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**#1 Online Certification Guide**

# MICROSOFT MB-260

**Microsoft Customer Data Platform Specialist Certification Questions & Answers**

Exam Summary – Syllabus –Questions

**MB-260**
**Microsoft Certified - Customer Data Platform Specialty**
40-60 Questions Exam – 700 / 1000 Cut Score – Duration of 120 minutes

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# Know Your MB-260 Certification Well:

The MB-260 is best suitable for candidates who want to gain knowledge in the Microsoft Dynamics 365. Before you start your MB-260 preparation you may struggle to get all the crucial Customer Data Platform Specialist materials like MB-260 syllabus, sample questions, study guide.

But don't worry the MB-260 PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the MB-260 syllabus?
- How many questions are there in the MB-260 exam?
- Which Practice test would help me to pass the MB-260 exam at the first attempt?

Passing the MB-260 exam makes you Microsoft Certified - Customer Data Platform Specialty. Having the Customer Data Platform Specialist certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

# Microsoft MB-260 Customer Data Platform Specialist Certification Details:

| | |
|---|---|
| Exam Name | Microsoft Certified - Customer Data Platform Specialty |
| Exam Code | MB-260 |
| Exam Price | $165 (USD) |
| Duration | 120 mins |
| Number of Questions | 40-60 |
| Passing Score | 700 / 1000 |
| Books / Training | **Course MB-260T00: Microsoft Customer Data Platform Specialty** |
| Schedule Exam | **Pearson VUE** |
| Sample Questions | **Microsoft Customer Data Platform Specialist Sample Questions** |
| Practice Exam | **Microsoft MB-260 Certification Practice Exam** |

# MB-260 Syllabus:

| Topic | Details |
|---|---|
| **Design Customer Insights solutions (5-10%)** | |
| Describe Customer Insights | - describe audience insights components, including entities, relationships, activities, measures, and segments<br>- analyze Customer Insights data by using Azure Synapse Analytics<br>- describe the process for consuming engagement insights data in audience insights<br>- describe support for near real-time updates<br>- describe support for enrichment |
| Describe use cases for Customer Insights | - describe use cases for audience insights<br>- differentiate between audience insights and engagement insights<br>- describe use cases for creating reports by using Customer Insights<br>- describe use cases for extending Customer Insights by using Microsoft Power Platform components<br>- describe use cases for Customer Insights APIs |
| **Ingest data into Customer Insights (10-15%)** | |
| Connect to data sources | - determine which data sources to use<br>- determine whether to use the managed data lake or an organization's data lake<br>- connect to Microsoft Dataverse<br>- connect to Common Data Model folders<br>- ingest data from Azure Synapse Analytics<br>- ingest data by using Azure Data Factory pipelines |
| Transform, cleanse, and load data by using Power Query | - select tables and columns<br>- resolve data inconsistencies, unexpected or null values, and data quality issues<br>- evaluate and transform column data types<br>- apply data shape transformations to tables |

| Topic | Details |
|-------|---------|
| Configure incremental refreshes for data sources | - identify data sources that support incremental updates<br>- identify capabilities and limitations for scheduled refreshes<br>- configure scheduled refreshes and on-demand refreshes<br>- trigger refreshes by using Power Automate or the Customer Insights API |
| **Create customer profiles by unifying data (20-25%)** | |
| Implement mapping | - select Customer Insights entities and attributes for matching<br>- select attribute types |
| Implement matching | - specify a match order for entities<br>- define match rules<br>- configure normalization options<br>- differentiate between low, medium, high, exact, and custom precision methods<br>- configure deduplication<br>- run a match process and review results |
| Implement merges | - specify the order of fields for merged tables<br>- combine fields into a merged field<br>- separate fields from a merged field<br>- exclude fields from a merge<br>- run a merge and review results |
| Configure search and filter indexes | - define which fields should be searchable<br>- define filter options for fields<br>- define indexes |
| Configure relationships and activities | - create and manage relationships<br>- create activities by using a new or existing relationship<br>- manage activities |
| **Implement AI predictions in Customer Insights (10-15%)** | |
| Configure prediction models | - configure and evaluate the customer churn models, including the transactional churn and subscription churn models |

| Topic | Details |
|---|---|
| | - configure and evaluate the product recommendation model<br>- configure and evaluate the customer lifetime value model |
| Implement machine learning models | - describe prerequisites for using custom Azure Machine Learning models in Customer Insights<br>- implement workflows that consume machine learning models<br>- manage workflows for custom machine learning models |
| **Configure measures and segments (15-20%)** | |
| Create and manage measures | - describe the different types of measures<br>- create a measure<br>- create a measure by using a template<br>- configure measure calculations<br>- modify dimensions |
| Create segments | - describe methods for creating segments, including blank segments<br>- create a segment from customer profiles, measures, or AI predictions<br>- find similar customers |
| Find suggested segments | - describe how the system suggests segments for use<br>- create a segment from a suggestion<br>- configure refreshes for suggestions |
| Create segment insights | - configure overlap segments<br>- configure differentiated segments<br>- analyze insights |
| **Configure third-party connections (10-15%)** | |
| Configure connections and exports | - configure a connection for exporting data<br>- create a data export<br>- schedule a data export |
| Export data to Dynamics 365 | - identify prerequisites for exporting data from Customer Insights<br>- create connections between Customer Insights and |

