

# The future of marketing is realtime

Are you already working with the outbound area of Dynamics 365 Customer Insights - Journeys? Would you rather use the new and exciting functionalities of Realtime Marketing?

Microsoft is more and more releasing new features for Realtime Marketing. It offers great ways to fully automate and personalize your campaigns. With innovative technology all users can build trigger-based journeys that reach loyal or new customers across multiple touch-points. Using Realtime Marketing enables you to easily customize and connect with tools you already use. But all these new features can be overwhelming.

In this POC we will show you how easy it can be to switch to Customer Insights - Journeys Realtime:

What is Realtime Marketing and how can you start with it?

How to transition the outbound campaigns to Realtime?



What are the stumbling blocks when transitioning?

How can Realtime Marketing help you being more innovative?

As a result, you will have a clear understanding and guideline of how to start the transition to the Realtime area of Customer Insights - Journeys. Know the dedicated steps that must be taken to make it a success!

# Transition to Realtime Marketing

