



# Hyper-personalization with Real-time data driven Marketing and next Gen-AI

*June 27<sup>th</sup>, 2023*

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Microsoft | Business Applications | Dynamics 365 Customer Experience

# Agenda

- Customer expectations and CMO challenges
- What is Hyper-Personalization?
- What is a Customer Data Platform?
- What does it bring to your customers?
- Q&A

# Customer expectations are higher than ever...

54%

of customers say the customer experience at most companies needs improvement<sup>1</sup>

64%

of customers wish companies would respond faster to their changing needs<sup>2</sup>



87%

of customers increasingly expect relevant, personalized information based on their decision journey<sup>3</sup>

32%

of customers would walk away from a brand they love after just one bad experience<sup>1</sup>

<sup>1</sup>PwC. [Experience is everything: Here's how to get it right](#). 2018.  
<sup>2</sup>Accenture. [The human paradox: From customer centricity to life centricity](#). July 2022.  
<sup>3</sup>Deloitte. [Want to pull ahead of the pack? Ramp up data-driven capabilities](#). March 2022.

# ...and sellers, marketers, and customer centric teams are not equipped to deliver on those expectations

Siloed teams  
and data

64%

Employees say the **lack of integration between tools and processes** makes it hard to collaborate<sup>1</sup>

Limited, delayed  
insights

70+%

Sellers say they are likely to adopt AI tools to help them identify sales opportunities, provide competitive insights, and customer-centric recommendations<sup>2</sup>

Manual,  
repetitive tasks

80+%

Marketers say they are likely to adopt AI tools to create first drafts of their work, develop visuals to use in media materials<sup>2</sup>

<sup>1</sup>Microsoft. [Four Ways Leaders Can Empower People for How Work Gets Done](#). January 2023.

<sup>2</sup>Based on a survey that was conducted by an independent research firm, Edelman Data x Intelligence, among 5,400 full-time employed workers (business decision makers and information workers) in the United States, Japan, and the United Kingdom between June 26, 2023, and August 4, 2023. At least 1,800 full-time workers were surveyed in each market, and global results have been aggregated across all responses to provide an average.

# The CMO's challenge



## Customers

expectations are changing



## Competition

is becoming more advance



## Data

is increasingly available

\* Source: [Deloitte](#)

