

Autonomous Growth Hub

“Autonomous Growth Hub” enables organizations to streamline how they create, publish, and analyze digital content across marketing, product, and sales functions. Built on Microsoft’s business applications ecosystem—including **Dynamics 365**, **Power Automate**, **AI Builder**, **Copilot**, **Power BI** and **Dataverse**—the solution centralizes content workflows, accelerates production, and delivers actionable insights with minimal manual intervention.

Designed for marketing teams, product managers, e-commerce organizations, and sales operations, this system brings consistency, speed, and intelligence to all content-driven processes.

Key Features

1. Social Media Content Generation for Branding

Produce on-brand, platform-ready marketing content in seconds.

- Create Social Post records in D365 with platform, tone, target audience, media paths, and product references
- Generate captions, hashtags, and multi-variation copy using AI
- Optimize content automatically for Instagram, LinkedIn, and other platforms
- Run approval workflows through Dynamics 365 or Microsoft Teams
- Publish directly to social platforms via Power Automate
- Track performance metrics including likes, comments, reach, and shares

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2. Automated Product Profile (PDP) Creation

Generate high-quality, SEO-friendly product descriptions instantly.

- Pull product details from Dynamics 365 including attributes and its corresponding details, posting platforms marketing notes, and specifications
- Create a PDP generation record for each product
- Use AI to transform structured/unstructured data into consistent, enriched product pages
- Ensure adherence to brand voice and e-commerce standards.
- Route content for approval and finalize for publishing to websites, catalogs, or portals
- Sharing of email PDP Creation details through Dynamics 365 Mail services and Microsoft Teams for Approvals

3. Sales Data Analysis & Performance Insights

Turn raw data into intelligence with automated analytics.

- Evaluate week-over-week (WoW) sales trends at market, segment, and account level
- Flag negative growth patterns using AI Builder predictive models
- Analyze influencing factors such as pricing changes, product mix, stock status, and customer engagement
- Generate root-cause explanations and store insights in CRM records
- Create recommended follow-up actions—campaigns, offers, service outreach—directly from D365
- Track closure, resolution, and improvement over time.

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4. Performance Dashboards & Business Analytics

- Provide users with a unified analytics experience through Power BI–driven dashboards, enabling business teams to evaluate the effectiveness of their content, product visibility, and sales engagement.
- Access a centralized analytics dashboard directly within Dynamics 365
- Monitor key engagement metrics across social media platforms—likes, dislikes, comments, shares, and total views
- Track post-level and campaign-level performance summaries
- Measure conversion impact, including **lead generation**, customer engagement, and downstream sales influence
- Identify low-performing posts or product content and initiate **AI-powered content regeneration** directly from insights
- Enable leadership to monitor trends week-over-week and identify improvement opportunities across marketing and sales functions

Technical Architecture

A unified automation and intelligence layer built on Microsoft technologies:

- **Data Source:** D365 Products, Accounts, Opportunities, Sales Orders
- **AI Integration:** Copilot & AI Builder for content generation and analytics
- **Automation:** Power Automate flows for publishing, approvals, scheduling, and data collection
- **Storage:** Dataverse entities for Social Posts, PDP Records, Metrics, and Recommendations
- **Visualization:** Dashboards & KPIs via Dynamics 365 or Power BI
- **Integration:** SharePoint for media storage; social media connectors for publishing

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Ideal For

This AI-driven automation platform supports organizations aiming to scale content outputs with precision:

- Marketing & Brand Teams
- E-commerce & Product Catalog Teams
- Sales Operations & Revenue Management
- Digital Transformation Offices
- B2B & B2C Product Companies
- Agencies and Creative Operations

Unlock a **unified, AI-powered content engine** that accelerates daily operations, enhances engagement, and enables data-backed decisions at scale.

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Screenshots

1. Creation of social post and posting of automated generated content for social media.

- a. As we can see the respective entities on the right hand side panel from where we can create records.

