

MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while

others might not have a correct solution.

You are a Customer Data Platform Specialist. Your company's information technology department already ingested a CSV file with column names in the first row into audience insights. You are asked to clean and transform the data to get it

ready for unification.

What can you do to satisfy the requirements?

Solution: Clean the data by removing any rows with nulls and deleting any leading zeros on the primary key. Click "Next" and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

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

QUESTION 2

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights at a bank.

You finished setting up the different initial data sources. You are starting the unification process.

Which three tasks do you need to perform in the Mapping phase of the unification process? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Identify the primary keys and semantic field types within the different entities.

B. Identify the entities that you need to unify into a single profile.

C. Identify the prioritization of similar fields between different entities.

D. Select the fields you want to include the unified customer profile.

E. Identify rules for duplication between different entities.

Correct Answer: ABD

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

QUESTION 3

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 4

You are a Customer Data Platform Specialist. Your organization recently implemented audience insights. You need to create a measure using the 'Average Transaction Value' template to track the average spent by a customer.

As part of the process of creating the measure, you need to add data and map it to the data from the Unified Activity entity.

When you are setting up the measure, which two steps should you perform to complete this task? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Choose the attribute representing the Transaction value from the Unified Customer entity.
- B. Choose the attribute representing the Transaction value from the Unified Activity entity.
- C. Choose an activity type and select the entity with transactional data.
- D. Choose either the Account or Contact entity to get the related transactional data.

Correct Answer: BC

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2c>

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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