

MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. You completed an initial implementation of audience insights. The marketing team wants to send a survey to customers. The survey will determine their interest in several new services that your company may begin offering. The marketing team will use a new survey website that can provide the results in a format that allows you to perform a custom SFTP import without going through the data unification process.

How can you display the levels of interest a customer has in each new service to users in Dynamics 365 Sales?

- A. Configure an export to Dynamics 365 Sales, and add the fields to the contact form.
- B. Enable the Customer Card Add-in. and add the timeline control to the contact form.
- C. Create a Power BI report that queries the activity timeline, and embed it on the contact form.
- D. Enable the Customer Card Add-in. and add the enrichment control to the contact form.

Correct Answer: D

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/customer-card-add-in>

<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/enrichment-sftp-custom-import>

QUESTION 2

DRAG DROP You are a Customer Data Platform Specialist. The chief marketing officer (CMO) asked you to look at different use cases as you are implementing the Customer Insights platform. Which use case is applicable to either audience insights or engagement insights? To answer, drag the appropriate capability to the correct use case. Each capability 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

Engagement Insights

Answer Area

A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution.

The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic.

Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application.

The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey.

The sales manager wants to identify paths that customers navigate on the website before they make a purchase.

Correct Answer:

Audience Insights

Engagement Insights

Answer Area

A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution.

Audience Insights

The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic.

Audience Insights

Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application.

Audience Insights

The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey.

Engagement Insights

The sales manager wants to identify paths that customers navigate on the website before they make a purchase.

Engagement Insights

QUESTION 3

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-ins>

QUESTION 4

You are a Customer Data Platform Specialist. Your company's information technology team wants to use the out-of-the-box customer lifetime value (CLV) machine learning (ML) capabilities that come with audience insights, but the team has

some concerns about the suitability of their data. You need to confirm if their research about data requirements is correct.

Which two statements are correct about the data characteristic requirements for configuring the CLV ML model? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. There should be at least two to three transactions per customer ID, preferably across multiple dates.
- B. There should be at least 100,000 unique customers to perform the CLV model.
- C. There should be preferably two to three years of transactional data to predict CLV for one year.
- D. The CLV model will not run if there is any missing data in the fields.

Correct Answer: AC

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

QUESTION 5

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>