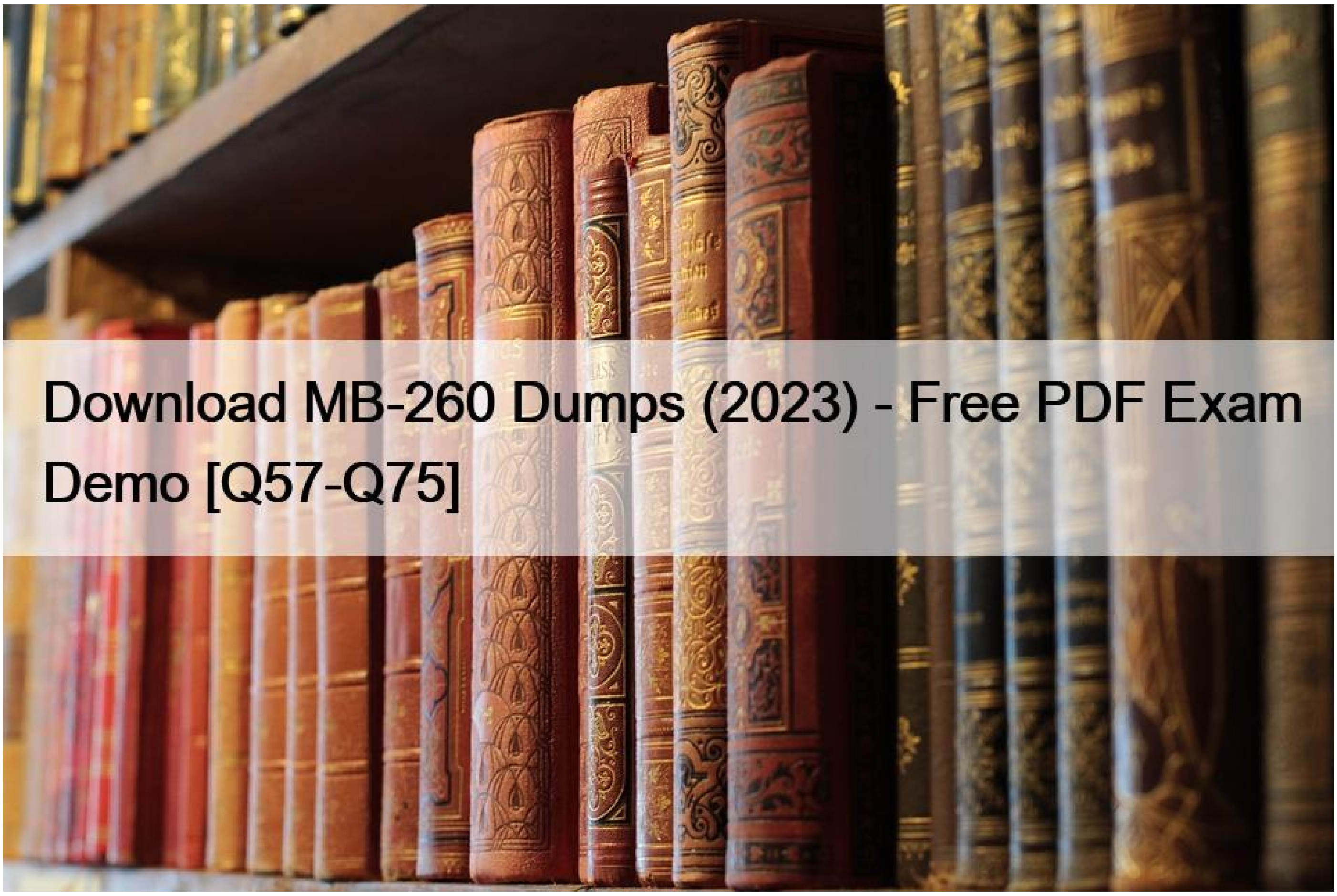
# Download MB-260 Dumps (2023) - Free PDF Exam Demo [Q57-Q75




**Download MB-260 Dumps (2023) - Free PDF Exam Demo Enhance your career with MB-260 PDF Dumps - True Microsoft Exam Questions**

Passing the MB-260 exam requires a deep understanding of various customer data management techniques and technologies, as well as the ability to identify and solve customer-centric business problems using Microsoft Customer Data Platform. Consequently, a vast range of skills is tested, including data modeling, data ingestion, data mapping, and data profiling. Being a Microsoft Certified Dynamics 365 Customer Data Platform Specialist also means individuals can deliver end-to-end solutions and services in customer data management to help businesses stay ahead of the competition.

