

MB-7005-A : Create and manage journeys with Dynamics 365 Customer Insights

Course Outline

Create emails in Dynamics 365 Customer Insights – Journeys

Modules

- Introduction
- Manage assets
- Create marketing emails
- Personalize content
- Use brand profiles
- Use Copilot to generate email content ideas
- Style emails with AI-assisted themes
- Create content blocks
- Preview and test emails
- Check your message for errors and publish
- Send emails without building a journey
- Edit a live email
- Prevent sending emails to duplicated email addresses
- Check your knowledge
- Summary

Build journeys with Dynamics 365 Customer Insights – Journeys

Modules

- Introduction
- Create and manage segments
- Work with triggers
- Create a journey
- Add messages to the journey
- Add AI powered action to the journey
- Add conditions to the journey
- Add activities to the journey
- Add connectors to the journey
- Publish journeys
- Check your knowledge
- Summary

Guided project – Create and manage journeys with Dynamics 365 Customer

Modules

- Introduction
- Prepare for the guided project
- Exercise – Create emails
- Exercise – Create a segment
- Exercise – Create a segment-based journey
- Exercise – Create a trigger-based journey
- Module assessment
- Summary

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