



# GTech Learn

*"Our focus is your Success"*



## Course Contents

### MB-220: Microsoft Dynamics 365 Customer Insights - Journeys

<b>Duration:</b> 4 Days	<b>Level:</b> Intermediate	<b>Role:</b> Functional Consultant
<b>Certification:</b> Available	<b>Public Schedules:</b> <a href="#">View Dates</a>	<b>Private Delivery:</b> <a href="#">Reach Us</a>

#### What's included?

- ✓ Learn from Microsoft Certified Trainer (MCT's)
- ✓ 24x7 Lab Access
- ✓ Official Courseware
- ✓ Exam Preps / Practice Tests
- ✓ Badges & Completion Certificate
- ✓ Discounted Exam Vouchers



Email: [info@gtechlearn.com](mailto:info@gtechlearn.com)

## 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.

## Audience Profile

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

## Contents

### Learning Path 1: Configure Dynamics 365 Customer Insights – Journeys

- Set up and manage Dynamics 365 Customer Insights - Journeys
- Configure marketing settings
- Domain authentication, email best practices, and GDPR
- Manage assets and content settings

### Learning Path 2: Manage customers in Dynamics 365 Customer Insights – Journeys

- Manage accounts and contacts
- Create and manage leads

### Learning Path 3: Manage forms

- Manage forms
- Manage marketing pages

### Learning Path 4: Manage segments and consent

- Create and manage segments
- Create and manage subscription centers and consent

### Learning Path 5: Manage emails and journeys in outbound marketing

- Create marketing emails in outbound marketing
- Create outbound customer journeys
- Manage website visits, redirect URLs, and social postings

### Learning Path 6: Manage emails and journeys in real-time marketing

- Create emails in real-time marketing
- Create text messages and push notifications in real-time marketing

- Create real-time journeys

## **Learning Path 7: Manage events**

- Create an on-site event
- Create a webinar event
- Promote and manage events
- Advanced event management features

## **Learning Path 8: Create surveys with Dynamics 365 Customer Voice**

- Create a survey project
- Create surveys with Dynamics 365 Customer Voice
- Send Dynamics 365 Customer Voice surveys

## **Learning Path 9: Analyze insights with Dynamics 365 Customer Insights – Journeys**

- Evaluate marketing initiatives with analytics
- Interpret analytics in real-time marketing
- Review the marketing calendar

## About GTech Learn

Established in 2011 in the USA, GTech Learn is one of the leading IT training organizations in North America & South East Asia. Driven by its unique USPs, GTech Learn is spurring competition, meeting the unmet needs of customers, assisting in skills upgrade, and supplementing talent pools with its presence in the USA, Canada, Singapore and India. This is consistent with our vision to help our Learners with skills upgrade for enhanced career opportunities.







As a Microsoft Learning Partner, we offer a broad range of learning solutions across the full Microsoft technology stack that can be customized.

Since 2011, GTech Learn has been developing custom-fit learning solutions that involve creating and delivering maximum results.

We have successfully helped all types of businesses, government entities, and individuals. For this reason, GTech has chosen by Microsoft to deliver comprehensive learning programs around the globe.

With flexible learning options, state-of-the-art delivery methods, numerous language preferences, experienced instructors, and complete dedication to our students, GTech Learn has the capabilities to help students develop their Microsoft skill sets and achieve increasingly high standards of productivity while organizations of all sizes realize the full potential of their technology investments.

## Our Accreditations with Microsoft

 Security Training Services	 Modern Work Training Services	 Business Applications Training Services
 Infrastructure Azure Training Services	 Digital & App Innovation Azure Training Services	 Data & AI Azure Training Services