The MB-260 exam is designed for individuals who have technical experience in data storage, analysis, and usage. This test can be taken by data architects, marketing professionals, business analysts, and data scientists, who want to develop their knowledge in customer data analytics using Microsoft's Customer Data Platform. Through MB-260 exam, candidates can prove their expertise in creating impactful customer experiences by understanding data and delivering effective customer insights with Microsoft's tools and software solutions.

**QUESTION 57**

You are a Customer Data Platform Specialist. Your organization is using Power Query when connecting to Data Sources in audience insights. You need to load eCommerce Contacts to audience insights.

Which statement about loading data to audience insights using Power Query is correct?
* You must create a separate Power Query data source for each entity you wish to ingest.
* Power Query automatically recognizes header rows in files when you use the Text/CSV connector.
* After you save a Power Query data source, you have to manually trigger the initial refresh process.
* You can add additional entities to the data source using Get Data functionality in the Power Query.
Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/connect-power-query

**QUESTION 58**

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?
* Contacts control
* Intelligence control
* Customer details control
* Enrichments control
Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-ins

**QUESTION 59**

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.
* Attributes that are automatically mapped to a semantic type cannot be remapped to a custom semantic type.
* Attributes must be mapped to the semantic type of ID in order to be used as a primary key for the entity.
* The ‘Define the data in the unmapped fields’ section shows attributes that are not automatically mapped to a semantic type.
* The ‘Review mapped fields’ section shows all attributes for which a semantic type is automatically identified.
Reference:

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

**QUESTION 60**

You are a Customer Data Platform Specialist. Your information technology (IT) team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was complete, the team noticed that three relationships were created automatically (CustomerToContact, CustomerToAccount and CustomerToWebAccount). The team needs to know how they can configure and update these three relationships.

What feedback should you provide?
* Relationships created via the unification process can be edited by those with contributor-level access.
* You can edit each of the three relationships by clicking into the Relationship tab and selecting edit.
* You cannot edit any of the three relationships, as they are non-editable system relationships.
* Relationships created via the unification process can only be edited by those with administrator-level access.
Reference:

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

**QUESTION 61**

You are implementing Microsoft Dynamics 365 Customer Insights at a bank. After going through the unification process, you notice that customer profile cards appear nameless.

You need to reserve this problem and add the full name to the customer profile cards.

What should you do?
* Within the ‘Select source fields* stage, map at least one field to the semantic type *Person.FullName*.
* Within the ‘Select source fields* state. add a custom semantic type for “Person.Fullname*
* Within the ‘Unify customer fields* stage, adjust the order for the ‘Fullname ” field, where the first option is always filled.
* Within the ‘Unify customer fields* stage, combine different name field into the ‘Fullname* field.

**QUESTION 62**

Your manager asked you to evaluate the use of suggested segments for marketing campaigns.

You need to tell your manager what kinds of segments can be suggested based on the current Dynamics 365 Customer Insights configuration.

Which two types of segments can be suggested? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.
* Customers who have generated the most revenue from ticket sales
* Customers who have the lowest average customer satisfaction scores.
* Customers who have made the most recent purchases.
* Customers who have the highest total spend per customer.

**QUESTION 63**

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.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are responsible for creating segments for your company’s marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organization’s products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution: ‘

1. Generate a Customer Lifetime Value model for the next three months.

2. On the results page, review the model results to identify the characteristics of the lowest “Value of customers by percentile” group.

3. Create a segment using the CLVSore field and a Lesser than operator for the upper bounds value of the group you identified.

Does this meet the goal?
* Yes
* No

**QUESTION 64**

You are implementing Microsoft Dynamics 365 Customer Insights as the company’s Customer Data Platform.

You set up the data sources and start the unification process.

You need to identify the primary table within the Matching conditions page.

Which two criteria should you use to determine the primary table? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.
* Choose the table that has several attributes in common with other tables.
* Choose the table that has the most related tables.
* Choose the Dynamics 365 contact table when this is available as the data source.
* Choose the table with the most complete and reliable profile data about your customers.

**QUESTION 65**

You are a Customer Data Platform Specialist. Your organization recently implemented audience insights. You need to create a measure using the ‘Average Transaction Value’ template to track the average spent by a customer.

As part of the process of creating the measure, you need to add data and map it to the data from the Unified Activity entity.

