# MB-220T00: Dynamics 365 Customer Insights - Journeys

## Duration: 32 Hours (4 Days)

## Overview

The MB-220T00: Dynamics 365 Customer Insights - Journeys course is designed to equip learners with the knowledge and skills to implement, manage, and utilize the marketing capabilities of Dynamics 365 Marketing. Throughout the course, participants will learn how to Set up and manage Dynamics 365 Marketing, ensuring they can effectively Configure marketing settings, Handle domain authentication, and adhere to Email best practices and GDPR regulations.Learners will gain hands-on experience in Managing customers, Creating marketing forms and pages, Developing targeted segments, and Managing subscription centers to comply with Double opt-in requirements. They will also dive into creating and managing both outbound and real-time marketing emails, Customer journeys, and strategies for Managing events and webinars.The course delves into creating surveys with Dynamics 365 Customer Voice and Analyzing marketing insights, providing learners with the tools to evaluate marketing initiatives and interpret analytics. By the end of the course, participants will have a comprehensive understanding of how to review event and survey results, positioning them to drive successful marketing strategies using Dynamics 365 Marketing.

## Audience Profile

The MB-220T00: Dynamics 365 Customer Insights - Journeys course equips professionals to leverage marketing tools within Dynamics 365.

- Job roles and audience for the course:
- Marketing Managers and Executives
- CRM Managers
- Sales and Marketing Analysts
- Digital Marketing Specialists
- Customer Relationship Managers
- Marketing Automation Consultants
- Dynamics 365 Administrators and Consultants
- Data Analysts focused on customer insights
- IT Professionals aiming to implement marketing solutions
- Business Analysts seeking to understand customer journey analytics
- Professionals working on GDPR compliance within marketing teams
- Email Marketing Managers
- Event Coordinators and Planners managing events through Dynamics 365
- Customer Service Managers looking to enhance customer experiences
- Product Managers integrating marketing insights into product development

## Course Syllabus

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

- Module 1: Set up and manage Dynamics 365 Customer Insights - Journeys
- Module 2: Configure markeᎾng seᏗngs

- Module 3: Review email settings and best practices
- Module 4: Upload and manage content
- Module 5: Manage consent and compliance
- Lab 1.1: Validate lab environment
- Lab 1.2: Prepare Customer Insights - Journeys Environment
- Lab 1.3: Create a compliance profile

## Learning Path 2: Manage Your Audience in Dynamics 365 Customer Insights - Journeys

- Module 1: Get to know your audience
- Module 2: Manage leads and lead scoring

## Learning Path 3: Create Emails, Forms, Text Messages, and Push Notifications

- Module 1: Create emails
- Module 2: Create forms
- Module 3: Create text messages and push notifications
- Lab 3.1: Create a form
- Lab 3.2: Create an email

## Learning Path 4: Create Segments and Journeys

- Module 1: Create and manage segments
- Module 2: Create a journey and work with triggers
- Module 3: Add elements to a journey
- Module 4: Publish journeys
- Module 5: Extend real-time capabilities with Dataverse triggers
- Lab 4.1: Work with segments
- Lab 4.2: Create a journey

## Learning Path 5: Manage Events

- Module 1: Create an on-site event
- Module 2: Create a webinar event
- Module 3: Promote and manage events
- Lab 5.1: Set up buildings and speakers
- Lab 5.2: Create an event and an event journey

## Learning Path 6: Create Surveys with Dynamics 365 Customer Voice

- Module 1: Create a survey project
- Module 2: Create surveys with Dynamics 365 Customer Voice
- Module 3: Send Dynamics 365 Customer Voice surveys

## Learning Path 7: Analyze Insights with Dynamics 365 Customer Insights - Journeys

- Module 1: Evaluate marketing initiatives with analytics
- Module 2: View aggregate analytics
- Lab 7.1: Review insights in Dynamics 365 Customer Insights - Journeys