

MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. The marketing team wants to send personalized marketing emails to customers, but the customer FullName attribute has not been correctly populated as part of the profile unification process.

You update the Map process to include the `loyalty.member.fullname`, `ecom.member.fullname`, and `cclubcust.member.full_name` fields. Then, you map the fields to the `Person.FullName` semantic type. Audience insights automatically merges

these fields into the FullName attribute on the Merge page.

What action should you perform to make sure the merged FullName field contains the most trusted data available?

- A. Edit the merged FullName field and combine fields by most recent based on timestamp in the source entity.
- B. Edit the merged FullName field and combine fields by least recent based on timestamp in the source entity.
- C. Separate the fields in the merged FullName field, create a new field, and add attributes in priority order.
- D. Edit the merged FullName field, combine fields by importance, and manually rank the source entities.

Correct Answer: D

Adding Full Name field to the unified customer record

Full Name is a merged field with the following merging policy:

a.

`loyalty.member.fullname`

b.

`ecom.member.fullname`

c.

`cclubcust.csv.full_name`

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

QUESTION 2

You are a Customer Data Platform Specialist. Your company implemented audience insights as their Customer Data Platform.

While discussing the AI possibilities of audience insights with a campaign manager, you mention that the solution can suggest segments based on the activities of a profile. The campaign manager asks you to run a suggestion based on the

sales order lines that are available in audience insights.

Which three factors will affect the segment suggestions? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. The specific activity relationship path(s).
- B. The number of days since the last order line
- C. The credit card or any specific attributes recorded at the order line
- D. The number of order lines
- E. The value of the order line

Correct Answer: BDE

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

QUESTION 3

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

Create a copy of the newly created suggestion in Segments.
Choose a measure as the influencing attribute.

Order

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

QUESTION 4

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 5

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>

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