



Microsoft Customer Insights – Journey (MB-220T00)

ID MB-220T00 **Price** 2,290.— €(excl. tax) **Duration** 4 days

Course Overview

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.

Who should attend

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

This course is part of the following Certifications

Microsoft Certified: Dynamics 365 Marketing Functional Consultant Associate (MCDMFCA)

Prerequisites

Knowledge of the Dynamics 365 platform and an understanding of basic marketing principles. Power Platform experience, especially in model-driven applications, is also recommended.

Course Content

- 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

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