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Preparing for Microsoft Dynamics 365 Customer Experience Analyst (MB-280) exam can be a challenging task, especially when you're already juggling multiple responsibilities. People who don't study with updated Microsoft MB-280 practice questions fail the test and lose their resources. If you don't want to end up in this unfortunate situation, you must prepare with actual and Updated MB-280 Dumps of PracticeDump. At PracticeDump, we believe that one size does not fit all when it comes to Microsoft MB-280 exam preparation.

## Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Implement Security and Customizations in Dynamics 365 Sales: This section addresses the implementation of security measures and customization options within Dynamics 365 Sales 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>
Topic 5	<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>

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## Free PDF Quiz 2026 Microsoft MB-280: First-grade Reliable Microsoft Dynamics 365 Customer Experience Analyst Test Answers

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### Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q12-Q17):

#### NEW QUESTION # 12

Drag and Drop Question

You are implementing a new Dynamics 365 Customer Insights - Data environment for your organization.

You complete ingesting the data you need to unify and navigate to the correct page in the Customer Insights - Data application to begin the unification process.

You need to complete the first part of the unification process following best practices.

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

Actions	Order
Ensure that fields you wish to combine from different tables have a different <b>Type</b> , then save the unified customer fields.	
Select <b>Get started</b> under <b>Customer data</b> .	
Ensure that attributes you wish to combine from different tables have the same <b>Type</b> , then select <b>Save source fields</b> .	
Identify the primary key for each table.	
Navigate to Insights and create a measure using count aggregation.	
Select the tables and attributes containing the data you need for the unification process.	
Confirm the <b>Type</b> for each attribute.	

**Answer:**

**Explanation:**

ctions

Ensure that fields you wish to combine from different tables have a different **Type**, then save the unified customer fields.

Navigate to Insights and create a measure using count aggregation.



Order

Select **Get started** under **Customer data**.

Select the tables and attributes containing the data you need for the unification process.

Identify the primary key for each table.

Ensure that attributes you wish to combine from different tables have the same **Type**, then select **Save source fields**.

Confirm the **Type** for each attribute.

Explanation:

1. Select Get started under Customer data.

This is the first step to begin the unification process in Customer Insights - Data.

2. Select the tables and attributes containing the data you need for the unification process. After starting, you must choose the tables and attributes that will be used for unification.

3. Identify the primary key for each table.

Each table must have a primary key that uniquely identifies records.

4. Ensure that attributes you wish to combine from different tables have the same Type, then select Save source fields. Before unifying, attributes from different sources must have the same type to ensure proper mapping.

5. Confirm the Type for each attribute.

After selecting source fields, confirming the attribute types ensures data consistency.

### NEW QUESTION # 13

Drag and Drop Question

Your organization works with larger customers (accounts) that can have a single holding and then many subsidiaries through different levels in a parent-child relationship.

The chief commercial officer wants the sales team to start creating different account plans for each individual subsidiary.

You need to create a new custom account plan table so that records can have the same parent-child relationships as the account records. The relationships must be able to be visualized in a hierarchy.

Which four actions should you perform in sequence before saving and publishing your changes?

To answer, move the four appropriate actions from the list of actions to the answer area. Arrange the four actions in the correct order.

Actions	Order
Create a new account plan table.	1.
Go to the <b>Hierarchy Settings</b> grid view.	2.
Create a new Card form and select this as the default card.	3.
Create a N:N self-referential relationship and mark the relationship as hierarchical.	4.
Open the advanced Relationship settings.	
Create a new Quick View form and select this as the default form.	
Create a 1:N self-referential relationship and mark the relationship as hierarchical.	

**Answer:**

Explanation:

Actions	Order
Create a new Card form and select this as the default card.	1. Create a new account plan table.
Create a N:N self-referential relationship and mark the relationship as hierarchical.	2. Open the advanced Relationship settings.
Create a new Quick View form and select this as the default form.	3. Create a 1:N self-referential relationship and mark the relationship as hierarchical.
	4. Go to the <b>Hierarchy Settings</b> grid view.

