DBCLOUD
EXAMS

QUESTIONS & ANSWERS

verified



Technology Provider: Microsoft

Exam: Microsoft Customer Data Platform Specialist (beta)

Number of questions in the database: 185

Exam Version: NOV.2026

Question #1*Topic 1*

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 **Most Voted**
- 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 **Most Voted**
- E. Non-editable inherited relationships, which are created automatically from ingesting data sources **Most Voted**

Correct Answer: *ADE*

Respuesta por mayor votación de la comunidad

ADE (100%)

Question #2*Topic 1*

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.

https://dbcloud.academy/

- 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.

Correct Answer: *C*

Respuesta por mayor votación de la comunidad

C (100%)

Question #3*Topic 1*

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.

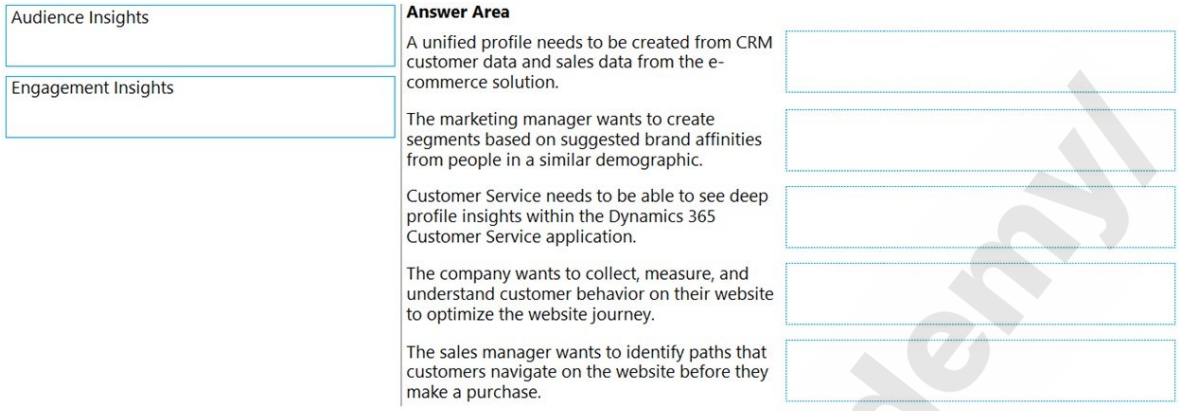
Correct Answer: *AD*

Question #4*Topic 1*

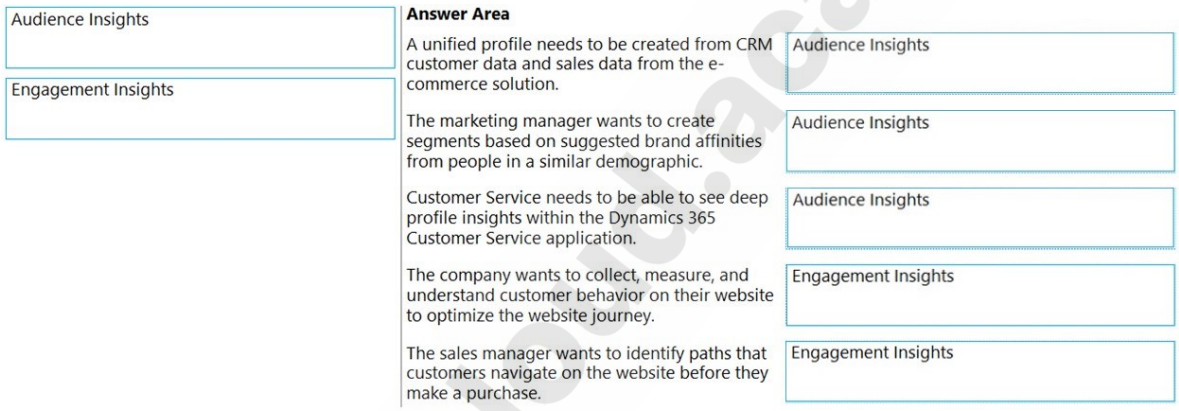
You are a Customer Data Platform Specialist. The chief marketing officer (CMO) asked you to look at different use cases as you are implementing the Customer
Insights platform.
Which use case is applicable to either audience insights or engagement insights? To answer, drag the appropriate capability to 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.

