

D365 Marketing and Customer Insights

Packages for Deployment Services

Packages

Design, collaborate, engage, and understand. Microsoft Marketing and Customer Insights is now more accessible than ever.

Microsoft and Imperium Dynamics are offering brand-new package plans that will help you dive right in with a guided methodology for training, basic journeys, configuring brand templates, and quick deployment. These packages make it easy to get started with using the out-of-the-box marketing app features that will optimize your campaign initiatives.

Microsoft and Imperium Dynamics are committed to finding solutions for every customer's needs. We hope that with our new packages, you will be able to utilize our products in a way that suites you best and drive engagement like never before.

Ignite

- Kickstart your marketing journey!
- Out-of-the-box marketing app setup.
- Ignite \$60,000
- Ignite Plus \$65,000

Transform

- Evolve your current marketing operations.
- More customization for your unique needs!
- Transform: \$120,000

Elevate

- Take your marketing to the next level!
- Total control with maximum efficiency and curation.
- Elevate: \$200,000

Uniting with Data

Microsoft Marketing and Customer Insights creates an easy one-stop shop for producing customizable and personal journeys and getting all the information needed to connect with your customer base and data - powered by next generation AI.

Optimize and Orchestrate Real-Time Customer Journeys

Reduce cost per conversion using AI-generated insights, and automated workflows, with personalized recommendations that maximize customer lifetime value.

Improve Retention and Loyalty

Shorten sales cycles, reduce churn, and keep customers for life by acting on customer signals and feedback in real time.

Easily Balance Personalization and Privacy

Take advantage of consent data that's automatically updated and classification labels that help keep information secure.

Turn Known and Unknown Prospects into Fans

Ingest transactional, behavioral, and demographic data to create deep insights and complete, up-to-date customer profiles.

Packages

Imperium Dynamics is partnering with Microsoft to create custom package solutions to help customers find the right fit to get started with Microsoft Dynamics 365 Marketing and Customer Insights in the most efficient way.

Ignite: For businesses that are looking to deploy Dynamics 365 Marketing and Customer Insights right away and get started with all its benefits and features seamlessly.

Ignite Plus: Just like the Ignite package but with AI based customer matching through customer insights holistic profile creation.

Transform: For companies that are looking to expand their current marketing capabilities and tap into their customer base like never before with some specific custom processes in place.

Elevate: A complete package of Marketing and Customer Insights for businesses who are looking to do a complete overhaul of their current process and operations and would like to scope out further enhancements that might be needed to their system to meet their strategic goals with its abundant customizable features.

Imperium Dynamics and Microsoft Dynamics 365 Marketing and Customer Insights Packages

	Ignite \$60,000	Ignite Plus \$65,000	Transform \$120,000	Elevate \$200,000
Customization Hours <i>(Fields, Integrations, Other Changes to existing system)</i>	10	10	50	150
Dashboards	2	2	3	5
Segments	5	5	10	25
Customer Journeys	5	5	10	15
Subscription Lists	3	3	5	10
Marketing Emails Templates	5	5	10	20
Lead Scoring Models	3	3	5	15
Marketing Page Templates	3	3	5	10
Marketing Form Templates	3	3	5	10
Marketing Websites <i>(page tracking)</i>	10	10	30	100
Events	No	No	1	5
Text Messages	Yes	Yes	Yes	Yes
Customer Insights Data Source	0	2	3	5
Customer Insights Table	0	3	5	10

Ignite

We recommend this package for those that want to get started with using the D365 Marketing and Customer Insights App quickly. This package offers support for setting up initial journeys and templates and training end-users to take it forward like pros.

- 5 weeks turn around.
- Our one-time service cost **\$60,000:** (licensing not included in price)

Ignite Plus

We recommend this package for those that need the assets of the original Ignite package with added AI tools to provide customer matching through Customer Insights holistic profile creation, allowing you to understand who your customers are through the power of AI.

