and then **+ New**.

Select the attributes in the list you want to add as indexed fields and select **Apply**.

Select **Run**.

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**QUESTION 4**

You need to unify the different data sources within Microsoft Dynamics 365 Customer Insights through the data unification process.

After you selected Create customer profiles on the Review step, you notice that you still need to rename a customer field.

What is the fastest way to perform the correction?

- A. View the details of the running job and cancel the job. Rename the field and run the unification process again.
- B. Wait for the process to finish. Refresh the page, then rename the field and run the unification process again
- C. While the unification process is running, separate and recombine the Customer field. Rename it and run the unification process again.
- D. Rename the field while the unification is in Refreshing status. Changes are still recorded during the current process.

Correct Answer: D

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**QUESTION 5**

You need to populate a marketing list in Dynamics 365 Sales with all the members of a segment in Microsoft Dynamics 365 Customer Insights. Which two conditions must be met? Each correct answer presents part of the solution. NOTE:



Each correct selection is worth one point.

- A. The email addresses of contacts in Dynamics 365 Sales must match the corresponding unified customer profile email address field in Dynamics 365 Customer Insights.
- B. The segment in Dynamics 365 Customer Insights cannot contain more than 100,000 members.
- C. Sales team members must be assigned a role in Dynamics 365 Customer Insights to access the marketing list that is created in Dynamics 365
- D. Dynamics 365 Sales Contacts must be ingested into Dynamics 365 Customer Insights as a data source and included in the unified customer profile.

Correct Answer: AD

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