The screenshot displays the Dynamics 365 AI Marketing Hub interface. The top navigation bar includes 'Dynamics 365', 'AI Marketing Hub - Content & Analytics Automation', a search bar, and a 'Sandbox' environment indicator. A left-hand navigation pane lists various modules like Home, Recent, Pinned, New Group, AI Use Case Dashboards, Products, Social Posts, Product Profiles, Users, Accounts, and Social Post Performance. The main content area is titled 'Active Social Posts' and features a table with 14 rows. The table columns are: Post Name, Platform, Product, Tone, Target Audience, Region / Market, Status Reason, Hashtags, and Approved By. The row for 'Oak Reserve 12-Year Whiskey' is highlighted.

☐	Post Name ↑	Platform	Product	Tone	Target Audience	Region / Market	Status Reason	Hashtags	Approved By
☐	Ember Gold Dark Rum	Facebook	Ember Gold Da...	Friendly	Whiskey Enthusiasts	UK	Approved	#EmberGoldRu...	Nagaraju Danige
☐	Ember Gold Dark Rum	LinkedIn	Ember Gold Da...	Sophisticated		UK	Published		Nagaraju Danige
☐	Misty Valley Classic Gin	Facebook	Misty Valley Cl...	Bold	Distributors	India	Approved	#MistyValleyGi...	Nagaraju Danige
☐	Misty Valley Classic Gin	Facebook	Misty Valley Cl...	Sophisticated	Adult Consumers (...)	India	Published	#MistyValleyGi...	Nagaraju Danige
☐	Oak Reserve 12 -year Whiskey	Facebook	Oak Reserve 1...	Bold	Whiskey Enthusiasts	India	Published	#OakReserveW...	Nagaraju Danige
☐	Oak Reserve 12 -year Whiskey	Facebook	Oak Reserve 1...	Sophisticated	Distributors	India	Published	#OakReserveW...	Nagaraju Danige
☐	<u>Oak Reserve 12-Year Whiskey</u>	Facebook	<u>Oak Reserve 1...</u>	Premium	Whiskey Enthusiasts	India	Published	#OakReserve1...	Nagaraju Danige
☐	Oak Reserve 12-Year Whiskey	LinkedIn	Oak Reserve 1...	Bold	Retail Partners	India	Approved	#OakReserveW...	Nagaraju Danige
☐	Ruby Valley Red Wine Reserve	Facebook	Ruby Valley Re...	Bold	Bar Owners	India	Published	#RubyValleyRe...	Nagaraju Danige
☐	Social Media Post 3	Facebook	Ember Gold Da...	Bold	Influencers	India	Published	#BeBold #Prod...	Sohoam Sinha (A...
☐	Social Post 3	Facebook	Café BG-1	Sophisticated	Distributors	India	Published	#CaféBG1 #Pre...	Sohoam Sinha (A...
☐	Social Post Demo1	Facebook	Product 1	Bold	Influencers	India	Draft		Sohoam Sinha (A...
☐	Social Post Demo2	Facebook	Mahindra Bole...	Bold	Influencers	India	Published	#MahindraBol...	Sohoam Sinha (A...
☐	Winter Blend Launch	Instagram	Ruby Valley Re...	Sophisticated	Bar Owners	UK	Published	#OakReserve1...	Nagaraju Danige

Rows: 14

- b. Provide necessary information for social media post record, namely

- i. Post name
- ii. Type
- iii. Product
- iv. Platform
- v. Tone.
- vi. Region/Market
- vii. Target Audience
- viii. Approved By (user name)

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Dynamics 365

AI Marketing Hub – Content & Analytics Automation

Search

SANDBOX

Copilot

Home

Recent

Pinned

New Group

AI Use Case Dashbo...

Products

Social Posts

Product Profiles

Users

Accounts

Social Post Performa...

Social Profile Perfor...

Account Weekly Perf...

New Social Post - Unsaved

General

Drop files or smart paste for Copilot to make suggestions

Content Input

Post Name	Social Media Post 4	Type	Post
Platform	Facebook	Product	Crystal Peak Premium Vodka
Tone	Friendly	Target Audience	Bar Owners
Region / Market	India	Status Reason	Draft
Approved By	Soham Sinha (Available)		

Generated Post

Hashtags

Generated Post Content

- On Saving the record, the approval request is sent with the automatically generated content for approval. After Approval, the status of the request is changed to Approved or Rejected.
- User can reject the approval request with other specific comments that the AI builder will take into consideration and rebuild the comments with the additional comments to generate a better content as specified.

