

MICROSOFT MB-260

Microsoft Customer Data Platform Specialist Certification
Questions & Answers

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MB-260

[Microsoft Certified - Customer Data Platform Specialty](#)

40-60 Questions Exam - 700 / 1000 Cut Score - Duration of 120 minutes



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Discover More about the MB-260 Certification

Are you interested in passing the Microsoft MB-260 exam? First discover, who benefits from the MB-260 certification. The MB-260 is suitable for a candidate if he wants to learn about Microsoft Dynamics 365. Passing the MB-260 exam earns you the Microsoft Certified - Customer Data Platform Specialty title.

While preparing for the MB-260 exam, many candidates struggle to get the necessary materials. But do not worry; your struggling days are over. The MB-260 PDF contains some of the most valuable preparation tips and the details and instant access to useful [MB-260 study materials just at one click](#).

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 Customer Insights components, including entities, relationships, activities, measures, and

Topic	Details
	segments <ul style="list-style-type: none"> - analyze Customer Insights data by using Azure Synapse Analytics - describe support for near real-time updates - describe support for enrichment
Describe use cases for Customer Insights	<ul style="list-style-type: none"> - describe use cases for Customer Insights - describe use cases for creating reports by using Customer Insights - describe use cases for extending Customer Insights by using Microsoft Power Platform components - describe use cases for Customer Insights APIs
Ingest data into Customer Insights (15-20%)	
Connect to data sources	<ul style="list-style-type: none"> - determine which data sources to use - determine whether to use the managed data lake or an organization's data lake - connect to Microsoft Dataverse - connect to Common Data Model folders - connect to data sources by using Power Query connectors - ingest data from Azure Synapse Analytics - ingest data by using Azure Data Factory pipelines - describe real-time ingestion capabilities and limitations - describe benefits of pre-unification data enrichment
Transform, cleanse, and load data by using Power Query	<ul style="list-style-type: none"> - select tables and columns - resolve data inconsistencies, unexpected or null values, and data quality issues - evaluate and transform column data types - apply data shape transformations to tables
Configure incremental refreshes for data sources	<ul style="list-style-type: none"> - identify data sources that support incremental updates - identify capabilities and limitations for scheduled refreshes - configure scheduled refreshes and on-demand

Topic	Details
	refreshes - 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 - select attribute types - select the primary key
Implement matching	- specify a match order for entities - define match rules - define custom match rules - include enriched entities - configure normalization options - differentiate between low, medium, high, exact, and custom precision methods - configure deduplication - run a match process and review results
Implement merges	- specify the order of fields for merged tables - combine fields into a merged field - combine a group of fields - separate fields from a merged field - exclude fields from a merge - group profiles - configure customer ID generation - run a merge and review results
Configure search and filter indexes	- define which fields should be searchable - define filter options for fields - define indexes
Configure relationships and activities	- create and manage relationships - create activities by using a new or existing relationship - manage activities

Topic	Details
Implement AI predictions in Customer Insights (5-10%)	
Configure prediction models	<ul style="list-style-type: none"> - configure and evaluate the customer churn models, including the transactional churn and subscription churn models - configure and evaluate the product recommendation model - configure and evaluate the customer lifetime value model - create a customer segment based on prediction model
Implement machine learning models	<ul style="list-style-type: none"> - describe prerequisites for using custom Azure Machine Learning models in Customer Insights - implement workflows that consume machine learning models - manage workflows for custom machine learning models
Configure measures and segments (15-20%)	
Create and manage measures	<ul style="list-style-type: none"> - describe the different types of measures - create a measure - create a measure by using a template - configure measure calculations - modify dimensions
Create segments	<ul style="list-style-type: none"> - describe methods for creating segments, including blank segments - create a segment from customer profiles, measures, or AI predictions - find similar customers
Find suggested segments	<ul style="list-style-type: none"> - describe how the system suggests segments for use - create a segment from a suggestion - configure refreshes for suggestions
Create segment insights	<ul style="list-style-type: none"> - configure overlap segments - configure differentiated segments - analyze insights

