Microsoft Dynamics 365

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Dynamics 365 Marketing

Orchestrate personalized journeys across all touchpoints to strengthen relationships and earn loyalty.

"With customer journey orchestration, we can personalize messages in real time and serve every donor where they are at in that moment."

Pauline Wielens
Omni-Channel Manager,
UNICEF Netherlands

Elevate customer experiences

Engage customers in real time

Design, predict, and deliver content through the right channels in the moment of interaction for personalized customer journeys.

Win customers and earn loyalty faster

Orchestrate customer journeys across marketing, sales, commerce, and service to provide a holistic customer experience.

Personalize customer experiences with AI

Turn customer insights into relevant action using AI-driven recommendations for content, channels, customer segmentation, and analytics.

Build customer trust with a unified, automated platform

Use built-in features to help with compliance requirements and protect customer data. Easily customize and connect with tools you already use.

Key capabilities

Dynamics 365 Marketing
Key Capabilities and supporting features

Engage customers in real-time	Win customers and earn loyalty faster	Personalize experiences with AI	Build customer trust with a unified, adaptable platform
Orchestrate real-time, customer-led journeys	Design end-to-end journeys	Create engaging content enhanced by AI	Unify and share customer data more securely
Design customer-led experiences	Improve customer communications across customer facing teams.	Run experiments to optimize content and channels	Comply with regulations such as GDPR & HIPAA
Create impactful content with dynamic authoring & digital asset management	Nurture leads and accounts with relevant content, lead scoring and ABM	Improve effectiveness with Real-time KPIs and dashboards	Easy to customize and extend to meet your business needs
Deliver seamless experiences across physical and digital channels	Turn event, meeting, and webinar attendees into loyal customers	Turn customer Insights into relevant actions to improve targeting and personalization	Run business unit-level marketing and promote content re-use

Orchestrate real-time customer journeys

Nurture customers based on their interactions across email, mobile, social media, custom channels, and in-person touchpoints.

Design customer-led experiences

With a deep understanding of the customer, engage one-on-one., using personalized journeys triggered by customer interactions.

New improvements to layout editor

Continuing to make the app easier to use, the visual email designer has more built-in templates, AI-tagged digital asset library, and AI-driven recommendations to optimize customer engagement.

Create impactful content

Get point-and-click dynamic authoring with digital asset management, reusable content blocks, and a library of engaging templates. Use A/B testing and analytics to amplify resonating content.

Deliver seamless experiences across digital and physical channels

Reach customers through digital channels and in-person interactions across marketing, sales, and service. Engage them in their preferred channels and timing using AI-driven recommendations.

Run events with Microsoft Teams

Seamless connection with Microsoft Teams to run meetings, events, and webinars .Easy-to-use event portal to manage webinars, improved session registration, QR codes and wait listing.

Marketing support for business units

Supports access to contact records, display of segment members, access to contact insights, availability of email templates, and more.

LinkedIn integration

Target matched audiences, nurture sales-ready leads, and see how people are interacting with your marketing initiatives on LinkedIn. Use Dynamics 365 Connector for LinkedIn Lead Gen Forms to bring leads captured on LinkedIn into Dynamics 365.

Design end-to-end journeys

Create journeys from customer-triggered events and orchestrate experiences across marketing, commerce, sales, and service. Act on feedback from personal surveys using Dynamics 365 Customer Voice.

Improve customer communications

Empower customer experience, customer service, sales, marketing, or any other team looking to deepen relationships with customers to design journeys that span your business.

Nurture leads and accounts

Send periodic newsletters, transactional emails, and personalized and timely notifications. Score individual leads or run account-based marketing campaigns to align with sales.

Turn event, meeting, and webinar attendees into loyal customers

Simplify event planning. Nurture registrants before, during, and after events to improve audience engagement. Use Microsoft Teams for virtual events to track and improve engagement.

Create engaging content enhanced by AI

Use AI-recommended images, offers, and dynamic content to maximize engagement. Optimize channels, delivery time, and journey steps so they are unique to each customer.

Experiment to increase engagement

Run A/B tests to find and use resonating content. Optimize content and channels simultaneously with multivariant testing for each |individual based on previous activity and preferences.

Improve marketing effectiveness

Use real-time KPIs and dashboards to track business goals, journey performance, and content effectiveness. Enhance customer journeys using analytics and Microsoft Power BI dashboards.

Act on a 360-degree understanding of the customer

Improve your customer targeting and level of personalization by using Dynamics 365 Customer Insights. Turn customer insights into relevant actions in customer journeys.

Unify and share customer data more securely

Align teams across your company by sharing a single, real-time view of customer context across all your Dynamics 365 applications. Help protect customer data in the secure and trusted Microsoft Cloud.

Comply with regulations

Use the built-in features to request, capture, and store consent to support compliance with the General Data Protection Regulation (GDPR), HIPAA regulations, and accessibility guidelines.

Easily customize and extend the application

Add custom channels using APIs and external add-ons. Connect with your tools and automate processes using built-in workflows, or create your own with Microsoft Power Automate.

Run business unit-level marketing

Flex to support company, departmental, or product-level campaigns. Manage branding consistency and promote content reuse.

"We've boosted event participation and seen an almost 90 percent increase in retained events revenue."

Jacques Ince
Director at Large
Project Management Institute - Minnesota

Dynamics 365

Microsoft Dynamics 365 is the next generation of intelligent business applications that easily share data across marketing, sales, commerce, and service.

Dynamics 365 technology is helping organizations engage customers, empower employees, optimize operations and find new ways to provide win and provide the value that creates loyal, long-term customers.

Unify your data, get predictive insights, and achieve impressive business results with the powerful capabilities of Dynamics 365 apps.

Elevate customer experiences

Microsoft Dynamics 365 Marketing is customer journey orchestration software designed to empower customer experience focused organizations. It enables B2C and B2B marketers, and business users to:

- Engage customers in real time.
- Win customers and earn loyalty faster.
- Personalize experiences with AI
- Build customer trust with a unified, adaptable platform.

It enables marketing organizations to orchestrate personalized customer journeys across marketing, sales, commerce, and service to strengthen relationships and earn loyalty. Unlike other solutions, Dynamics 365 Marketing uses data and AI driven recommendations to personalize moments that matter across the customer journeys via a single integrated solution on the Dynamics 365 platform. This helps drive end-end experiences across physical and digital channels . Further, this application is easy to use for business users, works well with Microsoft software, is easy to customize and connects with 3rd party tools. This helps B2C and B2B organizations elevate customer experiences.

For more information, visit: https://aka.ms/D365/Marketing