Explanation:

1. Create a new account plan table: This is the first step to define the structure for account plans.
2. Open the advanced Relationship settings: This is necessary to configure relationships between records.
3. Create a 1:N self-referential relationship and mark the relationship as hierarchical: This establishes the parent-child relationship structure for the account plan.
4. Go to the Hierarchy Settings grid view: This allows you to configure the hierarchy visualization for the account plans.

#### NEW QUESTION # 14

A company sends its salespeople to trade shows to meet potential customers. One day after the trade shows, the salespeople currently send a follow-up email manually to the potential customers they met. They would like a task to remind them to call the

potential customers a week after that.

You need to increase the follow-up rate for salespeople after a tradeshow.

Which actions should you take? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Requirement	Action
Automate the tradeshow follow-up process.	<div>Implement sequences. Implement sequences. Implement work assignments. Implement customer journeys.</div>
Ensure that the process applies only to tradeshow leads.	<div>Use segments. Use segments. Add all leads to a marketing list.</div>
Ensure proper timing of activities.	<div>Set relative due date. Set relative due date. Set wait times.</div>

**Answer:**

**Explanation:**

Requirement	Action
Automate the tradeshow follow-up process.	<div>Implement sequences. Implement sequences. Implement work assignments. Implement customer journeys.</div>
Ensure that the process applies only to tradeshow leads.	<div>Use segments. Use segments. Add all leads to a marketing list.</div>
Ensure proper timing of activities.	<div>Set relative due date. Set relative due date. Set wait times.</div>

**Reference:**

**Ensure That the Process Applies Only to Tradeshow Leads:** Use segments

Segments are used to filter leads based on specific criteria. By using segments, you can ensure that the automated sequence is triggered only for leads generated from trade shows.

This action targets the automation specifically at the tradeshow leads, ensuring that other leads are not inadvertently included in this process.

**Ensure Proper Timing of Activities:** Set relative due date

Setting a relative due date allows you to define a timeframe between actions in the sequence. For example, the follow-up call task can be scheduled for one week after the initial email.

This ensures that tasks are executed with the correct timing, aligning with the desired schedule of following up with potential customers one week after the first contact.

By implementing sequences to automate follow-ups, using segments to filter for tradeshow-specific leads, and setting relative due dates for timely task execution, the company can optimize its post-tradeshow follow-up process and enhance the likelihood of successful customer engagement.

### NEW QUESTION # 15

What is the primary purpose of creating a unified customer profile in Dynamics 365 Customer Insights?

- A. To provide a personalized view of customer data across multiple sources
- B. To configure user roles
- C. To manage marketing campaigns
- D. To generate financial reports

**Answer: A**

### NEW QUESTION # 16

The marketing team at your organization generates leads using form submissions in Dynamics 365 Customer Insights - Journeys.

The marketing team then nurtures the leads to hand-off to the sales team. If accepted, sellers will work the leads using Dynamics 365 Sales.

Leads are considered to be stale if they are NOT ready to be accepted after six (6) months.

You need to create a bulk deletion job to delete stale leads as long as they have a Parent Contact. You used a saved view to start the query but need to complete the criteria.

What should you configure? To answer, select the appropriate operator or value to be added for each search criteria.

NOTE: Each correct selection is worth one point.

## Define Search Criteria



Select search criteria to identify records to delete.

Look for: Leads Use Saved View: Leads: Older Than 6 Months

Clear Group AND Group OR

AND

Created On Older Than X Months 6

Lead source type

Sales ready

Parent Contact for lead

Select

Answer:

Explanation:

## Define Search Criteria



Select search criteria to identify records to delete.

Look for: Leads Use Saved View: Leads: Older Than 6 Months

Clear Group AND Group OR

AND

Created On Older Than X Months 6

Lead source type

Sales ready

Parent Contact for lead

Select

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