

Dynamics 365 Marketing

Feature summary

Key capabilities

Multi-channel campaigns

Email marketing with A/B testing and Send Now

Landing pages, forms and website personalization

Reusable content blocks and videos

Social posting

Marketing support for Business units

Marketing calendar

Lead nurturing

Customer journey orchestration

Dynamics 365 Customer Insights integration

Hand-off sales-ready leads

Multiple lead scoring

Account-based marketing

Event management

Webinars with Microsoft Teams or ON24

Easy to use and manage events portal

Sessions, speaker, and venue management

Registration and attendance tracking

Easy data collection and expanded entity options

Insights and reporting

Customer Interactions Insights

360-degree view of customers

Surveys with Microsoft Customer Voice

Social media posts analytics

Advanced and custom analytics with Power BI

Unified platform

Integration with content management systems

Sales integration and collaboration

Easier set up

Approvals with Microsoft Power Automate

Extensibility for campaigns and segments

AI capabilities

Automated scheduling

Spam score

Natural language for targeted segments