The solution? A hyper-personalized, AI-powered marketing strategy

# What is hyper-personalization?



Real-time  
customer data



Artificial  
intelligence

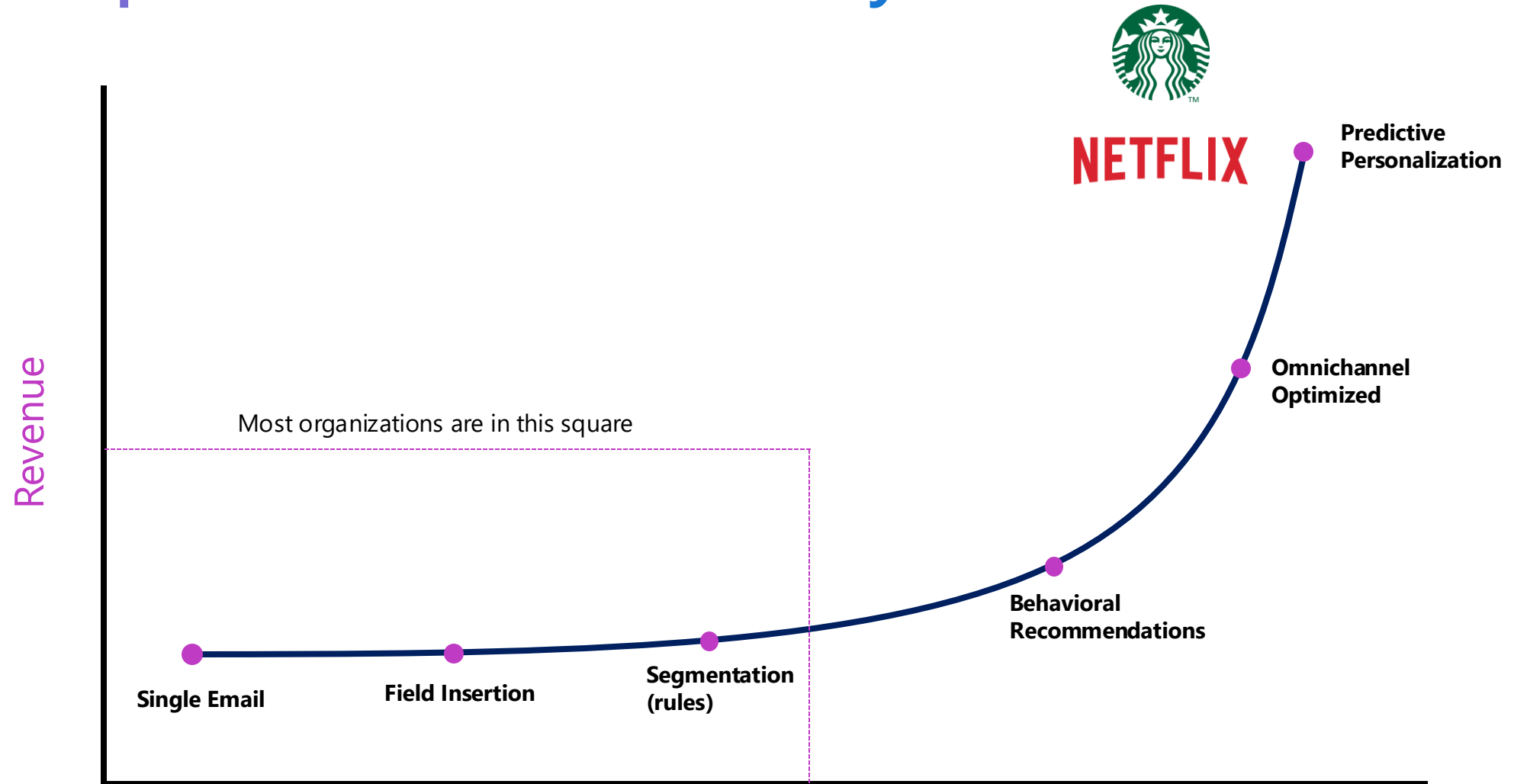


Cross Channel  
Consistency

\* Source: [Deloitte](#)

A hyper-personalized, AI-powered marketing strategy

# Hyper-personalization Maturity



Personalization Maturity<sup>1</sup>

<sup>1</sup> Instapage. "Hyper-Personalized Marketing: How to Do It Right with 3 Examples to Prove It." June 26, 2019. <https://instapage.com/blog/hyperpersonalization>. Retrieved December 4th, 2023

# Key Ingredients

ORCHESTRATION



CUSTOMER DATA

AI & ANALYTICS

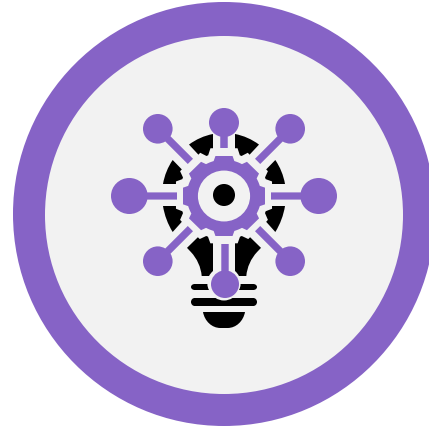


# What is a Customer Data Platform?



## Get a complete view of your customers

Unify and enrich all your data in real time while empowering collaboration across your organization



## Unlock powerful insights with limitless analytics

Predict customer intent with out-of-the-box AI templates and apply custom machine learning models for deeper insights



## Drive meaningful actions with confidence

Harness data to drive informed decisions, personalize engagement, and automate customer-centric experiences and processes