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Approvals

Received

Sent

+ New approval



Approvals
Approval request details

×

Requested

Approval for Product: Crystal Peak Premium Vodka

Raise the bar with Crystal Peak Premium Vodka — triple distilled and crafted with pure alpine water for a smooth, refined taste. Perfect for your luxury events and signature cocktails. Elevate your bar experience with a vodka that speaks quality and style!

#CrystalPeakVodka #PremiumVodka #LuxuryCocktails #BarOwnersIndia
#SmoothVodka #TripleDistilled #AlpineWater

▼ **Status: Requested**

Comments

Add your comments here

Reassign

Reject

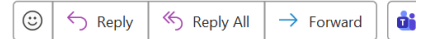
Approve

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Approval for Product: Crystal Peak Premium Vodka



Microsoft Power Automate <flow-noreply@microsoft.com>
To: Sohoam Sinha



Mon 09-02-20

 If there are problems with how this message is displayed, [click here to view it in a web browser](#).
[Click here to download pictures](#). To help protect your privacy, Outlook prevented automatic download of some pictures in this message.



Approvals | Power Automate

Approval for Product: Crystal Peak Premium Vodka

Requested by **Ashish Ranjan** <ashish.ranjan@teksoftlabs.com>

Date Created Monday, 9 February 2026 2:06 pm

Raise the bar with Crystal Peak Premium Vodka — triple distilled and crafted with pure alpine water for a smooth, refined taste. Perfect for your luxury events and signature cocktails. Elevate your bar experience with a vodka that speaks quality and style!

#CrystalPeakVodka #PremiumVodka #LuxuryCocktails #BarOwnersIndia #SmoothVodka
#TripleDistilled #AlpineWater

Approve

Reject

This message was sent by Ashish Ranjan from adc6f7a0-0d93-eea0-956e-226cd1def310 - adc6f7a0-0d93-eea0-956e-226cd1def310 environment using a flow in Microsoft Copilot Studio or Power Automate. Do not reply directly to

- e. Once approved, the status of the request is changed to Approved and the respective comment is populated in the CRM field.

Save & Close

Delete

Refresh

Check Access

Assign

Flow

Word Templates

Run Report

Share

Social Media Post 4 - Saved

Social Post

General

Related

Form assist

Post Name

Social Media Post 4

Type

Post

Platform

Facebook

Product

Crystal Peak Premium Vodka

Tone

Friendly

Target Audience

Bar Owners

Region / Market

India

Status Reason

Approved

Approved By

Sohoam Sinha (Available)

Generated Post

Hashtags

#CrystalPeakVodka #PremiumVodka #LuxuryCocktails #BarOwnersIndia #SmoothVodka #TripleDistilled #AlpineWater

Generated Post Content

Segoe UI

11

B I U G A B

Raise the bar with Crystal Peak Premium Vodka — triple distilled and crafted with pure alpine water for a smooth, refined taste. Perfect for your luxury events and signature cocktails. Elevate your bar experience with a vodka that speaks quality and style!

#CrystalPeakVodka #PremiumVodka #LuxuryCocktails #BarOwnersIndia #SmoothVodka #TripleDistilled #AlpineWater

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- f. User can manually change the status to rejected again to retrigger the prompting by the AI agent or he can change the status to Published which will trigger a flow to post the comment against that product in the specific platform.