Topic	Details
Configure third-party connections (15-20%)	
Configure connections and exports	<ul style="list-style-type: none"> - configure a connection for exporting data - create a data export - define types of exports - configure on demand and scheduled data exports - define the limitations of segment exports
Export data to Dynamics 365 Marketing or Dynamics 365 Sales	<ul style="list-style-type: none"> - identify prerequisites for exporting data from Customer Insights - create connections between Customer Insights and Dynamics 365 apps - define which segments to export - export a Customer Insights segment into Dynamics 365 Marketing as a marketing segment - export a Customer Insights profile into Dynamics 365 Marketing for customer journey orchestration - export a Customer Insights segment into Dynamics 365 Sales as a marketing list
Display Customer Insights data from within Dynamics 365 apps	<ul style="list-style-type: none"> - identify Customer Insights data that can be displayed within Dynamics 365 apps - configure the Customer Card Add-in for Dynamics 365 apps - identify permissions required to implement the Customer Card Add-in for Dynamics 365 apps
Implement Data Enrichment	<ul style="list-style-type: none"> - enrich customer profiles - configure and manage enrichments - enrich data sources before unification
Implement Consent Management	<ul style="list-style-type: none"> - describe the capabilities of Consent Management - import and manage consent data - manage settings and users - use consent data
Administer Customer Insights (5-10%)	
Create and configure environments	<ul style="list-style-type: none"> - identify who can create environments - differentiate trial and production environments

Topic	Details
	<ul style="list-style-type: none"> - manage existing environments - describe available user permissions - configure user permissions and guest user permissions
Manage system refreshes	<ul style="list-style-type: none"> - differentiate between system refreshes and data source refreshes - describe refresh policies - configure a system refresh schedule - monitor and troubleshoot refreshes
Create and manage connections	<ul style="list-style-type: none"> - describe when connections are used - configure and manage connections

Broaden Your Knowledge with Microsoft MB-260

Sample Questions:

Question: 1

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: 2

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: 3

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: 4

You are a Customer Data Platform Specialist. You complete the matching of data in Dynamics 365 Customer Insights. You need to evaluate the results of the match process. Which three metrics should you use?

- a) Individual customer fields
- b) Matched records only
- c) Unique source records
- d) Entities
- e) Matched and non-matched records

Answer: b, c, e

Question: 5

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: 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. 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: 8

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

Question: 9

You use Dynamics 365 Customer Insights to generate product recommendations for customers. You need to apply a custom machine learning (ML) recommender model on Customer Insights profiles.

When creating the workflow to consume the custom ML model, which two properties must you specify as part of the output mapping step?

- a) Web service name
- b) Output path parameter name
- c) Machine Learning Workspace name
- d) Output data store parameter name
- e) Customer ID

Answer: b, d

Question: 10

You are a data manager for a retail organization that recently adopted Customer Insights. You are responsible for creating unified customer profiles and making sure that they are available to other people in other relevant teams, like Sales and Marketing.

You want to use the Customer Card Add-in card to display Customer Insights data in other Dynamics 365 applications.

Which two of the following options are examples of Customer Card Add-in controls that you can add to Dynamics 365 Sales forms?

- a) Measure control
- b) Canvas app control
- c) Multiselect Lookup Control
- d) Timeline control

Answer: a, c

Avail the Study Guide to Pass Microsoft MB-260 Customer Data Platform Specialist Exam:

- Find out about the MB-260 syllabus topics. Visiting the official site offers an idea about the exam structure and other important study resources. Going through the syllabus topics help to plan the exam in an organized manner.
- Once you are done exploring the [MB-260 syllabus](#), it is time to plan for studying and covering the syllabus topics from the core. Chalk out the best plan for yourself to cover each part of the syllabus in a hassle-free manner.
- A study schedule helps you to stay calm throughout your exam preparation. It should contain your materials and thoughts like study hours, number of topics for daily studying mentioned on it. The best bet to clear the exam is to follow your schedule rigorously.
- The candidate should not miss out on the scope to learn from the MB-260 training. Joining the Microsoft provided training for MB-260 exam helps a candidate to strengthen his practical knowledge base from the certification.
- Learning about the probable questions and gaining knowledge regarding the exam structure helps a lot. Go through the [MB-260 sample questions](#) and boost your knowledge
- Make yourself a pro through online practicing the syllabus topics. MB-260 practice tests would guide you on your strengths and weaknesses regarding the syllabus topics. Through rigorous practicing, you can improve the weaker sections too. Learn well about time management during exam and become confident gradually with practice tests.

Career Benefits:

- Passing the MB-260 exam, helps a candidate to prosper highly in his career. Having the certification on the resume adds to the candidate's benefit and helps to get the best opportunities.

Here Is the Trusted Practice Test for the MB-260 Certification

EduSum.Com is here with all the necessary details regarding the MB-260 exam. We provide authentic practice tests for the MB-260 exam. What do you gain from these practice tests? You get to experience the real exam-like questions made by industry experts and get a scope to improve your performance in the actual exam. Rely on EduSum.Com for rigorous, unlimited two-month attempts on the **[MB-260 practice tests](#)**, and gradually build your confidence. Rigorous practice made many aspirants successful and made their journey easy towards grabbing the Microsoft Certified - Customer Data Platform Specialty.

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