

## Audite Cloud for Microsoft Dynamics 365 Marketing



 audite cloud

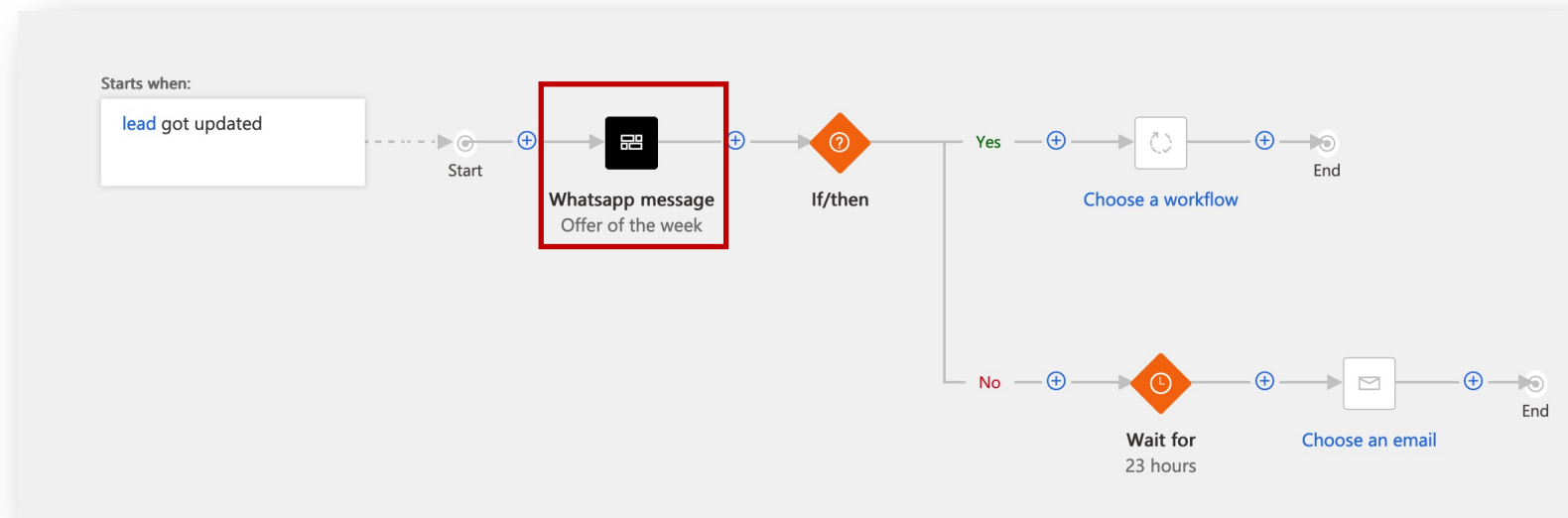
# Attention

The content of this presentation is a preview of the features under development.  
Some features may be subject to change in the final version of the product.

# La soluzione

Audite Cloud for  
Microsoft Dynamics 365 Marketing

Audite Cloud for Microsoft Dynamics 365 Marketing extends product functionality by adding new communication channels.  
In the current release, the first supported channel is WhatsApp



# The steps required to use WhatsApp via Audite Cloud with Microsoft Dynamics 365 Marketing

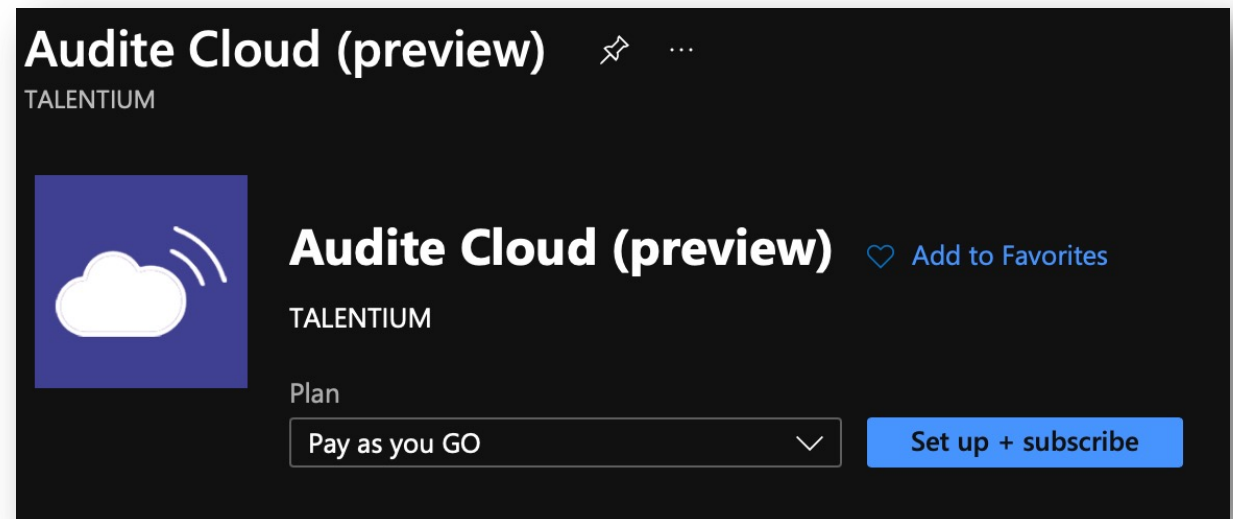
- 1 Activate Audite Cloud
- 2 Send the message templates for approval
- 3 Design the Customer Journey
- 4 Integrate WhatsApp into the Marketing cycle

## Audite Cloud for Microsoft Dynamics 365 Marketing

# 1. Audite Cloud Activation

The activation of Audite Cloud takes place through the Microsoft Azure application portal.