←

↻

Save

Save & Close

Delete

Refresh

Check Access

Assign

Flow

Word Templates

Run Report

Share

Social Media Post 4 - Saved

Social Post

GeneralRelated

Form assist

Content Input

Post Name	Social Media Post 4	Type	Post
Platform	Facebook	Product	Crystal Peak Premium Vodka
Tone	Friendly	Target Audience	Bar Owners
Region / Market	India	Status Reason	Published
Approved By	Sohoam Sinha (Available)		

Generated Post

Hashtags

#CrystalPeakVodka #PremiumVodka #LuxuryCocktails #BarOwnersIndia #SmoothVodka #TripleDistilled #AlpineWater

Generated Post Content

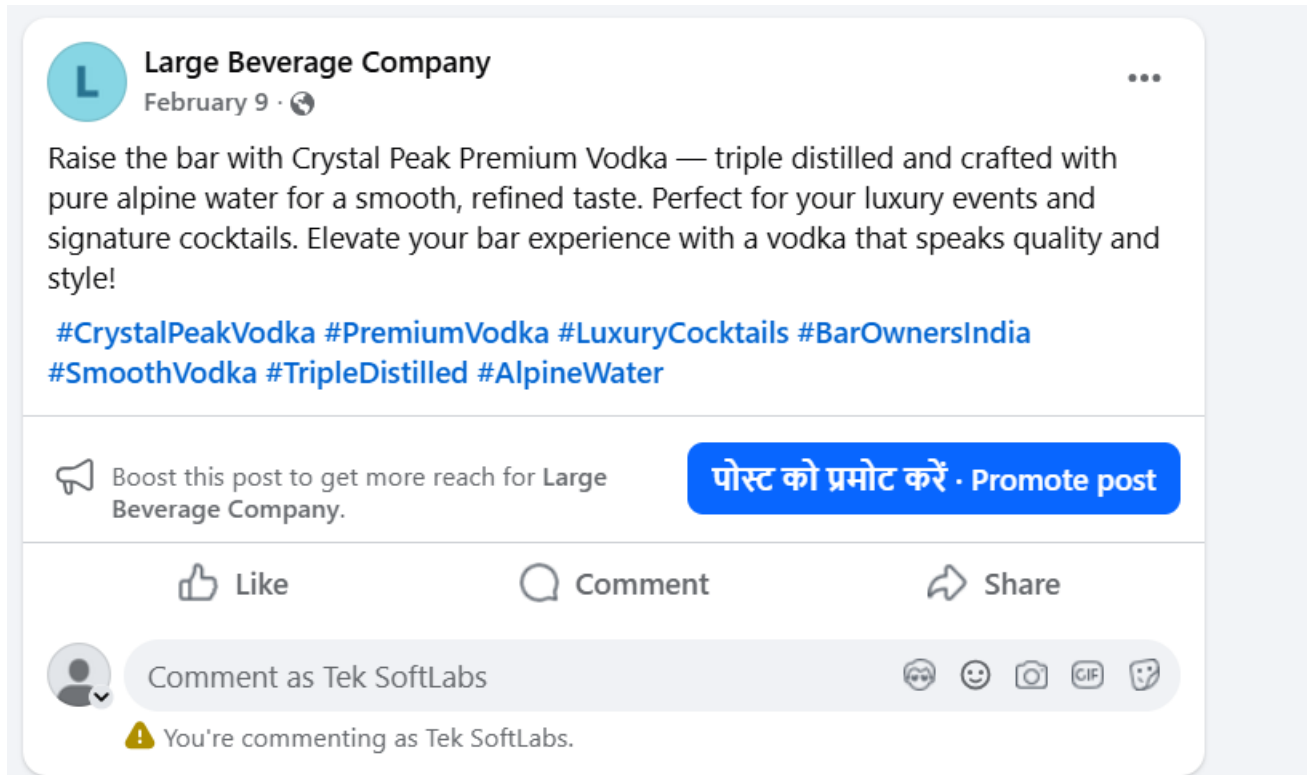
Segoe UI11B I U S

Raise the bar with Crystal Peak Premium Vodka — triple distilled and crafted with pure alpine water for a smooth, refined taste. Perfect for your luxury events and signature cocktails. Elevate your bar experience with a vodka that speaks quality and style!

#CrystalPeakVodka #PremiumVodka #LuxuryCocktails #BarOwnersIndia #SmoothVodka #TripleDistilled #AlpineWater

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- g. If we change the status to published, the content will be automatically published to Facebook page as follows.