| Topic | Details |
|---|---|
| Marketing or Dynamics 365 Sales | Dynamics 365 apps<br>- define which segments to export<br>- export a Customer Insights segment into Dynamics 365 Marketing as a marketing segment<br>- export a Customer Insights profile into Dynamics 365 Marketing for customer journey orchestration<br>- export a Customer Insights segment into Dynamics 365 Sales as a marketing list |
| Display Customer Insights data from within Dynamics 365 apps | - identify Customer Insights data that can be displayed within Dynamics 365 apps<br>- configure the Customer Card Add-in for Dynamics 365 apps<br>- identify permissions required to implement the Customer Card Add-in for Dynamics 365 apps |
| **Administer Customer Insights (5-10%)** | |
| Create and configure environments | - identify who can create environments<br>- differentiate trial and production environments<br>- manage existing environments<br>- describe available roles<br>- configure user permissions and guest user permissions |
| Manage system refreshes | - differentiate between system refreshes and data source refreshes<br>- describe refresh policies<br>- configure a system refresh schedule<br>- monitor and troubleshoot refreshes |

# Microsoft MB-260 Sample Questions:

## Question: 1

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?

a) Configure an export to Dynamics 365 Sales, and add the fields to the contact form.
b) Enable the Customer Card Add-in. and add the timeline control to the contact form.
c) Create a Power BI report that queries the activity timeline, and embed it on the contact form.
d) Enable the Customer Card Add-in. and add the enrichment control to the contact form.

**Answer: d**

## Question: 2

You are a Customer Data Platform Specialist. Audience insights users state that they are not able to quickly find details on specific customers while searching customer profiles. You explain the index and search capabilities within audience insights.

Which two statements are correct about configuring and using search and filter index capabilities?

Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

a) You can add up to 25 custom fields to index and configure filtering for each one of the fields as an administrator.
b) The only fields that are available for indexing are the ones that exist in the customer profile that you created during the data unification process.
c) You can only add a filter for a specific field from the search and filter index page in audience insights.
d) Users with a contributor role can add fields on the search and filter index page in audience insights and configure how many filtered records to show.

**Answer: b, c**

## Question: 3

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.

**Answer: a, c**

## Question: 4

You are a Customer Data Platform Specialist. You need to design a process to share the unified customer profile with the sales team. The sales team uses the Dynamics 365 Sales app for marketing list generation.
Which two conditions must be met to export segments needed by the sales team to the D365 Sales app?

Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

   a) In order to export segment of customers who have DOB to Dynamics 365 Sales to create marketing lists, a connection to the Dynamics 365 Sales environment must be configured
   b) Contacts do not have to be present in Dynamics 365 Sales because the export process will create new contact records if they do not already exist.
   c) In order to export segment of customers who have Loyalty email to Dynamics 365 Sales, a connection to the Dynamics 365 Sales environment must be configured.
   d) Dynamics 365 Sales Contacts must be ingested into audience insights as a data source and included in the unified customer profile.

**Answer: a, d**

## Question: 5

You are a Customer Data Platform Specialist. Your company uses both audience insights and Dynamics 365 Sales. To enhance the customer information within Dynamics 365, you asked the Dynamics 365 administrators to add the audience insights timeline as a Customer Card add-in control on the contact form.

The Dynamics 365 administrators asked you to update the company's Dynamics 365 user guide and explain how users can use the timeline.

Which action can users perform within the added customer card add-in timeline in Dynamics 365?

a) Sort the activities on the timeline.
b) Delete the activity from the timeline.
c) Edit the activity from the timeline.
d) Open the activity from the timeline.
e) Filter the activities on the timeline.

**Answer: e**

## Question: 6

You are a Customer Data Platform Specialist. One of the marketing users asked you to create two lists:

1. All customers that live in Paris, France

2. 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.

a) Measures
b) Enrichments
c) Intelligence
d) Profiles
e) Data entities

**Answer: a, d**

## Question: 7

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?

a) You must create a separate Power Query data source for each entity you wish to ingest.
b) Power Query automatically recognizes header rows in files when you use the Text/CSV connector.
c) You can add additional entities to the data source using Get Data functionality in the Power Query.
d) After you save a Power Query data source, you have to manually trigger the initial refresh process.

**Answer: c**

## Question: 8

Your team developed and integrated a batch inferencing pipeline to audience insights. This allows for a new custom machine learning (ML) model to run and deliver new insights to your unified profiles data. Your team is manually running the custom machine learning workflows. Which statement is correct about allowing your workflow to run automatically with every scheduled refresh?

a) You can configure scheduled refreshes for audience insights from Azure ML where you developed the custom ML model.
b) Your team can set up scheduled refreshes that allow your workflow to run automatically.
c) Your team needs to manually trigger your custom machine learning workflows.
d) Scheduled refreshes are not supported for custom machine learning models that are connected to audience insights.

**Answer: b**

## Question: 9

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

**Answer: a**

Question: 10

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.

**Answer: b**

# Study Guide to Crack Microsoft Customer Data Platform Specialist MB-260 Exam:

- Getting details of the MB-260 syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the MB-260 exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Microsoft provided training for MB-260 exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the MB-260 sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on MB-260 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

# Reliable Online Practice Test for MB-260 Certification

Make EduSum.com your best friend during your Microsoft Customer Data Platform Specialist exam preparation. We provide authentic practice tests for the MB-260 exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual MB-260 exam. We guarantee you 100% success in your first exam attempt if you continue practicing regularly. Don't bother if you don't get 100% marks in initial practice exam attempts. Just utilize the result section to know your strengths and weaknesses and prepare according to that until you get 100% with our practice tests. Our evaluation makes you confident, and you can score high in the MB-260 exam.

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