Used in Hyper-Personalization scenarios

# How does a Customer Data Platform (CDP) differ from a CRM and DMP?



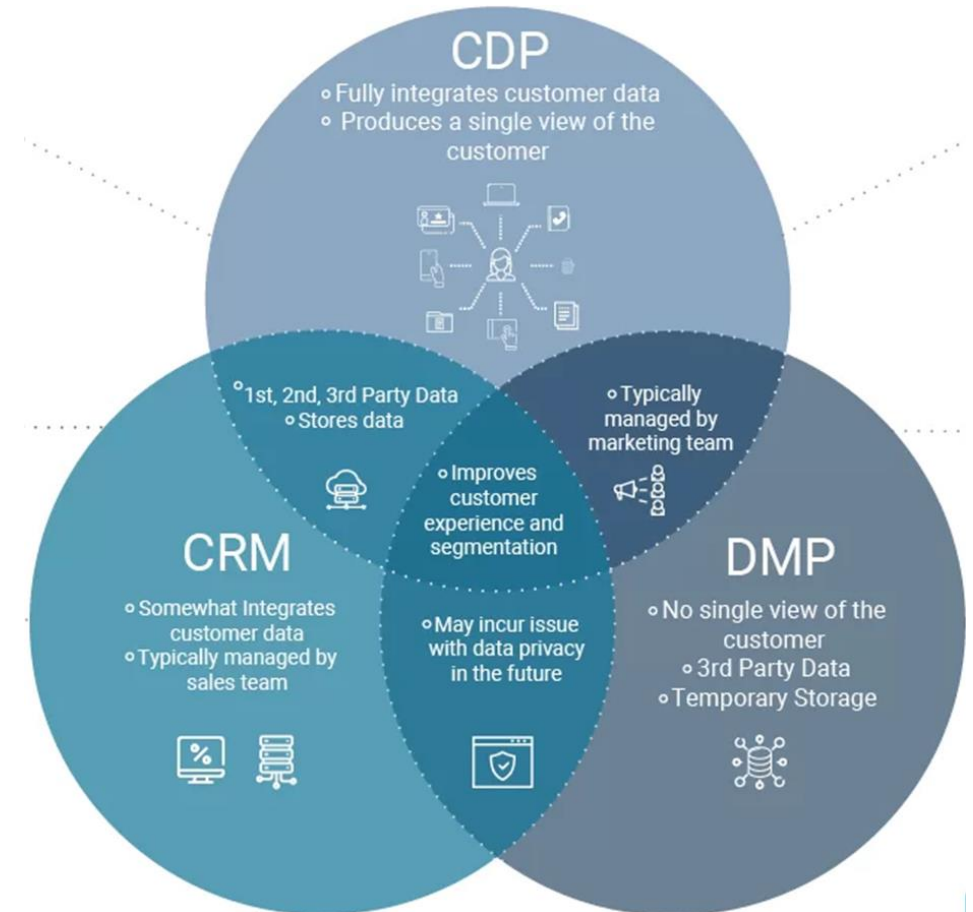
A **Customer Data Platform (CDP)** is a software system that collects and unifies customer data from various sources to create a single, comprehensive view of each customer.



