MB-260^{Q&As}

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Microsoft Customer Data Platform Specialist

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QUESTION 1

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 2

You are a Customer Data Platform Specialist. The sales team asks you for an update on its requirement to be able to create a marketing list in Dynamics 365 Sales from audience insights data. Which validation is necessary to satisfy the sales team\'s requirement?

A. Validate ecom_email field is part of the Customer entity profile, and it is not merged with any other email from a different source.

B. Validate loyalty_email field is part of the unified customer entity profile, and it is not merged with any other email from a different source.

C. Validate email field is part of the Loyalty Member entity and can be used as a filter when building a segment for export to Dynamics 365 Sales

D. Validate all contacts ingested from Dynamics 365 Sales are included in the segment and the proper filter is applied.

Correct Answer: B

Ability to use segments from the audience insights to generate marketing lists:

The Sales team needs to generate a marketing campaign based on segment of customers who have a Loyalty email. (loyalty.email)

QUESTION 3

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 changing columns with numbers to integer number format, which includes fields such as price, number of purchases, and postal code. You should convert primary key to integer number field if it contains only

numbers. 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 4

You are a Customer Data Platform Specialist. You are configuring a workflow for a custom model using an Azure Machine Learning batch pipeline. Configuring this type of model requires different parameters than Machine Learning Studio

(Classic) models.

Which two configuration parameters are required specifically for Azure Machine Learning batch pipelines? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Output data store path

B. Output data store parameter name

C. Web service that contains your model

D. Entity name

Correct Answer: BD

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/custom-models

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QUESTION 5

DRAG DROP

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights as the Customer Data Platform (CDP) solution for your company.

Your manager asks you to give a short presentation for new users who will be using audience insights and explain some of the benefits that audience insights will offer them.

Which user group will take which benefit from audience insights? To answer, drag the appropriate user group to the correct benefit. Each user group may be used once, more than once, or not at all. You may need to drag the split bar

between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Audience insights administrators

Business users

Business analysts

Answer Area

Be able to see complete insights into the 360-degree customer profiles and activities.	
Enrich customer information with insights from audience intelligence, such as brand affinity and interests.	
Cleanse and standardize customer data across multiple, unlinked sources with AI-powered recommendations.	
Have access to a rich collection of connectors to easily ingest customer data.	
Be able to build customizable profiles, define measures, create segments, and benefit from predictive analytics.	

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Correct Answer:

| Audience insights administrators |
| Business users |
| Business analysts |

Answer Area

Be able to see complete insights into the 360-degree customer profiles and activities.	Business users
Enrich customer information with insights from audience intelligence, such as brand affinity and interests.	Audience insights administrators
Cleanse and standardize customer data across multiple, unlinked sources with AI-powered recommendations.	Audience insights administrators
Have access to a rich collection of connectors to easily ingest customer data.	Audience insights administrators
Be able to build customizable profiles, define measures, create segments, and benefit from predictive analytics.	Business analysts

QUESTION 6

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 7

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

QUESTION 8

You are a Customer Data Platform Specialist. Your marketing team is in the process of mapping entities and attributes in the data unification process of audience insights. You are assisting them with completing this task.

Which two statements correctly describe how audience insights handles the mapping of semantic types for entity attributes? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Attributes that are automatically mapped to a semantic type cannot be remapped to a custom semantic type.

B. Attributes must be mapped to the semantic type of ID in order to be used as a primary key for the entity.

C. The \\'Define the data in the unmapped fields\\' section shows attributes that are not automatically mapped to a

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semantic type.

D. The \\'Review mapped fields\\' section shows all attributes for which a semantic type is automatically identified.

Correct Answer: D

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

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QUESTION 9

You are a Customer Data Platform Specialist. Your company implemented audience insights and Dynamics 365 Marketing. One of the data sources is the behavioral data from Dynamics 365 Marketing.

You are reviewing the segment requirements with the marketing team. The marketing team wants the segments to exclude people who already received a commercial email in the last seven days. The marketing team creates segments in

audience insights and Dynamics 365 Marketing.

Which option is the fastest way to fulfill the requirement?

A. Create single dynamic segments in both audience insights and Dynamics 365 Marketing of customers who received a commercial email in the last seven days. Users can add an except rule with contacts from that segment in other individual segments.

B. Create audience insights and Dynamics 365 Marketing segment templates that include the rule of contacts that received a commercial email in the last seven days.

C. Create a single dynamic segment in audience insights of customers who received a commercial email in the last seven days. Make sure the segment is exported to Dynamics 365 Marketing. Users can add an except rule with contacts from that segment in other individual segments.

D. Create an audience insights quick segment that includes the rule of contacts that received a commercial email in the last seven days. Make sure the quick segment is exported to Dynamics 365 Marketing.

Correct Answer: C

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/export-dynamics365-marketing

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QUESTION 10

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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