- h. We can also monitor the post performance periodically, and see if any post is under performing then we can re-generate the content for that post and re-publish using AI builder again using historical well performing data. This information can also be monitored from the dashboard.

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Social Posts



2. PDP Profile Generation

- User can create a PDP profile using which they can review the details of a product that is available in a platform.
- User has to provide the details for the Product profile, namely :
 - Product Profile Name
 - Product
 - Region
 - Target Profrm
 - Approved By
 - Product Profile Receoveers

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AI Marketing Hub – Content & Analytics Automation

Search

SANDBOX

Send Product Profile Save Save & Close Delete Refresh Check Access Assign Flow Word Templates Run Report Share

Product Profile 2 - Saved

Product Profile

General Related

Form assist

Drop files or smart paste for Copilot to make suggestions

Product Profile Content Input

Name	Product Profile 2	Region	India
Product	Crystal Peak Premium Vodka	Approved By	Sohoam Sinha (Available)
Target Platform	Amazon	Status Reason	Draft
Product Profile Receivers	sohoam.sinha@teksoftlabs.com	Comments	
Owner	Sohoam Sinha (Available)		

Product Profile Insights

Click through rate

Conversion Rate

Generated Product Profile

- c. Once the records is created and saved, AI agents in the backend generate a content for the product profile based on the product details in the pproduct entity record and the platform mentioned by the user.

Dynamics 365 AI Marketing Hub – Content & Analytics Automation

Search

SANDBOX

Send Product Profile Save Save & Close Delete Refresh Check Access Assign Flow Word Templates Run Report Share

Product Profile 2 - Saved

Product Profile

General Related

Form assist

Product Profile Content Input

Name	Product Profile 2	Region	India
Product	Crystal Peak Premium Vodka	Approved By	Sohoam Sinha (Available)
Target Platform	Amazon	Status Reason	Sent
Product Profile Receivers	sohoam.sinha@teksoftlabs.com	Comments	
Owner	Sohoam Sinha (Available)		

Product Profile Insights

Click through rate

Conversion Rate

Generated Product Profile

```
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<title>Product Profile - Crystal Peak Premium Vodka</title>
</head>
</html>
```

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- d. Once generated, the same is sent for approval to the Approved by user.
- e. Once approved, users can click on the Send Product Profile button on the top right corner of the ribbon to send the Product Profile to the requisite users.

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Approvals

Approval request details



Product Profiel Approval For Product Profile 2

CRYSTAL PEAK PREMIUM VODKA

PRODUCT OVERVIEW

Category: Vodka

Product Type: Sales Inventory

Product Structure: Product

Unit of Measurement: Bottle

Comments

Add your comments here

Reassign

Reject

Approve

Product Profile - - Product Profile 2



Nagaraju Danige <Nagaraju.Danige@teksoftlabs.com>

To Sohoam Sinha



Mon 09-02-2026 14:28

Unit of Measurement: Bottle

Purchase Name: Crystal Peak Premium Vodka

Last Modified On: November 12, 2025

Description

Crystal Peak Premium Vodka is a luxurious spirit crafted for discerning consumers who appreciate purity and smoothness. Distilled using a proprietary filtration process for exceptional purity, this vodka offers a refined drinking experience.

Key Attributes

- Triple distilled for superior smoothness
- Smooth texture that enhances sipping pleasure
- Made with pure alpine water for exceptional clarity

Manufacturing Information

Distilled using a proprietary filtration process that ensures exceptional purity and quality, making it ideal for luxury events, cocktails, and celebrations.

Marketing Notes

Sleek and modern packaging design, perfect for upscale occasions and gifting. Crystal Peak Premium Vodka elevates any celebration with its premium quality and smooth taste.

Region-Specific Adaptations (Assuming Region: India)

- Currency: INR (Indian Rupee) - Pricing details to be added once available.
- Measurement Units: Bottle (standard unit for spirits)
- Language: English (suitable for Indian e-commerce platforms)
- Compliance: Ensure all local alcohol sale regulations and age restrictions are met on the platform.