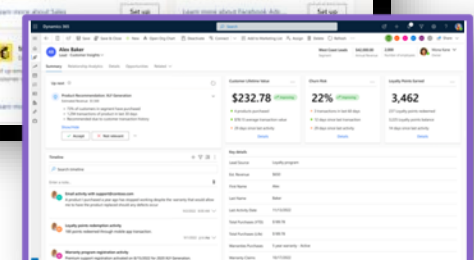
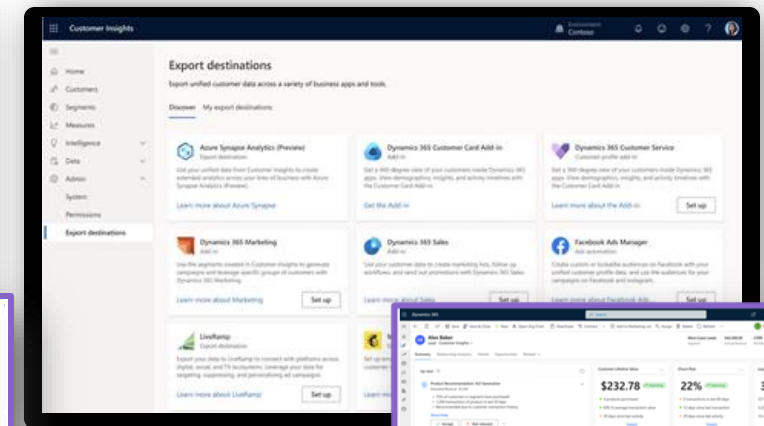
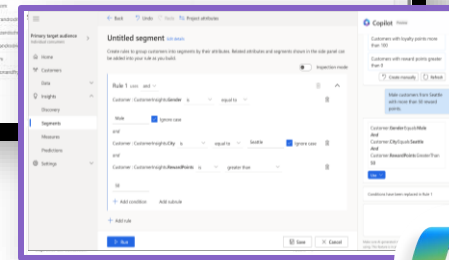
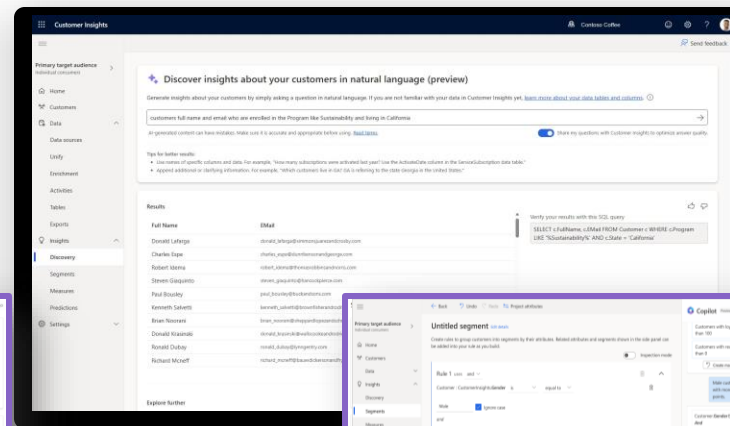
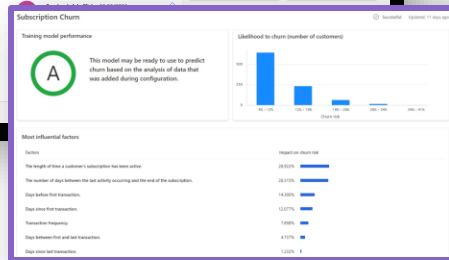
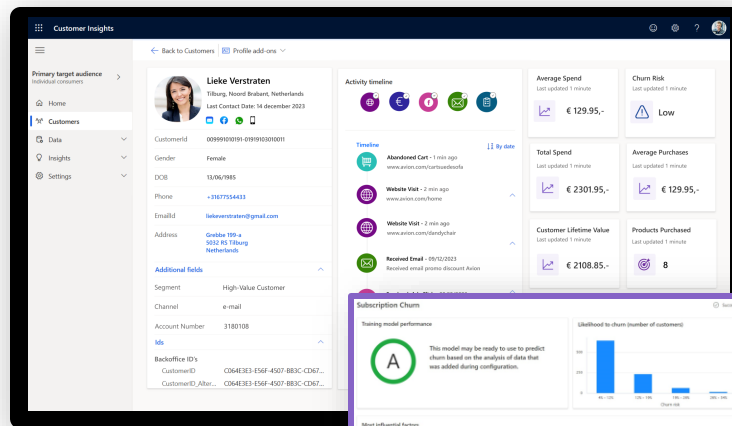
On the other hand, **Customer Relationship Management (CRM)** systems are designed to manage interactions with customers and prospects throughout their entire lifecycle.



**Data Management Platforms (DMPs)**, focus on extracting data from second- and third-party sources, limited to advertising .



# Unify and activate your data



## Unify and Predict

Get a unified view by bringing together transactional, demographic, and behavioral data, in real-time, with prebuilt connectors and acquire knowledge fast using powerful out-of-box AI models

