

## Design and deliver powerful customer experiences with Dynamics 365 Customer Insights

CODICE MB-280T03

DURATA 1 gg

PREZZO 490,00 €

EXAM

### DESCRIZIONE

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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.

### TARGET

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

### PREREQUISITI

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- 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

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