

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

Microsoft Customer Data Platform Specialist

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**QUESTION 1**

**DRAG DROP**

You are a Customer Data Platform Specialist. Your organization is using the Dynamics 365 Customer Insights as the Customer Data Platform.

Your marketing team wants to explore the suggested segments feature and create a segment based on measures.

Which four steps should be performed in sequence to achieve this goal? 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:

Steps	Order
Create a copy of the newly created suggestion in Segments.	
Choose a measure as the influencing attribute.	
Choose a measure as the primary attribute.	
Select the influencing attributes and save.	
Save the generated suggestion as a segment.	
Get new suggestions from the Suggestions (preview) tab in Segments.	

Correct Answer:

Steps	Order
Create a copy of the newly created suggestion in Segments.	Get new suggestions from the Suggestions (preview) tab in Segments.
Choose a measure as the influencing attribute.	Choose a measure as the primary attribute.
	Select the influencing attributes and save.
	Save the generated suggestion as a segment.

## QUESTION 2

You are a Customer Data Platform Specialist. You completed all the steps in the match phase of the data unification process in the audience insights. You need to review and validate your match results.

Which three metrics are available for you to validate the results? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Unique matched records
- B. Matched records only
- C. Matched and non-matched records
- D. Unique source records
- E. All source records

Correct Answer: BCD

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

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## QUESTION 3

You are a Customer Data Platform Specialist. You already have a few existing production environments for audience insights. You were given a new production environment. Which two statements are correct about creating a new production environment when other environments already exist? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Data source credentials can be copied from an existing environment to a new production environment.
- B. You must log out of one environment to access new environments that are on the same tenant.
- C. When you create a new production environment, you can choose to copy the configuration from an existing environment.
- D. You can select the Environment control in the upper-right corner of the page to change environments.

Correct Answer: CD

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

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## QUESTION 4

You are a Customer Data Platform Specialist. You need to create relationships to connect entities so that they can be further used in defining segments and measures by the marketing team.

Which three relationship types are available in audience insights? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Non-editable system relationships, created by the system as part of the data unification process
- B. Non-editable system relationships, which are created automatically from ingesting data sources
- C. Editable inherited relationships, created by the system as part of the data unification process
- D. Editable custom relationships, created and configured by users
- E. Non-editable inherited relationships, which are created automatically from ingesting data sources

Correct Answer: ADE

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

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#### QUESTION 5

You are a Customer Data Platform Specialist. You completed unification and are looking to create relevant segments for your business. You want to identify insights on fields that overlap between segments. Which statement is correct about using segment overlap?

- A. Audience insights will recommend which fields may be the most insightful to use for segment overlap analysis.
- B. You can select up to three fields to analyze for overlap analysis when you create a new segment overlap.
- C. Audience insights will automatically select the fields for overlap analysis when you create a new segment overlap.
- D. You can select one or more fields to analyze for overlap analysis when you create a new segment overlap.

Correct Answer: D

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

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