



MICROSOFT MB-260 STUDY GUIDE PDF

**Grab the Microsoft Customer Data Platform Specialist Certification
PDF Questions & Answers**

Details of the Exam-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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Get an Overview of the MB-260 Certification:

Who should take the [MB-260 exam](#)? This is the first question that comes to a candidate's mind when preparing for the Customer Data Platform Specialist certification. The MB-260 certification is suitable for candidates who are keen to earn knowledge on the Microsoft Dynamics 365 and grab their Microsoft Certified - Customer Data Platform Specialty certification. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But MB-260 study guide PDF is here to solve the problem. MB-260 PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

Why Should You Earn the Microsoft MB-260 Certification?

There are several reasons why one should grab the MB-260 certification.

- The Customer Data Platform Specialist certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential employers.
- Thus earning the [Microsoft Certified - Customer Data Platform Specialty](#) is a powerful qualification for a prosperous career.

What is the Microsoft MB-260 Customer Data Platform Specialist Certification Exam Structure?

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

Enhance Knowledge with MB-260 Sample Questions:

Question: 1

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: 2

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: 3

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: 4

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: 5

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: 6

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: 7

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: 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. 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: 10

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

What Study Guide Works Best in Acing the Microsoft MB-260 Customer Data Platform Specialist Certification?

The MB-260 study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

Explore the Syllabus Topics and Learn from the Core:

If you are determined to earn success in the Customer Data Platform Specialist exam, getting in full touch of the [syllabus](#) is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

Make Your Schedule:

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your study schedule must mention what areas you want to cover and within what time. Once you make a schedule and follow it regularly, syllabus completion becomes easier and preparation becomes smoother.

Get Expert Advice from the Training:

If there is related Microsoft training, don't miss out the chance to join. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

Get Access to the PDF Sample Questions:

If your study material is in a [PDF format](#) or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

Avoid Dumps and utilize the Microsoft MB-260 Practice Test:

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self assessment method. Therefore, MB-260 practice tests always stand out to be the better choice than dumps PDF.

Avail the Proven MB-260 Practice Test for Success!!!

Do you want to pass the MB-260 exam on your first attempt? Stop worrying; EduSum.com is here to provide you the best experience during your Microsoft Customer Data Platform Specialist preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium [MB-260 practice tests](#). Our expert-designed questions help you to improve performance and pass the exam on your first attempt.