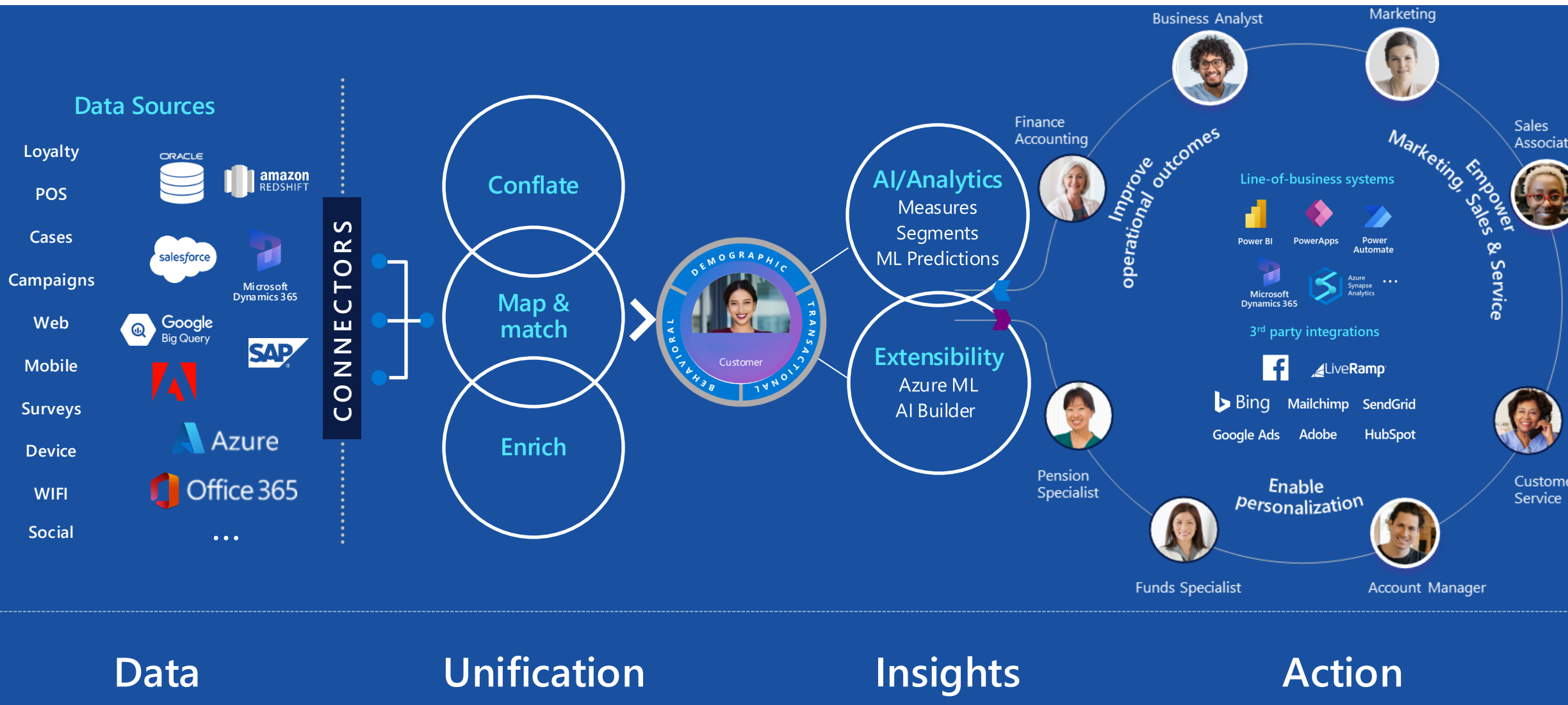
## Create Insights

Discover new insights and create audience segments using everyday language with Copilot

## Activate

Seamlessly activate data to drive outcomes using Dynamics, Power Platform or other third-party systems like Adobe, Salesforce

# Unify and activate your data



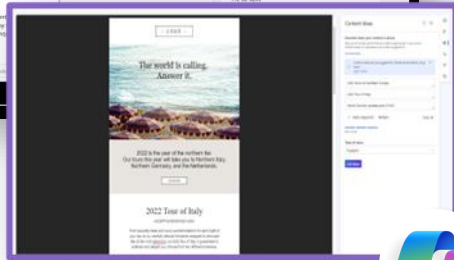
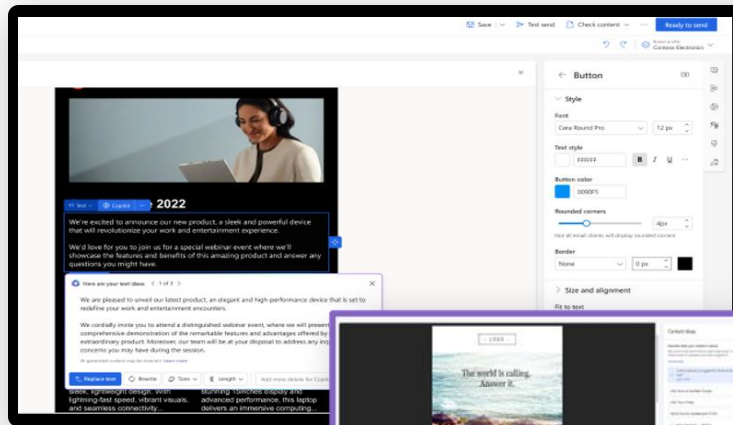
# Create a unified Customer Profile – 360 view

The screenshot displays a 'Customer Insights' dashboard for a customer named Lieke Verstraten. The interface is divided into several sections:

