



# MB-260<sup>Q&As</sup>

Microsoft Customer Data Platform Specialist

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**QUESTION 1**

## DRAG DROP

You are a Dynamics 365 Customer Insights system administrator for a university. The university is closed on the weekends, and the system refresh schedule is set to only run on days that the university is open.

To shorten the daily refresh, you notice that some measures could only be refreshed weekly and only need to be available at the beginning of the week.

You need to create custom refresh schedules for these measures.

Which five actions should you perform in sequence? 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:

**Actions**

Select **Schedule**.

In the schedule settings, select **Sunday** as the specific day.

Go to **Schedule** in the system settings and select **Edit measure refresh settings**.

Go to **Measures** and select the measures you want to schedule.

In the schedule settings, set the **Recurrence** to Weekly.

In the schedule settings, select **Monday** as the specific day.

Select **Save**.

**Order**

Correct Answer:

**Actions**

Select **Schedule**.

In the schedule settings, select **Sunday** as the specific day.

**Order**

Go to **Schedule** in the system settings and select **Edit measure refresh settings**.

Go to **Measures** and select the measures you want to schedule.

In the schedule settings, set the **Recurrence** to Weekly.

In the schedule settings, select **Monday** as the specific day.

Select **Save**.

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**QUESTION 2**

You are a Customer Data Platform Specialist. Your company implemented audience insights and Dynamics 365 Marketing. One of the data sources is the behavioral data from Dynamics 365 Marketing.

You are reviewing the segment requirements with the marketing team. The marketing team wants the segments to exclude people who already received a commercial email in the last seven days. The marketing team creates segments in

audience insights and Dynamics 365 Marketing.

Which option is the fastest way to fulfill the requirement?

- A. Create single dynamic segments in both audience insights and Dynamics 365 Marketing of customers who received a commercial email in the last seven days. Users can add an except rule with contacts from that segment in other individual segments.
- B. Create audience insights and Dynamics 365 Marketing segment templates that include the rule of contacts that received a commercial email in the last seven days.
- C. Create a single dynamic segment in audience insights of customers who received a commercial email in the last seven days. Make sure the segment is exported to Dynamics 365 Marketing. Users can add an except rule with contacts from that segment in other individual segments.



D. Create an audience insights quick segment that includes the rule of contacts that received a commercial email in the last seven days. Make sure the quick segment is exported to Dynamics 365 Marketing.

Correct Answer: C

Reference:

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

**QUESTION 3**

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 4**

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.

- A. Choose the attribute representing the Transaction value from the Unified Customer entity.
- B. Choose the attribute representing the Transaction value from the Unified Activity entity.
- C. Choose an activity type and select the entity with transactional data.
- D. Choose either the Account or Contact entity to get the related transactional data.



Correct Answer: BC

Reference:

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

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#### QUESTION 5

You need to implement the out-of-the-box product recommendation model to generate event recommendations for the post-purchase email. What action must you perform to use this model?

- A. Upload a product catalog table with categories and prices for event types.
- B. Change the existing semantic mapping type for the event tickets activity.
- C. Include an IsReturn field in the Power Query definition for event tickets.
- D. Add an event type id GUID to the event tickets Power Query definition.

Correct Answer: B

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