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Microsoft

MB-260

Microsoft Dynamics 365 Customer Insights (Data) Specialist



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Question: 18

The marketing team wants to invite cycling club customers to a new product launch webinar.

You need to ensure all necessary data is available to create a segment to target the appropriate customers.

What should you do?

- A. Enable data profiling for the attributes of the QubMember table.
- B. Edit the existing Azure Data Lake data source and add specific SurveyResponse attributes.
- C. Create a new Azure Data Lake data source and add the SurveyResponse table.
- D. Edit the existing Azure Data Lake data source and add the SurveyResponse table.

Answer: A

Question: 19

You need to fix the problem with exports to Dynamics 365 Sales.

What should you do?

- A. Verify the schedule run setting for the export rs set to "on."
- B. Add the Dynamics 365 Sales Contact table to the profile unification process.
- C. Add a field for loyalty system email address in Dynamics 365 Sales.
- D. Verify the segment for export does not contain more than 100,000 members.

Answer: B

Question: 20

You want to address the IT operations teams goal.

What is the first step you should take?

- A. Configure incremental refresh for the GubMember table.
- B. Add a primary key to the EventAttendee table.
- C. Recreate EventAttendee as a partitioned table.
- D. Add a primary key to the PageViews table.

Answer: A

Question: 21

Topic 2, Misc. Questions

You are a Customer Data Platform Specialist. You need to create relationships to connect entities so that they can be

further used in defining segments and measures by the marketing team.

Which three relationship types are available in audience insights? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. Non-editable system relationships, created by the system as part of the data unification process
- B. Non-editable system relationships, which are created automatically from ingesting data sources
- C. Editable inherited relationships, created by the system as part of the data unification process
- D. Editable custom relationships, created and configured by users
- E. Non-editable inherited relationships, which are created automatically from ingesting data sources

Answer: A,D,E

Explanation:

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

Question: 22

You are a Customer Data Platform Specialist. Your company operates mainly in the business-to-business (B2B) space.

The chief marketing officer (CMO) asks you to implement audience insights and ensure that it can handle the company's B2B scenarios and data.

Which statement is correct when considering audience insights for business accounts versus individual consumers?

- A. The out-of-the-box product recommendation prediction model is available for business accounts.
- B. Data ingestion features are different for business accounts and individual customers.
- C. Some enrichment types are available only for individual customer scenarios, while others are exclusively available for business accounts.
- D. Business accounts and individual consumers share the same audience insights environment.

Answer: C

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/work-with-business-accounts>

Question: 23

You are a Customer Data Platform Specialist. Your company's chief marketing officer (CMO) learns about Dynamics 365 Customer Insights engagement insights capability. Your CMO wants to understand how engagement insights can be used to enhance audience insights.

Which two statements describe the benefits of engagement insights? Each correct answer presents part of the solution.
NOTE: Each correct selection is worth one point.

- A. It allows you to collect, measure, and understand customer behavior on your website.

- B. It allows you to create new customer profiles within engagement insights that can be exported to audience insights.
- C. It allows you to send new customer leads directly to a marketing automation platform.
- D. It allows you to link audience insights and engagement insights environments to enable bidirectional data flow.

Answer: A,D

Explanation:

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

Question: 24

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.

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.

Answer: A,D

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-insights/engagement-insights/overview>

Question: 25

DRAG DROP

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights as the Customer Data Platform (CDP) solution for your company.

Your manager asks you to give a short presentation for new users who will be using audience insights and explain some of the benefits that audience insights will offer them.

Which user group will take which benefit from audience insights? To answer, drag the appropriate user group to the correct benefit. Each user group 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.

Audience insights administrators

Business users

Business analysts

Be able to see complete insights into the 360-degree customer profiles and activities.

Enrich customer information with insights from audience intelligence, such as brand affinity and interests.

Cleanse and standardize customer data across multiple, unlinked sources with AI-powered recommendations.

Have access to a rich collection of connectors to easily ingest customer data.

Be able to build customizable profiles, define measures, create segments, and benefit from predictive analytics.