- Left Navigation:** Includes 'Primary target audience' (Individual consumers), 'Home', 'Customers' (selected), 'Data', 'Insights', and 'Settings'.
- Customer Profile (Top Left):** Shows a profile card for Lieke Verstraten, a woman from Tilburg, Noord Brabant, Netherlands, with a last contact date of 14 december 2023. It includes social media icons for WhatsApp, Facebook, and a mobile phone.
- Customer Details (Middle Left):** A table of personal information:

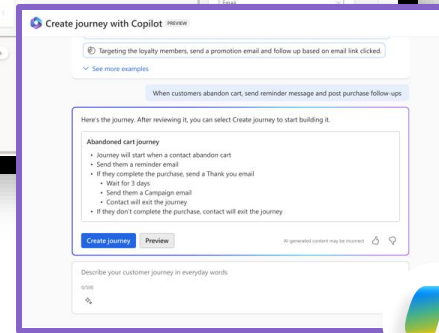
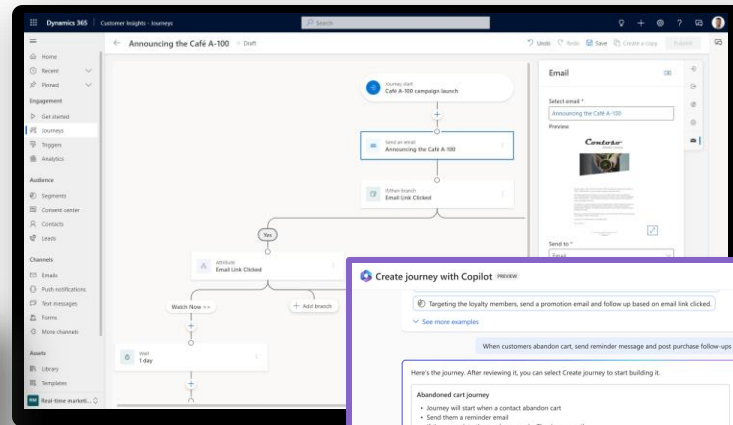
CustomerId	009991010191-01919103010011
Gender	Female
DOB	13/06/1985
Phone	+31677554433
EmailId	liekeverstraten@gmail.com
Address	Grebbe 199-a 5032 RS Tilburg Netherlands
- Activity Timeline (Middle Right):** A vertical list of recent activities:
  - Abandoned Cart - 1 min ago (www.avion.com/cartuedesofa)
  - Website Visit - 2 min ago (www.avion.com/home)
  - Website Visit - 2 min ago (www.avion.com/dandychair)
  - Received Email - 09/12/2023 (Received email promo discount Avion)
  - Facebook Ads Click - 08/12/2023 (clicked at facebook.com/avion-promo-video)
  - Purchase - 08/12/2023 (Amsterdam In-store, purchase €129.95,- rustic vase set)
  - Website Form Submit - 17/11/2023 (www.avion.com/diningroom)
- Summary Metrics (Right Side):** Six key performance indicators:
  - Average Spend:** € 129.95,- (Last updated 1 minute)
  - Churn Risk:** Low (Last updated 1 minute)
  - Total Spend:** € 2301.95,- (Last updated 1 minute)
  - Average Purchases:** € 129.95,- (Last updated 1 minute)
  - Customer Lifetime Value:** € 2108.85,- (Last updated 1 minute)
  - Products Purchased:** 8 (Last updated 1 minute)

# Journey orchestrations



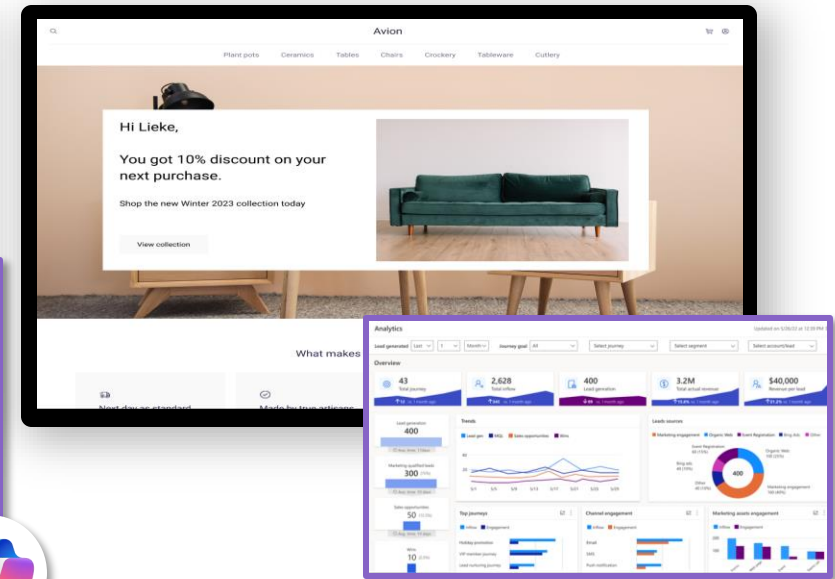
## Create & Inspire

Create your content guided by Copilot to be more inspired and increase productivity



