

# MDYN-38 - MOC MB-220T00 - DYNAMICS 365 CUSTOMER INSIGHTS - JOURNEYS

Categoria: **Dynamics 365**

## INFORMAZIONI SUL CORSO



**Durata:**  
4 Giorni



**Categoria:**  
Dynamics 365



**Qualifica Istruttore:**  
Microsoft Certified  
Trainer



**Dedicato a:**  
Consulente Dynamics



**Produttore:**  
Microsoft

## OBIETTIVI

This course will review the Dynamics 365 Customer Insights - Journeys application configuration needed to drive business growth. It will also dive into lead management, marketing forms and pages, segmentation, real-time marketing, and email marketing messages. All these pieces are tied together through interactive customer journey design, including event and survey configuration.

## PREREQUISITI

Knowledge of the Dynamics 365 platform and an understanding of basic marketing principles. Power Platform experience, especially in model-driven applications, is also recommended. Dynamics 365 Customer Insights - Data experience is encouraged, either as a prerequisite or as an opportunity for further learning.

## CONTENUTI

**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

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

## INFO

**Esame:** MB-220 - Microsoft Dynamics 365 Customer Insights (Journeys) Functional Consultant

**Materiale didattico:** Materiale didattico ufficiale Microsoft in formato digitale

**Costo materiale didattico:** incluso nel prezzo del corso a Calendario

**Natura del corso:** Operativo (previsti lab su PC)