https://dbcloud.academy/

Select and Place:



Correct Answer:

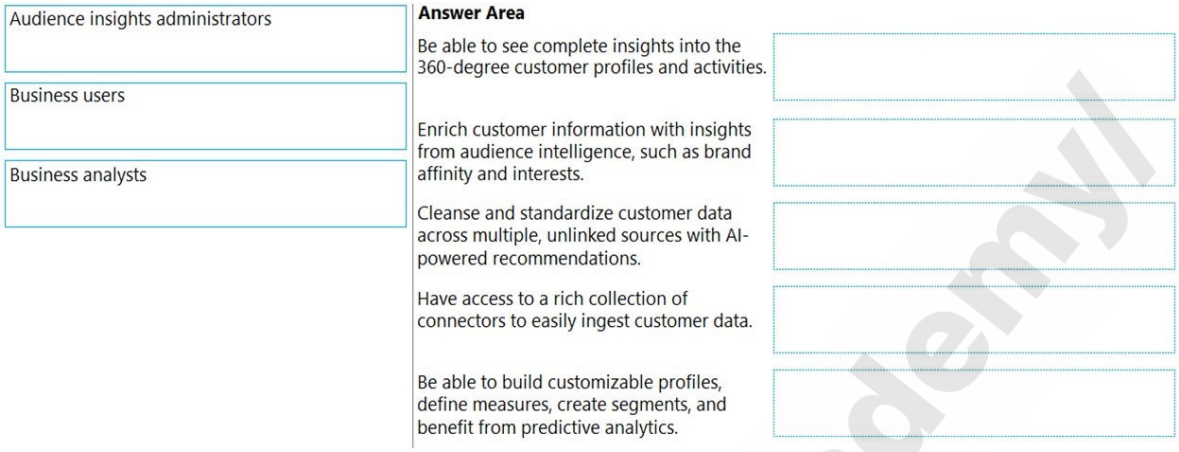


Question #5*Topic 1*

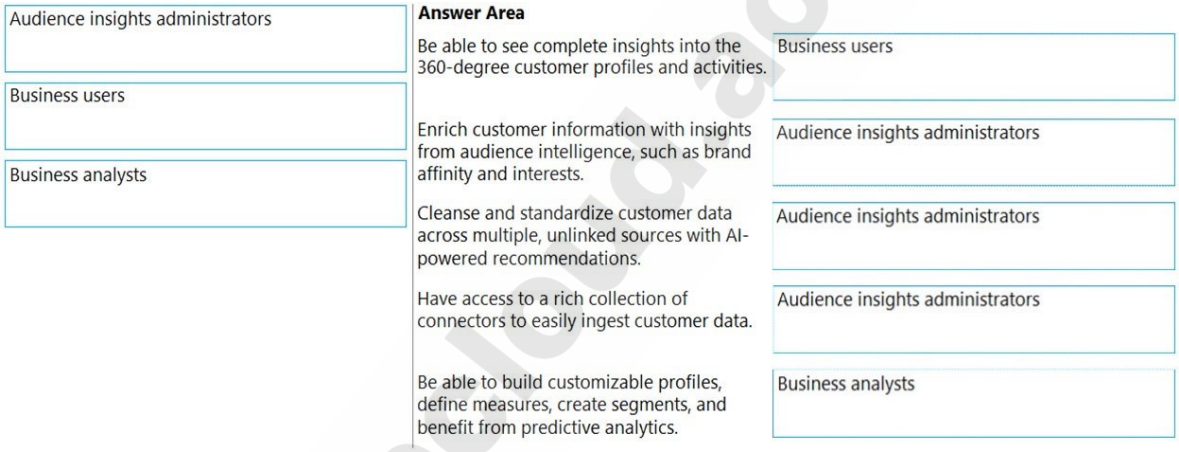
You are a Customer Data Platform Specialist. You are in the process of implementing audience insights as the Customer Data Platform (CDP) solution for your company.
Your manager asks you to give a short presentation for new users who will be using audience insights and explain some of the benefits that 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.

