



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

Microsoft Customer Data Platform Specialist

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### QUESTION 1

You are a Customer Data Platform Specialist. Dynamics 365 Customer Insights (CI) users have complained that they are not able to quickly find customers using main demographic data points. You must ensure users are able to search customers using any of the available fields.

Which two statements define the actions that should be completed to satisfy this requirement? Each option represents a partial solution.

NOTE: Each correct selection is worth one point.

- A. Validate you have access to edit the Search and index pages in audience insights.
- B. On the Search and filter index pane, add Last Name, Full Name, Email, Cell Phone, Street Address, and DOB fields to Index. Click Save and Run.
- C. You must run Merge in order to view the newly added fields on the customer profile.
- D. On the Search and filter index pane, Add Last Name, FullName, Email, Home Phone, DOB fields to Index. Click Save and Run.

Correct Answer: AB

The following fields from the unified customer record should be added to index: Last Name, Full Name, Email, Cell Phone, Street Address, DOB.

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

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### QUESTION 2

You are a Customer Data Platform Specialist. You created several customer segments. You want to identify differences between the segments that you created.

Which two statements are correct about using segment differentiations? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. The higher the difference score, the more the attributes differ between the two segments.
- B. You can compare a segment with the rest of your unified profiles or with another segment.
- C. You can only compare one segment with another segment.
- D. The lower the difference score, the more the attributes differ between the two segments.

Correct Answer: AB

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

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### QUESTION 3

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>

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### QUESTION 4

You are a Customer Data Platform Specialist. The primary audience for your instance of audience insights is business accounts. You need to show audience insights data to Dynamics 365 Sales users without updating data in Dataverse. Which Customer Card Add-in controls requires you to create semantic entity mapping before you can use it?

- A. Contacts control
- B. Intelligence control
- C. Customer details control
- D. Enrichments control

Correct Answer: A

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

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### QUESTION 5

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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