Answer: A,D

Explanation:

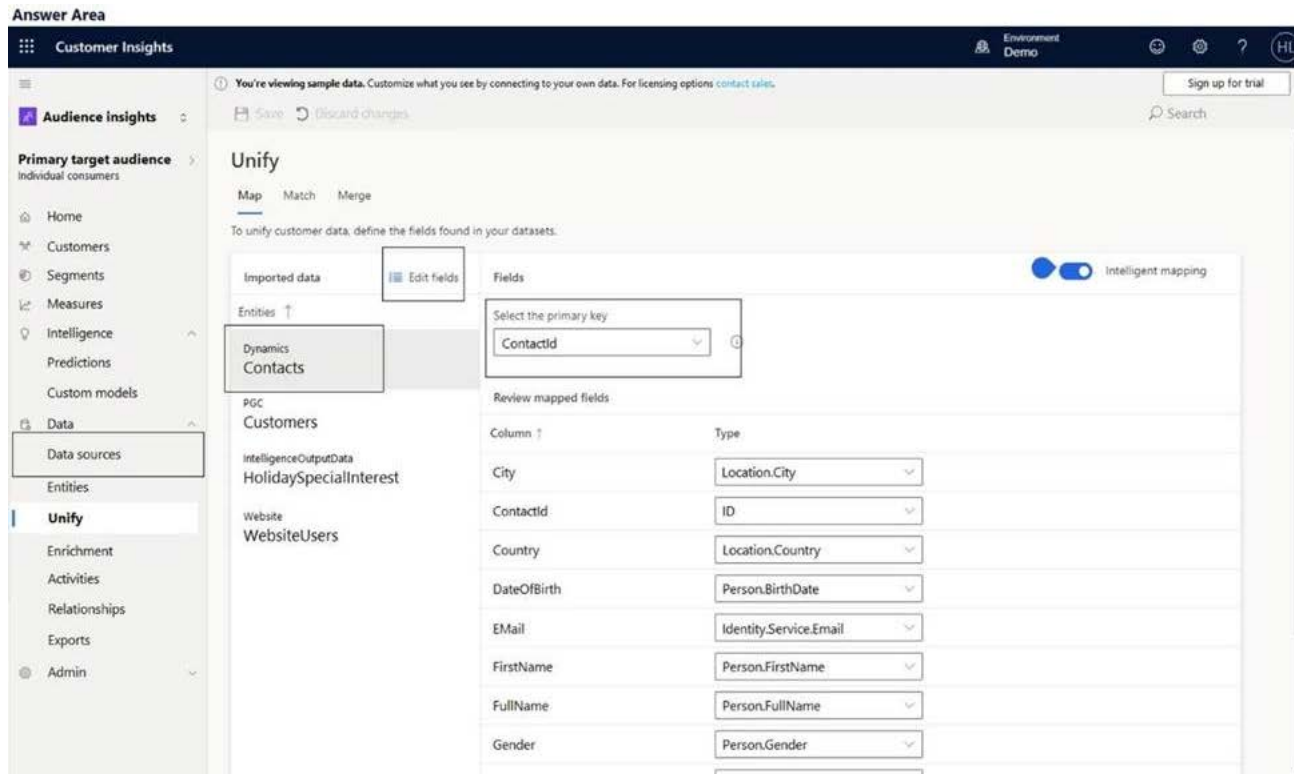
Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/overview>

Question: 26

HOTSPOT

You are a Customer Data Platform Specialist. Your company has audience insights set up as their Customer Data Platform (CDP). The product owner entered a user story on your backlog to add data from the new loyalty solution into the CDP. You defined the data source. You are ready to add the loyalty contacts to the data unification process.

Which new data entity area should you select in the Map phase of the data unification process?



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Answer: A,D

Explanation:

Edit fields

Reference: <https://powerobjects.com/customer-insights/microsoft-dynamics-365-contacts-to-customer-insights/>

Question: 27

You are a Customer Data Platform Specialist. You completed all the steps in the match phase of the data unification process in the audience insights. You need to review and validate your match results.

Which three metrics are available for you to validate the results? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. Unique matched records
- B. Matched records only
- C. Matched and non-matched records
- D. Unique source records
- E. All source records

Answer: A,B,C,D

Explanation:

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

Question: 28

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights at a bank.

You finished setting up the different initial data sources. You are starting the unification process.

Which three tasks do you need to perform in the Mapping phase of the unification process? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

- A. Identify the primary keys and semantic field types within the different entities.
- B. Identify the entities that you need to unify into a single profile.
- C. Identify the prioritization of similar fields between different entities.
- D. Select the fields you want to include the unified customer profile.
- E. Identify rules for duplication between different entities.

Answer: A,B,D

Explanation:

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

Question: 29

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.

- A. Attributes that are automatically mapped to a semantic type cannot be remapped to a custom semantic type.
- B. Attributes must be mapped to the semantic type of ID in order to be used as a primary key for the entity.
- C. The 'Define the data in the unmapped fields' section shows attributes that are not automatically mapped to a semantic type.
- D. The 'Review mapped fields' section shows all attributes for which a semantic type is automatically identified.

Answer: A,D

Explanation:

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

Question: 30

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. After you save a Power Query data source, you have to manually trigger the initial refresh process.
- D. You can add additional entities to the data source using Get Data functionality in the Power Query.

Answer: D

Explanation:

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



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