



Create and manage journeys with Dynamics 365 Customer Insights (MB-7005)

ID MB-7005 Price on request Duration 1 day

Prerequisites

You should be familiar with the basic features of Dynamics 365 Customer Insights and how to configure them.

Course Content

Create emails in Dynamics 365 Customer Insights - Journeys

This module covers emails, assets, and personalization in the realtime work area of Dynamics 365 Customer Insights - Journeys.

- Introduction
- · Manage assets
- · Create marketing emails
- · Personalize content
- · Use brand profiles
- · Use Copilot to generate email content ideas
- Style emails with Al-assisted themes
- · Create content blocks
- · Preview and test emails
- · Check your message for errors and publish
- · Send emails without building a journey
- Edit a live email
- Prevent sending emails to duplicated email addresses
- Check your knowledge
- Summary

Build journeys with Dynamics 365 Customer Insights - Journeys

This module covers segments, triggers, and journeys within the real-time work area of Dynamics 365 Customer Insights - Journeys.

- Introduction
- Create and manage segments
- Work with triggers
- · Create a journey
- · Add messages to the journey
- · Add activities to the journey
- · Add other elements to the journey
- · Publish journeys

- Check your knowledge
- Summary

Guided project - Create and manage journeys with Dynamics 365 Customer Insights

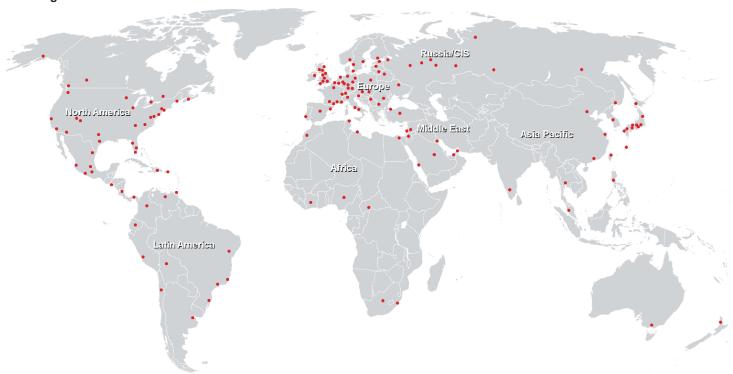
In this module, practice building journeys in Customer Insights, including creating assets, building a segment, and creating a segment-based or trigger-based journey. This lab offers interactive practice with real-world scenarios for business-specific challenges.

- Introduction
- · Prepare for the guided project
- Exercise Create emails
- Exercise Create a segment
- Exercise Create a segment-based journey
- Exercise Create a trigger-based journey
- Knowledge check
- Summary

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Training Centres worldwide





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