Platform-Specific Considerations (Assuming Target Platform: Amazon India)

- Include high-resolution product images (not provided in current data).
- Provide pricing and stock availability for seamless listing.
- Ensure GDPR compliance noted as "No" opt-out, so no restrictions on marketing data usage.
- Include any certifications or legal disclaimers required for alcohol sales on Amazon India.

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3. Sales Data Analytics and Reporting

- Depending on different attributes of accounts, we are configuring a field to show the possible reason for the low level of productivity from the account.
- Once a user opens an account, the AI Agent gathers information from the accounts related opportunities and timeline activities and formulates a response so that the user can rectify and improve them.
- As shown below, the AI Agent formulates its reply on the top that the user can click on “Read More” to expand. The same is also populated on a text field as shown below.

The screenshot displays the Dynamics 365 AI Marketing Hub interface. The top navigation bar includes 'Dynamics 365', 'AI Marketing Hub – Content & Analytics Automation', a search bar, and a 'SANDBOX' label. A left sidebar lists navigation options: Home, Recent, Pinned, Group, AI Use Case Dashbo..., Products, Social Posts, Product Profiles, Users, Accounts, Social Post Performa..., Social Profile Perfor..., and Account Weekly Perf... The main content area features a 'Summary' section with a blue star icon, followed by a text block summarizing account performance for 'Alpine Ski House' and two numbered lists of suggested follow-up actions. Below this is a 'Copy' button. The 'Alpine Ski House' account card shows 'Annual Revenue' of \$4,830,000.00 and 'Number of Employees' as 350. A tabbed interface below the card includes 'Summary', 'Account Performance' (selected), 'Details', 'Assets and Locations', 'Servicing', 'Files', 'LinkedIn Sales Navigator', 'Test PCF', and 'Related'. The 'Account Performance' tab displays a 'Summary Record to Boost the Sales' with an 'AI Insight' tag, followed by a detailed text block and two numbered lists of strategic recommendations.

Summary

Based on the data provided for the account "Alpine Ski House," which is identified as a weekly low performer, here are some suggested follow-up actions to increase the average weekly revenue by account:

1. Review and Prioritize Open Opportunities:
 - There are several open opportunities with estimated revenues of \$4,990, \$14,900, and \$4,999 USD, all marked as "In Progress."
 - Focus on accelerating the closure of these open opportunities by engaging with the client, addressing any concerns, and providing tailored proposals or incentives.
2. Leverage Won Opportunities for Upsell:
 - The account has significant won opportunities with total amounts of \$249,950 and \$178,000 USD.
 - Analyze the products or services involved in these successful deals to identify upsell or cross-sell opportunities.
 - Use these insights to propose complementary or prei [Read more](#)

[Copy](#)

Alpine Ski House - Saved \$4,830,000.00 350
Annual Revenue Number of Employees

Summary **Account Performance** Details Assets and Locations Servicing Files LinkedIn Sales Navigator Test PCF Related

Summary Record to Boost the Sales [AI Insight](#)

Based on the data provided for the account "Alpine Ski House," which is identified as a weekly low performer, here are some suggested follow-up actions to increase the average weekly revenue by account:

1. Analyze Current Opportunities:
 - There are several open opportunities with estimated revenues ranging from approximately \$4,990 to \$14,900.
 - There are also significant won opportunities with total amounts of \$249,950 and \$178,000.
 - Focus on accelerating the closure of open opportunities by engaging with the decision-makers and addressing any blockers.
2. Upsell Strategy:
 - To boost revenue, consider upselling popular liquor beverages that align with Alpine Ski House's customer preferences.
 - Some of the most sold liquor beverages globally that could be suggested for upsell include:
 - Whiskey (e.g., Jameson, Jack Daniel's, Glenfiddich)
 - Vodka (e.g., Grey Goose, Absolut, Smirnoff)

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4. Dashboards

- a. Dynamics 365 and Power BI Dashboards represent effectiveness and responses from end users.**
- b. Social Post Performance Dashboard, Social Profile Performance Dashboard and Account Weekly performance dashboards are some of the examples added in our solution.**

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