- 5 weeks turn around.
- Our one-time service cost **\$65,000:** (licensing not included in price)

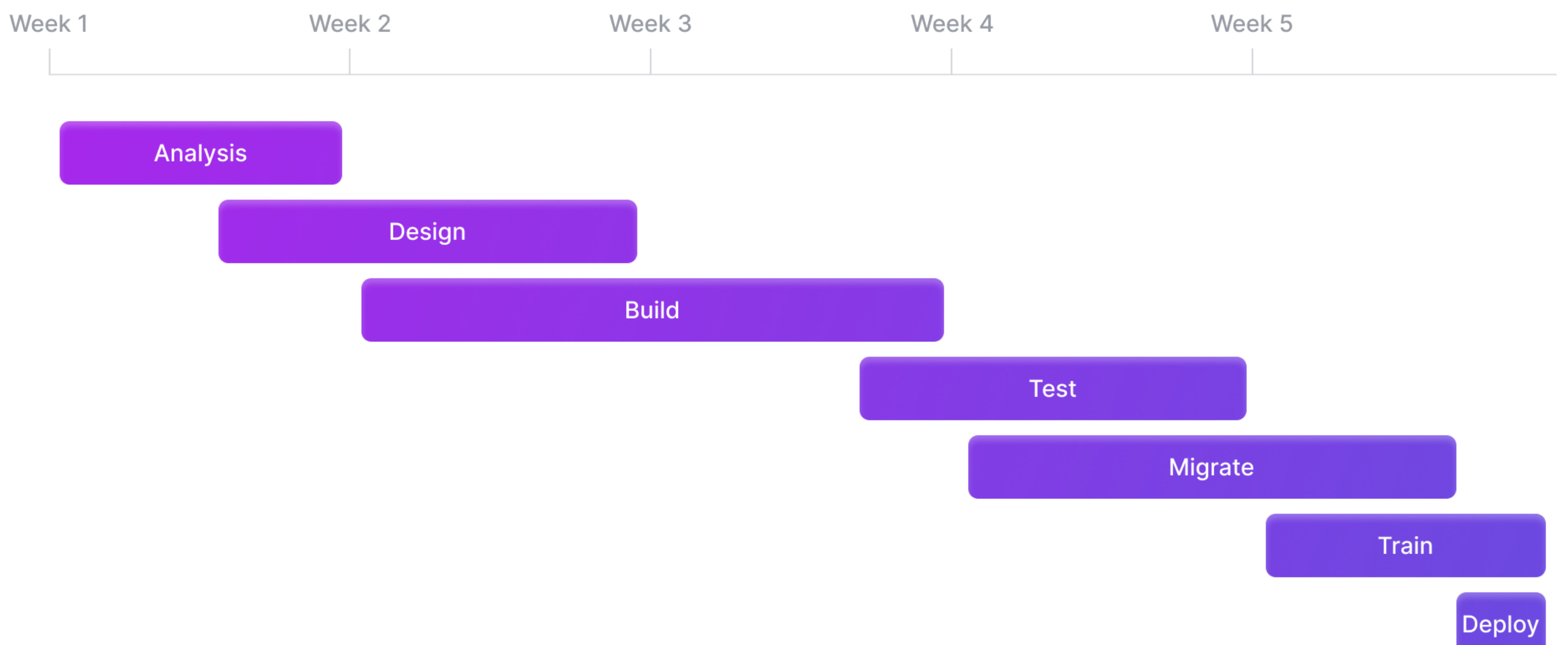
Microsoft Dynamics 365 Marketing and Customer Insights licensing prices:

- For organizations without any other Dynamics 365 application: \$1700/month
- For organizations with a qualifying Dynamics 365 application: \$1000/month

Features

	Ignite \$60,000	Ignite Plus \$65,000
Customization Hours (<i>Fields, Integrations, Other Changes to existing system</i>)	10	10
Dashboards	2	2
Segments	5	5
Customer Journeys	5	5
Subscription Lists	3	3
Marketing Emails Templates	5	5
Lead Scoring Models	3	3
Marketing Page Templates	3	3
Marketing Form Templates	3	3
Marketing Websites (<i>page tracking</i>)	10	10
Events	No	No
Text Messages	Yes	Yes
Customer Insights Data Source	0	2
Customer Insights Table	0	3

Timeline



Transform

We recommend this package for those who want to upgrade their current marketing operations and processes with more customizable fields and user options to advance everyday marketing efforts and take their initiatives to the next level.



Licensing Prices

Microsoft Dynamics 365 Marketing and Customer Insights licensing prices:

- For organizations without any other Dynamics 365 application: \$1700/month
- For organizations with a qualifying Dynamics 365 application: \$1000/month

Price

Our one-time service cost:
\$120,000 (licensing not included in price)

