



## Microsoft Customer Insights – Journey (MB-220T00)

**ID** MB-220T00 **Price** CHF 3,300.—(excl. VAT) **Duration** 4 days

### Who should attend

This course is designed for IT or marketing professionals who want to learn how to leverage Dynamics 365 Customer Insights - Journeys for their organization.

### This course is part of the following Certifications

Microsoft Certified: Dynamics 365 Marketing Functional Consultant Associate (MCDMFCA)

### Prerequisites

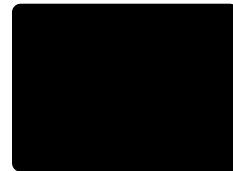
Knowledge of the Dynamics 365 platform and an understanding of basic marketing principles. Power Platform experience, especially in model-driven applications, is also recommended.

### Course Content

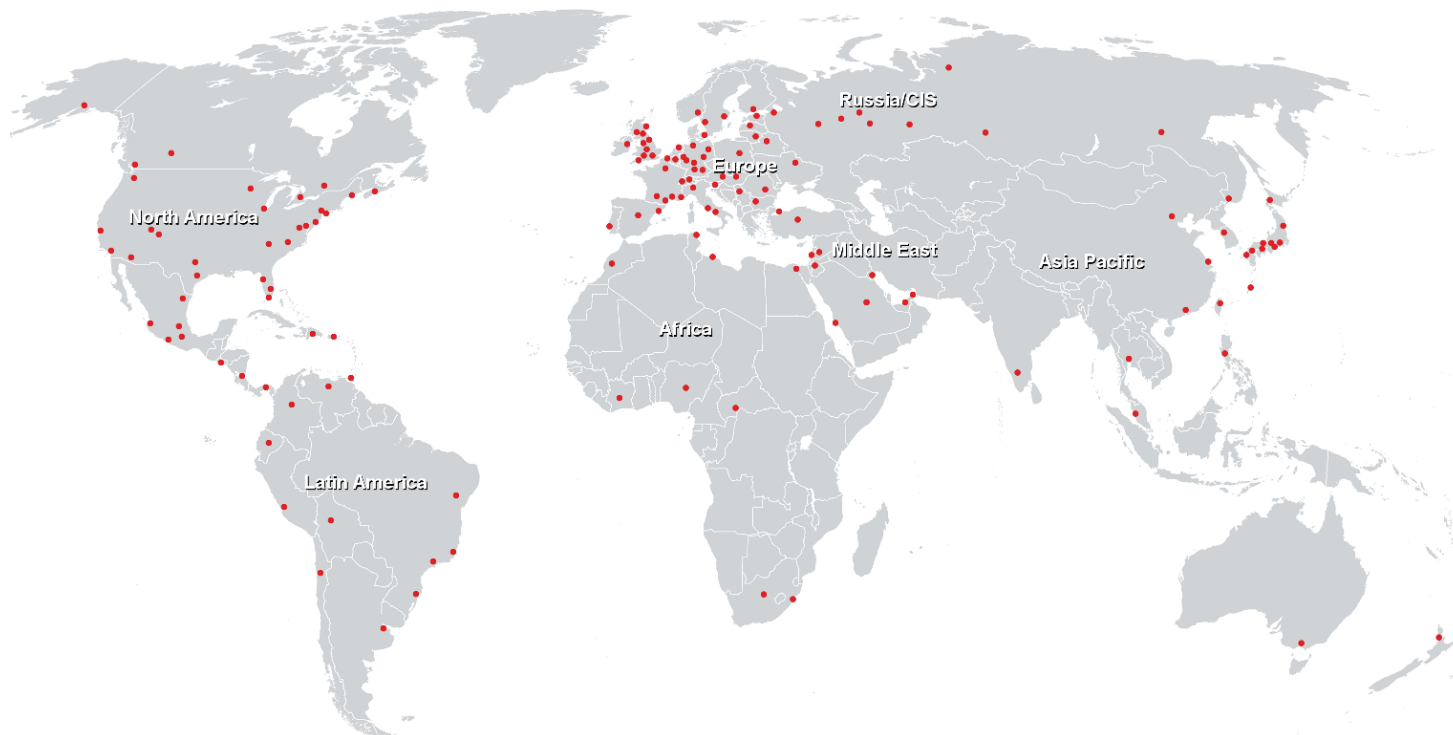
- Set up and manage Dynamics 365 Customer Insights - Journeys
- Advanced configuration for Dynamics 365 Customer Insights - Journeys
- Review domain authentication, email best practices, data protection and privacy in Dynamics 365 Customer Insights - Journeys
- Manage assets and content settings in Dynamics 365 Customer Insights - Journeys
- Manage customers in Dynamics 365 Customer Insights - Journeys
- Manage forms and pages in Dynamics 365 Customer Insights - Journeys
- Manage emails, segments, and journeys in Dynamics 365 Customer Insights - Journeys
- Manage subscription centers and double opt-in in Dynamics 365 Customer Insights - Journeys
- Manage website visits, redirect URLs, and social postings in Dynamics 365 Customer Insights - Journeys
- Create an on-site event in Dynamics 365 Customer Insights - Journeys
- Create a webinar event in Dynamics 365 Customer Insights - Journeys
- Promote events, manage registration and check-ins, and review results in Dynamics 365 Customer Insights - Journeys

### Journeys

- Advanced event management features in Dynamics 365 Customer Insights - Journeys
- Evaluate marketing initiatives with analytics in Dynamics 365 Customer Insights - Journeys
- Review the marketing calendar in Dynamics 365 Customer Insights - Journeys



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