## Orchestrate

Orchestrate customer journeys, delivering content that matters to your customer, in context, in real time



## Engage & Analyze

Real-time engagement on channel of choice and Analyze the results, like conversion ratio and effectiveness

# Customers are delivering exceptional experiences

- 360-degree view of the customer
- Predict and analyze
- Orchestrate customer journeys

**Copilot powers interactions** that revolutionize customer experiences across sales, service and marketing



## Start where you want



Customer Data Platform

and/or



Customer Journey Orchestration

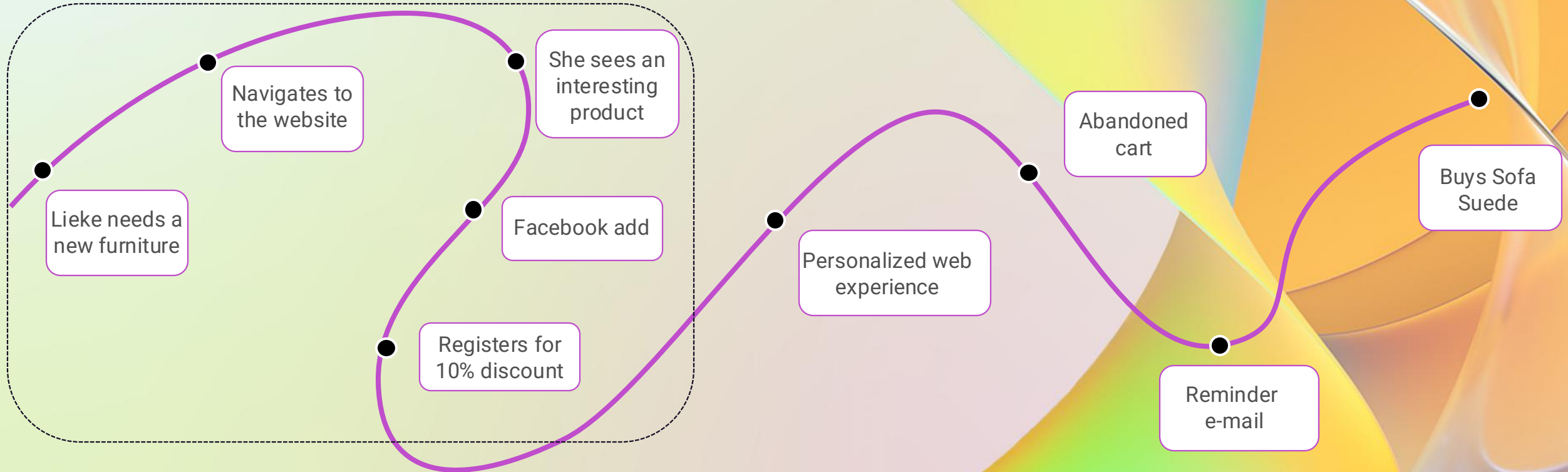
## Connect where you want





Lieke

Unknown Customer 



# Demonstration



The furniture brand for the future,  
with timeless designs

[View collection](#)

A new era in eco friendly furniture with Avelon, the French luxury retail brand with nice fonts, tasteful colors and a beautiful way to display things digitally using modern web technologies.



### What makes our brand different



#### Next day as standard

Order before 3pm and get your order the next day as standard



#### Made by true artisans

Handmade crafted goods made with real passion and craftsmanship



#### Unbeatable prices

For our materials and quality you won't find better prices anywhere



#### Recycled packaging

We use 100% recycled packaging to ensure our footprint is manageable

### New ceramics





← Back to Customers | Profile add-ons ▾

Primary target audience >  
Individual consumers

Home

Customers

Data ▾

Insights ▾

Settings ▾

**Visitor\_2719**  
 IP: 192.158.1.38  
 Last Activity: 14-12-2023

CustomerId 009991010191-01919103010011

Gender

DOB

Phone

EmailId

Address

Additional fields ^

Segment Furniture

Channel

Account Number

Ids ^

Backoffice ID's  
 CustomerID  
 CustomerID\_Alter...