https://dbcloud.academy/

Select and Place:



Correct Answer:



Question #6*Topic 1*

Some members from the IT department want to learn more about using Microsoft Azure Synapse Analytics to analyze Microsoft Dynamics 365 Customer Insights data.

The IT department needs to understand the key considerations when analyzing Dynamics 365 Customer Insights data using Azure Synapse Analytics.

Which three key points should the IT department consider? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Data sources based on a Common Data Model folder are supported when configuring an export to Azure Synapse Analytics.

https://dbcloud.academy/

- B. Administrator role access in Dynamics 365 Customer Insights is required to set up the connection between Dynamics 365 Customer Insights and Azure Synapse Analytics.
- C. Scheduled refreshes prevent the update of any existing configured Azure Synapse connection.
- D. Data can be exported to Azure Synapse Analytics on demand, or every time there is a scheduled refresh.
- E. Dynamics 365 Customer Insights data can be ingested and used in Azure Synapse.

Correct Answer: *BDE*

Question #7*Topic 1*

A company operates mainly in the business-to-business (B2B) space. You are implementing Microsoft Dynamics 365 Customer Insights.

You need to ensure that Dynamics 365 Customer insights can handle the company's B2B scenarios and data.

What should you take into consideration when setting up business accounts versus individual consumers?

- A. Rolling up sub accounts is not supported when creating measures for business accounts.
- B. Some enrichment types are available only for individual customer scenarios, while others are exclusively available for business accounts.
- C. Data unification for business accounts includes a step that automatically attempts to configure an account hierarchy.
- D. Data ingestion features are different for business accounts and individual customers.

Correct Answer: *B*

Question #8*Topic 1*

You work for a company that sells pet accessories. Your company sends personalized emails based on the customer’s country and level of interest in cats and dogs.

You configure a Microsoft interests enrichment that has “dogs” and “cats” as selected interests. Your company's marketing team needs to know how to create a segment of customers in different countries who are more interested in dogs than cats.

You need to recommend the measure that the marketing team should use to build the segment.

Which output from the interests enrichment should you recommend?

https://dbcloud.academy/

- A. Interest affinity score
- B. Interest share of voice score
- C. Interest share of voice country demographic segment
- D. Interest affinity level

Correct Answer: *C*

Question #9*Topic 1*

Online orders are ingested into Microsoft Dynamics 365 Customer Insights through real-time data ingestion. Departments like customer service can see the orders directly in the Dynamics 365 Customer Insights timeline when it is added to the contact from in Dynamics 365. A service representative notices an error with the total order amount that is measured in Dynamics 365 Customer Insights. While today's online orders are visible in the timeline, the amount fails to update.

The representative needs you to explain why this is happening.

What reason should you provide?

- A. Real-time ingested data has been ignored through a filter when defining the measurement
- B. Real-time ingested data only has limited information and may include attributes like order value
- C. Real-time ingested data first needs to be refreshed before the measures are updated
- D. Real-time ingested activities show up in the timeline but are excluded from measure calculations

Correct Answer: *D*

Question #10*Topic 1*

A company operates mainly in the business-to-business (B2B) space. You are implementing Microsoft Dynamics 365 Customer Insights.

You need to ensure that Dynamics 365 Customer Insights can handle the company's B2B scenarios and data.

What should you take into consideration when setting up business accounts versus individual consumers?

- A. The out-of-the-box product recommendation prediction model is available for business accounts.

https://dbcloud.academy/