After activating Audite Cloud within your Office 365 tenant it will be possible to import the solution into Microsoft Dynamics 365 Marketing



## 2. Message template

A WhatsApp Business conversation can only be started using a message template previously approved by Facebook. In this way, sending is guaranteed and you avoid blocking your account because the message is not considered spam.

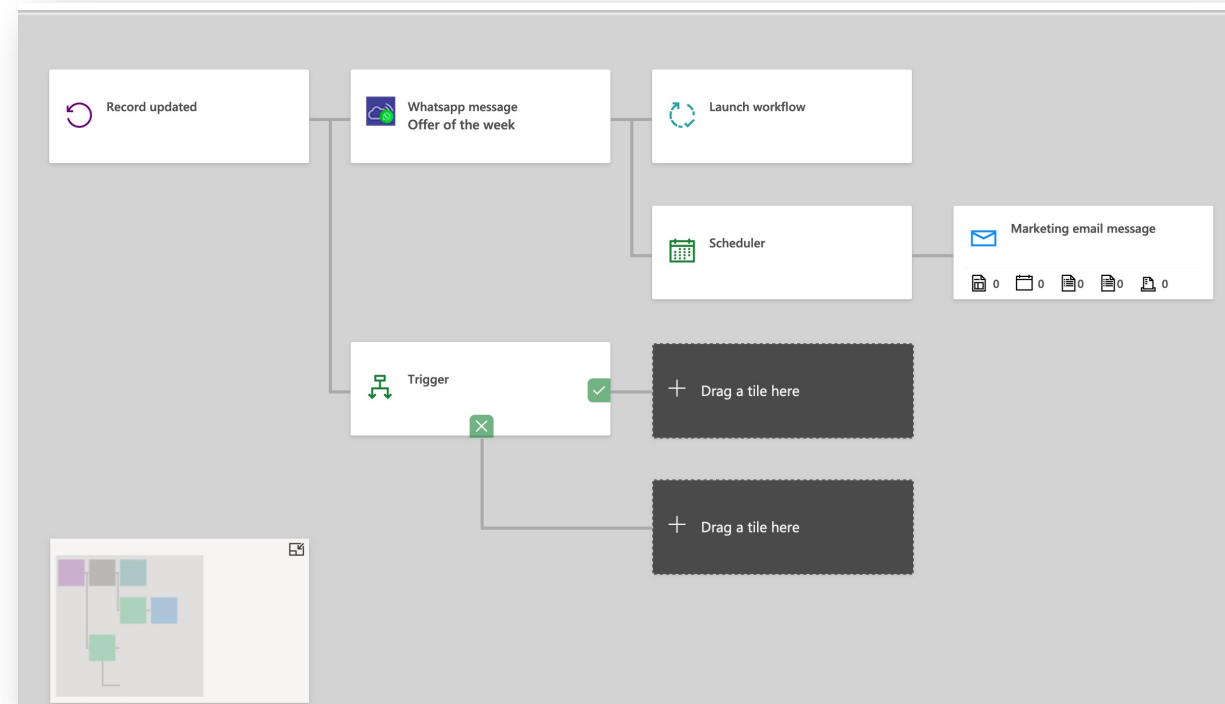
The screenshot displays the WhatsApp Business message template creation interface. On the left, a form is used to define the template. It includes fields for 'Template Name' (set to 'offerta\_del\_giorno') and 'Category' (set to 'Alert Update'). Below these, 'Buttons type' is set to 'Quick reply'. The 'Language' is set to 'Italian'. The 'Message' field contains the text: 'Ciao {{1}} vorresti conoscere l'offerta speciale che ti abbiamo riservato oggi in merito a {{2}}.'. Under the 'Buttons' section, three buttons are listed: 'Sì', 'No', and 'Non chiedetelo più'. A '+ Add language' link is at the bottom. On the right, a preview of the message in a WhatsApp chat is shown. The chat header is 'MessageBird'. The message text matches the template, with placeholders for the name and offer. The buttons 'Sì', 'No', and 'Non chiedetelo più' are visible below the message. The chat interface also shows a 'Type a message' input field at the bottom.



# 3. Customer Journey

Approved messages can be included in the form of new channels within any Customer Journey

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## 4. Marketing integration

Audite Cloud sends the following events to Microsoft Dynamics 365 Marketing in order to ensure the execution of the customer journey:

- Message sent
- Message received
- Message read

The sending of each message generates the creation of a conversation with the customer. In the event that the customer decides to reply to the Whatsapp message, the conversation is received within the Audite Cloud Chat Center and linked to the customer's time-line.

The customer time-line also tracks conversations that the customer did not respond to.