MB-260 Q&As

Microsoft Customer Data Platform Specialist

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QUESTION 1

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 2

You are a Customer Data Platform Specialist. You successfully installed the Customer Card Add-in and the required add-in control in Dynamics 365 Sales app. You need to show customer enrichment data from audience insights in the

Dynamics 365 Sales application.

Which two statements must be true for you to show the required data on a Customer Card Add-in control? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Customer details control is successfully installed and added to the Contact form.

B. Active enrichment is applied to customer profiles.

C. Contacts from Dynamics 365 Sales are included in the audience insights unification process.

D. Measure Control is successfully installed and added to the Contact form.

Correct Answer: BC

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

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

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QUESTION 4

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 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

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