When you are setting up the measure, which two steps should you perform to complete this task? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.
* Choose the attribute representing the Transaction value from the Unified Customer entity.
* Choose the attribute representing the Transaction value from the Unified Activity entity.

* Choose an activity type and select the entity with transactional data.
* Choose either the Account or Contact entity to get the related transactional data.

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2c

**QUESTION 66**

You are a Customer Data Platform Specialist. You are implementing a scheduled refresh in audience insights.

Which two statements are correct when describing scheduled refreshes? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

* To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.
* Scheduled refresh is not available in trial environments and can only be configured for production instances.
* The refresh schedule can be applied to selected data sources or specific entities within these data sources.
* When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to run.

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segments?tabs=b2c

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system#schedule-tab

**QUESTION 67**

Your organizations IT team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was completed, the team noticed that three relationships were created automatically.

1. CustomerToContact

2. CustomerToAccount

3. CustomerToWebAccount

You need to advise the team about how they can configure and update these three relationships.

What should you recommend?

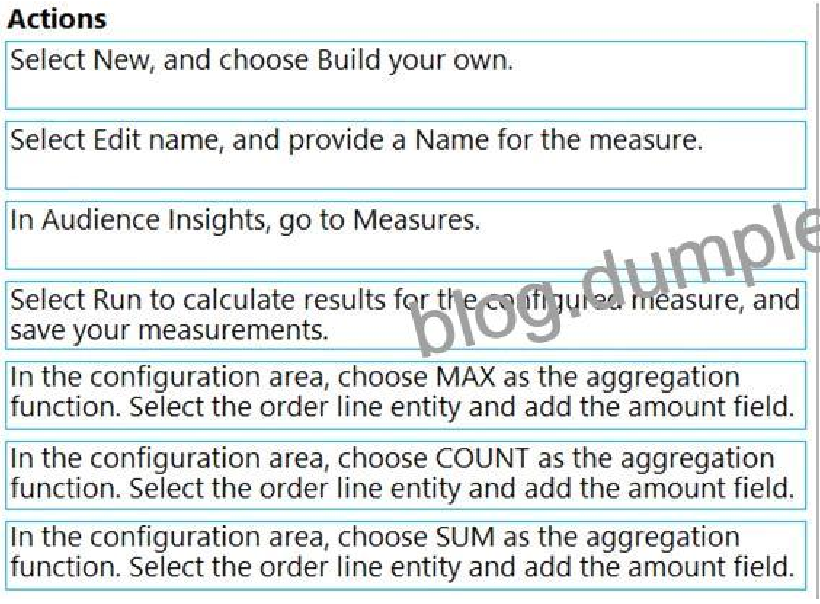
* You cannot edit any of the three relationships, as they are non-editable system relationships.
* Relationships created via the unification process can be edited by those with contributor-level access.
* Relationships created via the unification process can only be edited by those with administrator-level access.
* You can edit each of the three relationships by navigating to the Relationship tab and selecting Edit

