



**Free Questions for MB-260 by dumpssheet**

**Shared by Castro on 15-04-2024**

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# Question 1

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## Question Type: MultipleChoice

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You are a Customer Data Platform Specialist. You created several customer segments. You want to identify differences between the segments that you created.

Which two statements are correct about using segment differentiations? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

### Options:

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- A- The higher the difference score, the more the attributes differ between the two segments.
- B- You can compare a segment with the rest of your unified profiles or with another segment.
- C- You can only compare one segment with another segment.
- D- The lower the difference score, the more the attributes differ between the two segments.

### Answer:

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A, B

## Explanation:

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

## Question 2

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### Question Type: MultipleChoice

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You are a Customer Data Platform Specialist. You completed unification and are looking to create relevant segments for your business. You want to identify insights on fields that overlap between segments.

Which statement is correct about using segment overlap?

### Options:

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- A- Audience insights will recommend which fields may be the most insightful to use for segment overlap analysis.
- B- You can select up to three fields to analyze for overlap analysis when you create a new segment overlap.
- C- Audience insights will automatically select the fields for overlap analysis when you create a new segment overlap.
- D- You can select one or more fields to analyze for overlap analysis when you create a new segment overlap.

**Answer:**

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D

**Explanation:**

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

## Question 3

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**Question Type: MultipleChoice**

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You are a Customer Data Platform Specialist. Your company implemented audience insights as their Customer Data Platform.

While discussing the AI possibilities of audience insights with a campaign manager, you mention that the solution can suggest segments based on the activities of a profile. The campaign manager asks you to run a suggestion based on the sales order lines that are available in audience insights.

Which three factors will affect the segment suggestions? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

### Options:

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- A- The specific activity relationship path(s).
- B- The number of days since the last order line
- C- The credit card or any specific attributes recorded at the order line
- D- The number of order lines
- E- The value of the order line

### Answer:

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B, D, E

### Explanation:

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/suggested-segments-activity>

## Question 4

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**Question Type:** DragDrop

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You are a Customer Data Platform Specialist. Your organization is using the Dynamics 365 Customer Insights as the Customer Data Platform.

Your marketing team wants to explore the suggested segments feature and create a segment based on measures.

Which four steps should be performed in sequence to achieve this goal? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

## Steps

## Order

Create a copy of the newly created suggestion in Segments.

Answer:

Choose a measure as the influencing attribute.

Explanation:

Choose a measure as the primary attribute.

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

Select the influencing attributes and save.

## Question 5

~~Save the generated suggestion as a segment..~~

**Question Type:** DragDrop

Get new suggestions from the Suggestions (preview) tab in Segments.

You are a Customer Data Platform Specialist. Your company uses audience insights as their Customer Data Platform.

The marketing team wants to know the total amount the customer has spent. The order lines are linked to a profile as part of the point-of-sale data source and through their loyalty ID.

Which five actions should you perform in sequence to create this insight? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

## Actions

Select New, and choose Build your own.

Select Edit name, and provide a Name for the measure.

In Audience Insights, go to Measures.

Select Run to calculate results for the configured measure, and save your measurements.

In the configuration area, choose MAX as the aggregation function. Select the order line entity and add the amount field.

**Question 6**  
In the configuration area, choose COUNT as the aggregation function. Select the order line entity and add the amount field.

**Question Type: MultipleChoice**  
In the configuration area, choose SUM as the aggregation function. Select the order line entity and add the amount field.

You are a Customer Data Platform Specialist.

One of the marketing users asked you to create two lists:

All customers that live in Paris, France

All customers that have made more than ten online purchases

You decide to create these lists as quick segments.

## Order



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.

**Options:**

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A- Measures

B- Enrichments

C- Intelligence

D- Profiles

E- Data entities

**Answer:**

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A, D

**Explanation:**

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segment-builder#quick-segments>

## Question 7

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### Question Type: MultipleChoice

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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.

### Options:

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- 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.

### Answer:

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B, C

### Explanation:

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

## Question 8

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### Question Type: MultipleChoice

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You are a Customer Data Platform Specialist. You are creating a new measure for business accounts (B2B) in audience insights.

One of the requirements for the new business-level measure is to add a dimension of the city for each business account.

What is needed to ensure that this measure is created as a business-level measure instead of a customer-level measure?

### Options:

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**A-** Use the default 'CustomerID\*' dimension when creating the measure.

**B-** Use the default 'AccountID' dimension when creating the measure.

**C-** Remove the default 'AccountID' dimension when creating the measure.

**D-** Remove the default 'CustomerID\*' dimension when creating the measure.

**Answer:**

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D

**Explanation:**

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2b>

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