The journey to Microsoft Certified:
Customer Data Platform Specialty

Get started at
aka.ms/CDPSpecialty

Start here
Decide if this is the right certification for you

Get trained

Build confidence

Get recognized

Continue to grow

This certification is a good fit if:

You're a specialist who has knowledge, skills, and experience implementing solutions that provide insight into customer profiles and that track engagement activities to help improve customer experiences and increase customer retention, such as:

- Designing Customer Insights solutions.

- Ingesting data into Customer Insights.

- Creating customer profiles by unifying data.

- Implementing AI predictions in Customer Insights.

- Configuring third-party connections.

- Administering Customer Insights.

Not right for you? Browse all Microsoft Dynamics 365 certifications

Skills outline guides
> MB-260

Self-paced training
> Microsoft Learn

Instructor-led training
> Course MB-260T00: Microsoft Customer Data Platform Specialty

Virtual events
> Microsoft Virtual Training Days

Additional resources
Documentation

Exam preparation
> Exam Readiness Zone

Take a practice exam
> Microsoft Official Practice Test MB-260

Skills measured:

- Describe Dynamics 365 Marketing

- Describe Dynamics 365 Sales

- Describe Dynamics 365 Customer Service

- Describe Dynamics 365 Field Service

> **Pass** Exam MB-260 to earn this certification.

Microsoft
CERTIFIED
SPECIALTY

Microsoft Certified:
Customer Data Platform Specialty

As a candidate for this certification, you should have firsthand experience with Dynamics 365 Customer Insights, Power Query, Microsoft Dataverse, Common Data Model, Microsoft Power Platform, and one or more additional Dynamics 365 apps. In addition, you need direct experience with practices related to privacy, compliance, consent, security, responsible AI, and data retention policy.

Explore these learning opportunities next

Next level up (Associate)

- Power Platform App Maker

- Power Platform Functional Consultant

- Power Platform Developer

Products featured

- Dynamics 365 Marketing
- Dynamics 365 Sales
- Microsoft Power Platform

- Dynamics 365 Customer Insights
- Power Query
- Microsoft Dataverse
- Azure Synapse Analytics

Microsoft Dynamics 365

Watch the certifications overview video