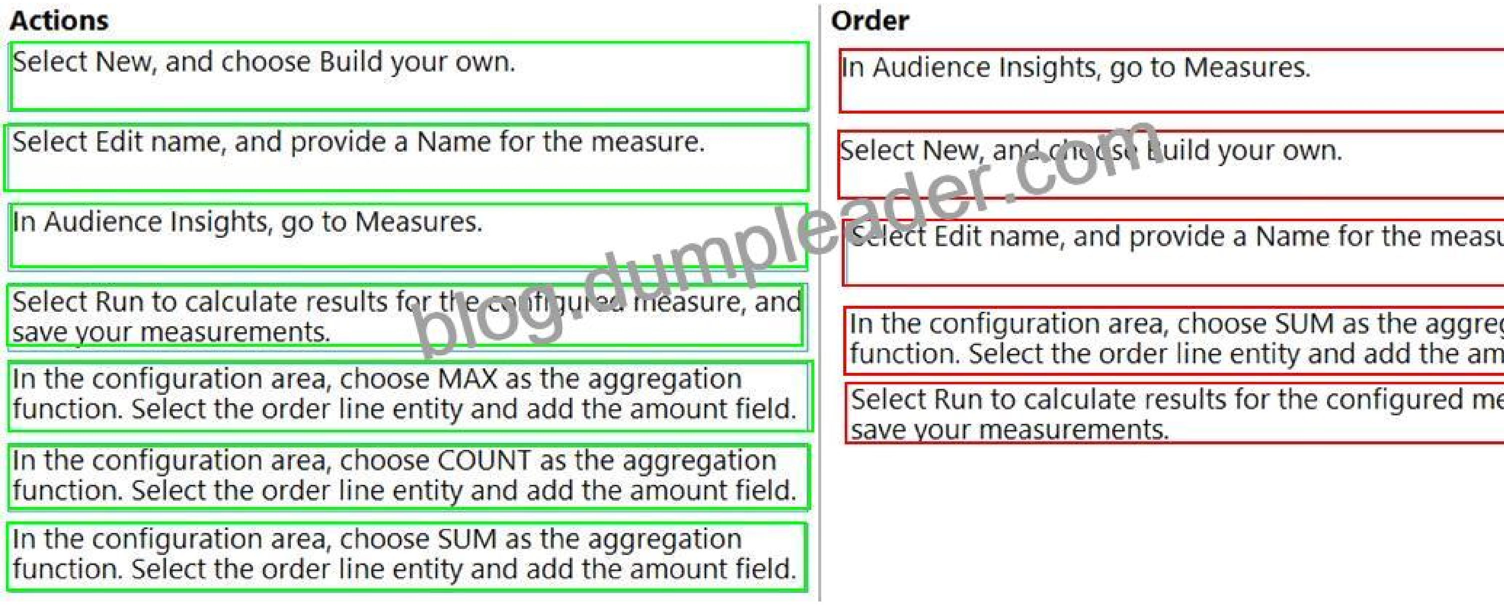
**QUESTION 68**

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

The marketing team wants to know the total amount the customer has spent. The order lines are linked to a profile as part of the point-of-sale data source and through their loyalty ID.

Which five actions should you perform in sequence to create this insight? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.




Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2c

**QUESTION 69**

You are a Customer Data Platform Specialist.

One of the marketing users asked you to create two lists:

All customers that live in Paris, France

All customers that have made more than ten online purchases

You decide to create these lists as quick segments.

Which two options should you use as the base in quick segments to create the required insights? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.
* Measures
* Enrichments
* Intelligence
* Profiles
* Data entities
Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segment-builder#quick-segments

**QUESTION 70**

You have the contributor security role.

Your company has Microsoft Dynamics 365 Customer Insights set up as the Customer Data Platform solution.

You transferred the management of the platform to a contractor.

The contractor must manage the existing connections without having administrator access.

Which two characteristics apply when using a connection for exports? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point
* If the contractor is selected in the Choose who can use this connection screen, they will be able to use the connection
* If the contractor is given permission to use the connection, they will be able to view or edit the connection.
* If the contractor’s permission level changes, they will have their exports removed.
* Users can manage every export that use connections shared with them.

**QUESTION 71**

You need to begin planning how to address the marketing team’s requests for future enhancements.

If you implement the requested changes, what is the total number of connections that will be required in BYAE’s Dynamics 365 Customer Insights environment?
* 2
* 3
* 4
* 5

**QUESTION 72**

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?
* Configure an export to Dynamics 365 Sales, and add the fields to the contact form.
* Enable the Customer Card Add-in. and add the timeline control to the contact form.
* Create a Power Bl report that queries the activity timeline, and embed it on the contact form.
* Enable the Customer Card Add-in. and add the enrichment control to the contact form.
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 73**

You are a Customer Data Platform Specialist. You are reviewing the system status. You notice that an insights refresh process shows a “skipped” status.

Which system process type should you review to find the step that is blocking the insights refresh from starting?
* Segments
* Search
* Enrichments
* Activities
Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system

**QUESTION 74**

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.
* Validate you have access to edit the Search and index pages in audience insights.
* 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.
* You must run Merge in order to view the newly added fields on the customer profile.
* On the Search and filter index pane. Add Last Name, FullName, Email, Home Phone. DOB fields to Index. Click Save and Run.
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/search-filter-index

**QUESTION 75**

You need to unify the different data sources within Microsoft Dynamics 365 Customer Insights through the data unification process.

After you selected Create customer profiles on the Review step, you notice that you still need to rename a customer field.

What is the fastest way to perform the correction?
* View the details of the running job and cancel the job. Rename the field and run the unification process again.
* Wait for the process to finish. Refresh the page, then rename the field and run the unification process again
* While the unification process is running, separate and recombine the Customer field. Rename it and run the unification process again.
* Rename the field while the unification is in Refreshing status. Changes are still recorded during the current process.