

# Pass Guaranteed 2026 Microsoft MB-280: Accurate Microsoft Dynamics 365 Customer Experience Analyst Study Reference



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## Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Implement the Dynamics 365 App for Outlook: This section emphasizes the integration of Dynamics 365 with Outlook to enhance productivity and streamline sales processes for Dynamics 365 Sales Professionals.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>Implement Dynamics 365 Sales: This section focuses on the essential processes for setting up and managing Dynamics 365 Sales effectively for Dynamics 365 Sales Professionals.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>Extend and Enhance Dynamics 365 Sales Capabilities: For Dynamics 365 Sales Professionals, this section evaluates the ability to extend Dynamics 365 Sales functionality and integrate it with other applications using Power Platform tools.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>Configure and Customize Dataverse and Model-Driven Apps: This section covers the ability of Dynamics 365 Sales Professionals in the configuration and customization of Dataverse and model-driven apps to meet business needs.</li></ul>

- Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.

## Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q99-Q104):

### NEW QUESTION # 99

The sales team wants to see a timeline of related activities and notes on a custom Dynamics 365 Sales form.

You need to add a timeline control to the form.

Which five actions should you perform in sequence? To answer, move the five appropriate actions from the list of actions to the answer are a. Arrange the five actions in the correct order.

**Answer:**

Explanation:

### NEW QUESTION # 100

In the weeks leading up to the holiday season, the marketing department sets up a new segment-based journey.

The journey sends a marketing email to all wine enthusiasts who meet the following requirements:

1. The wine enthusiasts have a recorded wine order against their contact record.
2. The wine enthusiasts live in Europe.

You need to ensure that newly added wine enthusiasts also receive this email automatically.

How should you set up the segment?

- A. Create a segment and set the refresh rate to Static Snapshot.
- B. Create a segment and add contacts through an included members group.
- C. **Create a segment using refresh rate: Automatic Refresh**
- D. Create a segment and add a group through Behavioral data.

**Answer: C**

### NEW QUESTION # 101

You need to create and start a new customer journey to send "Welcome" emails to new customers.

Which three actions should you perform in sequence before you publish the journey? To answer, move the three appropriate actions from the list of actions to the answer are a. Arrange the three actions in the correct order.

**Answer:**

Explanation:

### NEW QUESTION # 102

You are working in a manufacturing company that is struggling to get their sales department to input all relevant information into Dynamics 365 for Sales.

You need to deploy the Dynamics 365 App for Outlook for all eligible users as efficiently as possible.

What should you do?

- A. Grant the Systems Admin security role to the active directory group containing all eligible users.
- B. **Select the checkbox to automatically add App for Outlook to all eligible users in Settings.**
- C. Enable the setting to push the app to users in the general environment Settings.
- D. Notify every eligible user to enable it in their personal app Settings.

**Answer: B**

Explanation:

To efficiently deploy the Dynamics 365 App for Outlook to all eligible users, the best approach is to enable the automatic deployment setting in Dynamics 365 Settings. This option allows automatic installation for all users whose mailboxes are configured correctly, eliminating the need for manual activation by each user.

### NEW QUESTION # 103

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

A company's IT department has a .CSV file stored on one of their Shared Documents folders within their Microsoft SharePoint sites. The data from the .CSV file is ingested into Dynamics 365 Customer Insights - Data.

The file contains a row header and columns of different types, such as quantities and prices. The file also contains some rows with a high proportion of nulls.

You need to clean and transform the data in Customer Insights - Data to be ready for unification.

Solution: Transform the first row to be used as headers, define column types to be the appropriate field types and name the query.

Select Next and your data is now ready for unification.

Does this meet the goal?

- A. Yes
- B. No

#### Answer: B

Explanation:

Solution removes all rows with null values, which can lead to significant data loss, especially if those rows contain important information.

It may compromise data quality by eliminating rows, which can impact analysis and insights.

### NEW QUESTION # 104

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