

Microsoft Dynamics 365 Marketing and Customer Insights



Deliver personal customer experiences at every touch with Dynamics 365 Marketing and Customer Insights.

Companies today need a single view of the customer to deliver the experiences and service levels needed to remain competitive. By joining structured and unstructured data, brands can act at every touchpoint delivering highly personalised marketing and service.

Technology is only one aspect of your company's digital transformation, you require experts in both customer data and marketing technologies to help create your unique technology strategy and execution plan - this is where **MicroChannel's dedicated and award-winning Marketing Technologies Practice can help**. We solve complex business problems through the end-to-end understanding and application of marketing technology; driving a positive uplift in customer experiences and business value.

Dynamics 365 Marketing and Customer Insights offer industry-leading solutions to help you achieve success.

- Marketing Automation
- OmniChannel Marketing
- Life-cycle planning
- Lead Nurturing
- Loyalty
- Voice of Customer
- Customer Data Platform
- Data Architecture
- Personalisation
- Optimisation
- Reporting & Analytics
- Customer Service

With over 10 years of heritage, we have helped hundreds of leading brands across all industry sectors including:



Take the first steps to transform into a customer-centric organisation with our complimentary:

- D365 Marketing In A Day Workshop
- D365 Customer Insights In A Day Workshop

We Cover:

- Analysis of Current State
- Customer Experience
- Data Architecture
- Solution Architecture

[Inquire today >>](#)



*The Solution - Technology
Driven by Data, but built for
Marketers and Sales Teams*

Dynamics 365 Marketing

Connect on a deeper level - personalise buyer experiences

Build more rewarding business relationships when you improve customer communications and create seamless customer journeys to nurture leads and empower sales teams with Dynamics 365 Marketing.

Orchestrate customer journeys

Easily orchestrate personalised multichannel journeys that deliver the right message at the right time in the right channel to create rewarding relationships.

Align sales and marketing

Create seamless customer experiences through marketing automation, shared data, and business processes connected to Dynamics 365 Sales to productively nurture leads and increase opportunities in the customer pipeline.

Make informed decisions

Improve automated marketing performance with AI-driven insights, lead scoring, and custom dashboards, plus gain a 360-degree view of customers **through integration with Dynamics 365 Customer Insights**.

Grow with an adaptable platform

Personalise and extend the capabilities of Marketing by easily turning on other Dynamics apps. Built-in privacy features help you comply with GDPR regulations and accessibility guidelines.

- Marketing Automation
- Customer Journey Orchestration
- Email Marketing
- SMS Marketing
- End to End Event Management
- Social Media Management
- Sales & Marketing Alignment
- LinkedIn Marketing
- Lead Scoring
- Surveys and Forms
- Behaviour Tracking
- Voice of Customer

Dynamics 365 Customer Insights

Real-time insights that power the entire customer journey

Transform into a customer-centric organisation where marketing, sales and service professionals have the real-time insights they need to personalise engagement across all touchpoints. See results faster with an enterprise-grade customer data platform (CDP), ready to use with minimal training and IT assistance.

Create a 360-degree customer view for deep audience insights

Bring together all your transactional, behavioural and demographic data in real time with prebuilt connectors to create up-to-date profiles for contacts and accounts.

- Data unification
- Data enrichment
- Segmentation
- AI Predictions

Enrich profiles with multidimensional signals

Go beyond traditional sources and capture signals from Microsoft and others to truly understand customer preferences and intent. Enrich profiles with proprietary audience intelligence on brand affinity and interests.

Predict customer intent with limitless analytics

Get started quickly with out-of-the-box machine learning templates to predict churn, product recommendations and customer lifetime value. Discover new audience segments with AI-driven recommendations or define your own.

Drive meaningful actions with AI-powered insights

Activate real-time insights on destinations including analytics, email marketing, advertising and customer engagement platforms through turnkey integrations with Microsoft and third-party applications.

Rely on a trusted platform with built-in security and privacy

Shorten time to value with a self-service CDP built on Azure, with the flexibility to bring your own Azure data lake.

Contact us to start selling and
marketing the way you want to:

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