Design and deliver powerful customer experiences with Dynamics 365 Customer Insights

CODICE	**MB-280T03**
DURATA	**1 gg**
PREZZO	**490,00 €**
EXAM	

DESCRIZIONE



Dynamics 365 Customer Insights helps organizations deliver exceptional experiences personalized to every customer. In this course, students will learn how to work with key features of Customer Insights – Data and Customer Insights – Journeys. First, students will learn about the business value of using a customer data platform. They will ingest data into Customer Insights – Data, create unified customer profiles, and create segments to help target specific audiences. Then, students will build impactful and personal experiences using Customer Insights – Journeys. They will create marketing assets like emails and text messages and deliver them via segment- and trigger-based journeys. This course is part of a four-course series (MB-280T01-T04) aligning to the MB-280 certification exam.

** Il corso è stato ritirato il 31 luglio 2026

TARGET

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

PREREQUISTI

- Students should have knowledge in basic marketing principles.
- Students should be familiar with the Dynamics 365 customer experience suite, including Dynamics 365 Sales and Dynamics 365 Customer Insights. They should also have basic model-driven application configuration experience.

CONTENUTI

- Work with real-time features in Dynamics 365 Customer Insights - Journeys
- Unlock customer intent with Dynamics 365 Customer Insights - Data