



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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**QUESTION 1**

Your organization is implementing Microsoft Dynamics 365 Customer Insights. You want to make sure that you address duplicate records in your source data.

You need to define the deduplication rules to select which duplicate record should be kept.

Which three options should you select? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. First imported
- B. Most filled
- C. Importance
- D. Least recent
- E. Most recent

Correct Answer: BDE

QUESTION 2

Your company wants to create a segment to identify the customers who are more likely to purchase the three most-recommended products from the out-of-the-box product recommendations model.

Before defining this segment, you need to first configure and run the product recommendations model.

Which point should you consider when configuring the product recommendation model?

- A. Product recommendations models can only be created and configured by users with admin permissions.
- B. You have the option to include products in the recommendation that your customers have purchased before.
- C. The number of products recommended is automatically chosen based on the number of products in the input data.
- D. Product recommendation models can only be manually executed by users with contributor or admin permissions.

Correct Answer: D

QUESTION 3

Your company has recently implemented Microsoft Dynamics 365 Customer Insights to target customers based on household size and income. The company's Marketing team plans to create different segments for customers living in Canada

based on household size and income.

Customer profiles are currently missing this information, and the marketing team requests this data be added to



Dynamics 365 Customer Insights for as many customers as possible in Canada.

You need to ensure that as many customer profiles as possible are inched with household and income size details.

What type of enrichment should you use to bring in data to satisfy the requirement?

- A. Demographics from Experian
- B. Location from HERE Technologies
- C. Identity from LiveRamp
- D. SFTP custom import

Correct Answer: A

QUESTION 4

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?

- A. Relationships created via the unification process can be edited by those with contributor-level access.
- B. You can edit each of the three relationships by clicking into the Relationship tab and selecting edit.
- C. You cannot edit any of the three relationships, as they are non-editable system relationships.
- D. Relationships created via the unification process can only be edited by those with administrator-level access.

Correct Answer: C

Reference:

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

QUESTION 5

You consult for an organization that is implementing Dynamics 365 Customer Insights for the first time.

You are creating training materials for the organization and need to create a glossary of terms.

Which definition should you add to the glossary?

- A. Tables - a configurable structure that forms the basis of the forms that compose the user interface of Dynamics 365 Customer Insights.
- B. Exports - a feature that allows ingestion of data from a wide variety of data sources external to the application.
- C. Activities - a feature that enables a user to define actions or events performed by customers or business contacts in



ingested data.

D. Predictions - a feature that predicts possible relationships between different tables you have ingested.

Correct Answer: D

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