

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

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)