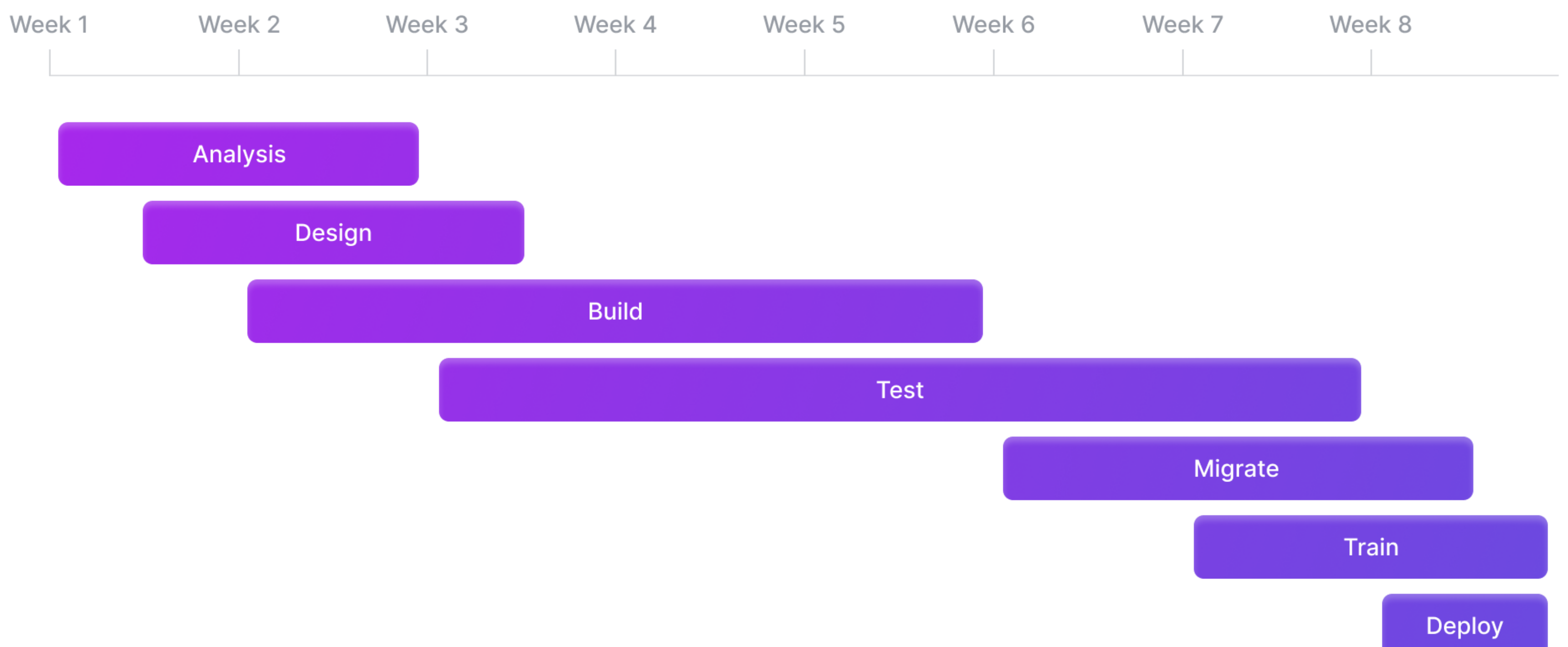
Timeline

8 weeks turn around.

Features

	Transform \$120,000
Customization Hours (<i>Fields, Integrations, Other Changes to existing system</i>)	50
Dashboards	3
Segments	10
Customer Journeys	10
Subscription Lists	5
Marketing Emails Templates	10
Lead Scoring Models	5
Marketing Page Templates	5
Marketing Form Templates	5
Marketing Websites (<i>page tracking</i>)	30
Events	1
Text Messages	Yes
Customer Insights Data Source	3
Customer Insights Table	5

Timeline



Elevate

We recommend this package for those who are making massive changes to their systems. Full customization included in the package that allows users to scope out and implement brand new operations to meet their ever-changing needs without sacrificing efficiency.



Licensing Prices

Microsoft Dynamics 365 Marketing and Customer Insights licensing prices:

- For organizations without any other Dynamics 365 application: \$1700/month
- For organizations with a qualifying Dynamics 365 application: \$1000/month

Price

Our one-time service cost: **\$200,000** (licensing not included in price)

Timeline

12 weeks turn around.

Features

	Elevate \$200,000
Customization Hours (<i>Fields, Integrations, Other Changes to existing system</i>)	150
Dashboards	5
Segments	25
Customer Journeys	15
Subscription Lists	10
Marketing Emails Templates	20
Lead Scoring Models	15
Marketing Page Templates	10
Marketing Form Templates	10
Marketing Websites (<i>page tracking</i>)	100
Events	5
Text Messages	Yes
Customer Insights Data Source	5
Customer Insights Table	10

Timeline

