

## Elevate Customer Experiences

With Microsoft Dynamics 365 Marketing, you can orchestrate personalized journeys across all touchpoints to strengthen relationships and earn loyalty. More than a marketing management application, it is a customer journey orchestration software designed to empower customer experience-focused organizations in B2B and B2C spaces. It enables marketing teams and organizations to foster customer journeys across marketing, sales, commerce, and service. Unlike other solutions, Dynamics 365 Marketing uses data and AI-driven recommendations to personalize moments that matter across the customer journey via a single integrated solution on the Dynamics 365 platform. This helps drive end-to-end experiences across physical and digital channels.

Further, this application is easy to use for business users, works well across the Microsoft ecosystem, and is easy to customize and integrate with third-party tools. Go beyond simple customer contact by elevating the customer experience altogether. Design, predict, and deliver content through the right channels in the moment of interaction for personalized customer journeys. Orchestrate customer journeys across marketing, sales, commerce, and service to provide a holistic customer experience. Turn customer insights into relevant action using AI-driven recommendations for content, channels, customer segmentation, and analytics. Easily customize and connect with tools you already use. Plus, your team can use built-in features to help with compliance requirements and protect customer data.

## Marketing Support That Earns Customer Loyalty



Engage customers in real time with personalized experiences



Win customers and earn loyalty



Build trust with a unified, adaptable platform

## Get Key Capabilities That Keep You On Top

### Act on a 360-degree understanding of the customer

- ✔ Turn customer insights into relevant actions into tailored journeys.
- ✔ Empower customer experience, customer service, sales, marketing, or any other team looking to deepen relationship with customers to design journeys that span your business.
- ✔ Keep relationships on track with signals from Dynamics 365 and Office 365 that reveal relationship health and risks.
- ✔ Flex to support company, departmental, or product-level campaigns by managing branding consistency and promoting content reuse.
- ✔ Improve your customer targeting and level of personalization by using Dynamics 365 Customer Insights.

## Engage customers in real-time

- ✔ Orchestrate real-time, customer-led journeys.
  - ✔ Leverage customer interactions to trigger or measure journeys.
  - ✔ Create impactful content with dynamic authoring and digital asset management.
  - ✔ Reach customers wherever they are using SMS integration or mobile notifications.
  - ✔ Nurture customers based on their interactions across email, mobile, social media, custom channels, and in-person touchpoints.
  - ✔ Use real-time KPIs and dashboards to track business goals, journey performances, and contact effectiveness.
  - ✔ Enhance customer journeys using analytics and Microsoft Power BI dashboards.
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## Win customers and earn loyalty faster

- ✔ Design end-to-end journeys across marketing, sales, commerce and service.
  - ✔ Target the right audience using segment builder and natural language.
  - ✔ Nurture leads and accounts with relevant content, lead scoring and ABM.
  - ✔ Turn event, meeting, and webinar attendees into loyal customers.
  - ✔ Simplify event planning and nurture webinar, meeting, or event registrants before, during, and after events to improve audience engagement.
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## Personalize experiences with AI

- ✔ Create engaging content with AI assistance
  - ✔ Run experiments to optimize content and channels
  - ✔ Improve marketing effectiveness with real-time KPIs and dashboards
  - ✔ Turn customer Insights into relevant actions to improve targeting and personalization
  - ✔ Visualize customer interactions
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## Build customer trust with a unified, adaptable platform

- ✔ Unify and share customer data more securely
  - ✔ Comply with regulations such as GDPR and HIPAA
  - ✔ Easy to customize and extend to meet your business needs
  - ✔ Run business unit-level marketing and promote content re-use
  - ✔ Send up to 100 million interactions per month to increase reach with real-time marketing
  - ✔ Continue to make the app easier to use, the visual email designer has built-in templates, AI-tagged digital asset library, and AI-driven recommendations to optimize customer engagement.
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**Dynamics 365 Marketing is the next generation of intelligent marketing applications that elevate the customer experience. To explore your options and discover solutions that will propel your organization forward, contact Tigunia today.**