



Create and manage journeys with Dynamics 365 Customer Insights (MB-7005)

ID MB-7005 **Price 690.—** €(excl. tax) **Duration 1 day**

Course Overview

In this learning path, you practice building journeys using Dynamics 365 Customer Insights. The skills validated include creating marketing assets like emails, creating a segment, creating a journey, adding elements to a journey, and publishing the journey

Prerequisites

You should be familiar with the basic features of Dynamics 365 Customer Insights and how to configure them.

Course Content

Create emails in Dynamics 365 Customer Insights - Journeys

This module covers emails, assets, and personalization in the real-time work area of Dynamics 365 Customer Insights - Journeys.

- Introduction
- Manage assets
- Create marketing emails
- Personalize content
- Use brand profiles
- Use Copilot to generate email content ideas
- Style emails with AI-assisted themes
- Create content blocks
- Preview and test emails
- Check your message for errors and publish
- Send emails without building a journey
- Edit a live email
- Prevent sending emails to duplicated email addresses
- Check your knowledge
- Summary

Build journeys with Dynamics 365 Customer Insights - Journeys

This module covers segments, triggers, and journeys within the real-time work area of Dynamics 365 Customer Insights -

Journeys.

- Introduction
- Create and manage segments
- Work with triggers
- Create a journey
- Add messages to the journey
- Add activities to the journey
- Add other elements to the journey
- Publish journeys
- Check your knowledge
- Summary

Guided project - Create and manage journeys with Dynamics 365 Customer Insights

In this module, practice building journeys in Customer Insights, including creating assets, building a segment, and creating a segment-based or trigger-based journey. This lab offers interactive practice with real-world scenarios for business-specific challenges.

- Introduction
- Prepare for the guided project
- Exercise - Create emails
- Exercise - Create a segment
- Exercise - Create a segment-based journey
- Exercise - Create a trigger-based journey
- Knowledge check
- Summary

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