



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

About Fast Lane



Fast Lane is a global, award-winning specialist in technology and business training as well as consulting services for digital transformation. As the only global partner of the three cloud hyperscalers- Microsoft, AWS and Google- and partner of 30 other leading IT vendors, Fast Lane offers qualification solutions and professional services that can be scaled as needed. More than 4,000 experienced Fast Lane professionals train and advise customers in organizations of all sizes in 90 countries worldwide in the areas of cloud, artificial intelligence, cyber security, software development, wireless and mobility, modern workplace, as well as management and leadership skills, IT and project management.

Fast Lane Services

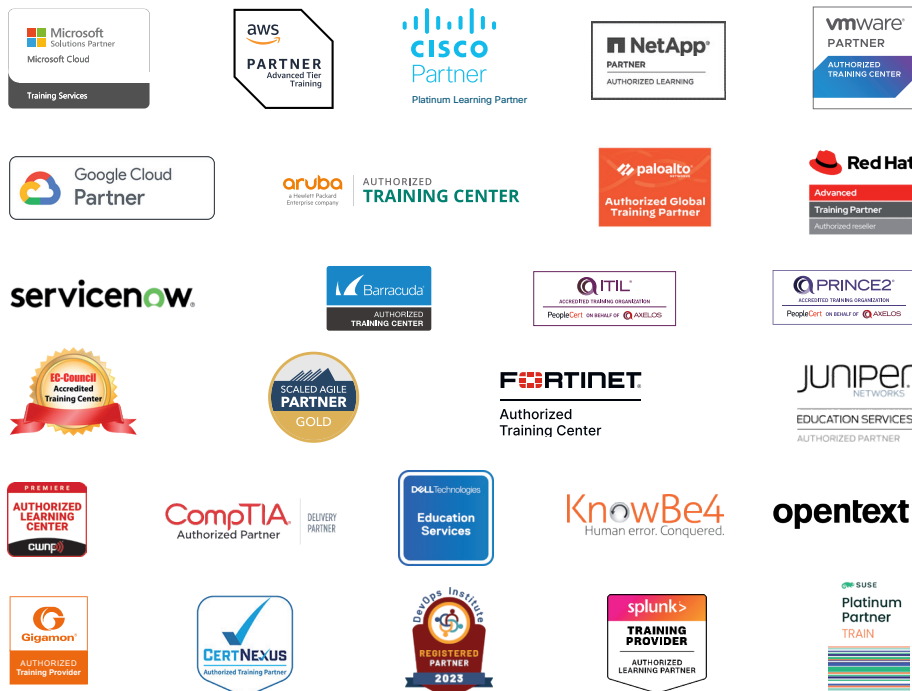
- ✓ High End Technology Training
- ✓ Business & Soft Skill Training
- ✓ Consulting Services
- ✓ Managed Training Services
- ✓ Digital Learning Solutions
- ✓ Content Development
- ✓ Remote Labs
- ✓ Talent Programs
- ✓ Event Management Services

Training Methods

- ✓ Classroom Training
- ✓ Instructor-Led Online Training
- ✓ FLEX Classroom – Classroom & Online Hybrid
- ✓ Onsite & Customized Training
- ✓ E-Learning
- ✓ Blended & Hybrid Learning
- ✓ Mobile Learning

Technologies & Solutions

- ✓ Digital Transformation
- ✓ Artificial Intelligence
- ✓ Cloud
- ✓ Networking
- ✓ Cyber Security
- ✓ Wireless & Mobility
- ✓ Modern Workplace
- ✓ Data Center



Worldwide Presence
with high-end training centers
around the globe



Multiple Awards
from vendors such as AWS,
Microsoft, Cisco, Google, NetApp,
VMware



Experienced SMEs
with over 19.000 combined
certifications

Germany

**Fast Lane Institute for Knowledge
Transfer GmbH**
Tel. +49 40 25334610
info@flane.de / www.flane.de

Austria

ITLS GmbH
(Partner of Fast Lane)
Tel. +43 1 6000 8800
info@itls.at / www.itls.at

Switzerland

**Fast Lane Institute for Knowledge
Transfer (Switzerland) AG**
Tel. +41 44 8325080
info@flane.ch / www.flane.ch