



Dynamics 365 Customer Insights

The ultimate solution for customer engagement and data analysis

D365 Customer Insight is a **new product** that combines the power of Dynamics 365 Marketing and Dynamics 365 Customer Insights into one offer.

It enables you to **unify and enrich** your customer data, deliver personalized and connected customer journeys, and analyze marketing results across sales, marketing, and service teams.

Benefits of D365 Customer Insights

With Dynamics 365 Customer Insights - **Journeys**, you can:

- Create and manage email campaigns, webinars, events, surveys, landing pages, and more.
- Orchestrate real-time customer-triggered engagements that are relevant and contextual.
- Save time by using natural language to create or enhance target segments and content with Copilot.

With Dynamics 365 Customer Insights - **Data**, you can:

- Unify customer data from various sources, such as transactional, behavioral, and demographic data.
- Build segments and profiles and generate insights with prebuilt or custom AI models.
- Integrate with other Dynamics 365 applications, such as Sales, Service, Commerce, and more.

How to get started with D365 Customer Insights

- If you are an existing customer of D365 Marketing or Customer Insights, you will be **automatically upgraded** to the new product SKU.
- If you want to try D365 Customer Insights **for free**, you can start **a trial today** and test the application with your **own customer data**.



Choose Digia as your Microsoft Solutions Partner



2023/2024
INNERCIRCLE
for Microsoft Business Applications

Continuity and ongoing development to your business

Scales from the need for light application support and user guidance to a wide-ranging service framework for business-critical system development.

Modularity enables maintenance and development predictably, at an agreed cost level.

Customizability: It is possible to modify the content of the service and thus also the cost during its life cycle.

- Support and monitoring service from Finland. Service in Finnish and English.
- Service levels according to the criticality of the solution, even with 24/7 service.
- Processes that follow the ITIL best practices.
- Ability to manage multi-vendor environments.

We care about the peace of mind of our clients.