**Activity timeline**

Timeline By date

Website Visit - just now  
www.e-commercefurniture.com/home

Website Visit - just now  
www.e-commercefurniture.com/dandychair

**Average Spend**  
 Last updated 1 minute

0

**Churn Risk**  
 Last updated 1 minute

Low

**Total Spend**  
 Last updated 1 minute

0

**Average Purchases**  
 Last updated 1 minute

0

**Customer Lifetime Value**  
 Last updated 1 minute

0

**Products Purchased**  
 Last updated 1 minute

0



Primary target audience >  
Individual consumers

Home

Customers

Data

Insights

Discovery

Segments

Measures

Predictions

Settings

## Discover insights about your customers in natural language (preview)

Generate insights about your customers by simply asking a question in natural language. If you are not familiar with your data in Customer Insights yet, [learn more about your data tables and columns](#).

All-generated content can have mistakes. Make sure it is accurate and appropriate before using. [Read terms](#).

Share my questions with Customer Insights to optimize answer quality.

### Tips for better results:

- Use names of specific columns and data. For example, "How many subscriptions were activated last year? Use the ActivateDate column in the ServiceSubscription data table."
- Append additional or clarifying information. For example, "Which customers live in GA? GA is referring to the state Georgia in the United States."

### Results

ActivityTypeDisplay	ActivityCount
Subscription	524,512

Verify your results with this SQL query

```
SELECT TOP 1 ActivityTypeDisplay, COUNT(*) AS ActivityCount  
FROM UnifiedActivity GROUP BY ActivityTypeDisplay ORDER BY  
ActivityCount DESC
```


### Explore further

- What is the total number of activity types associated with Customers?
- What is the breakdown of activity types by Customer gender?
- What is the average duration of the most common activity type associated with Customers?

[See more examples](#)


- ☰
- 🏠 Home
- 👤 Customers
- 📄 Data
- 💡 Insights
- ⚙ Settings
- System
- Permissions
- Connections**

+ Add connection

 **Dynamics 365 Marketing (Outbound)**  
Marketing automation


Use the segments created in Customer Insights - Data to generate campaigns and leverage specific groups of customers with Dynamics 365 Marketing (Outbound).

[Learn more about Dynamics 365 Marketing](#)

 **Dynamics 365 Sales (Marketing Lists)**  
Marketing automation


Use the segments created in Customer Insights - Data to generate campaigns and leverage specific groups of customers with Dynamics 365 Marketing (Outbound).

[Learn more about Dynamics 365 Sales](#)

 **Facebook Ads Manager**  
Ads automation


Create custom or lookalike audiences on Facebook with your unified customer profile data, and use the audiences for your campaigns on Facebook and Instagram.

[Learn more about Facebook Ads Manager](#)

 **Google Ads**  
Ads automation


Create audiences on Google Ads with your unified customer profile data, and use the audiences for your campaigns and advertising on Google.

[Learn more about Google Ads](#)

 **HubSpot**  
Omnichannel marketing


Use the segments created in Customer Insights - Data to generate campaigns, plan customer journeys, provide omnichannel marketing and leverage specific groups of customers with HubSpot.

[Learn more about HubSpot](#)

 **Iterable**  
Omnichannel marketing


Use the segments created in Customer Insights - Data to generate campaigns, plan customer journeys, provide omnichannel marketing and leverage specific groups of customers with Iterable.

[Learn more about Iterable](#)

 **Klaviyo**  
Marketing automation


Use the segments created in Customer Insights - Data to generate campaigns, provide email marketing and leverage specific groups of customers with Klaviyo.

[Learn more about Klaviyo](#)

 **LinkedIn Ads**  
Ads automation


Create LinkedIn Matched Audiences with your unified customer profile data and use the audiences to target contacts and companies.

[Learn more about LinkedIn Ads](#)


 **LiveRamp®**  
Omnichannel marketing

Activate your data in LiveRamp to connect with over 500 platforms across digital, social, and TV ecosystems. Leverage your data in LiveRamp for targeting, suppressing, and personalizing ad campaigns.


[Learn more about LiveRamp](#)

 **Mailchimp**  
Marketing automation

Use the segments created in Customer Insights - Data to generate campaigns, provide email marketing and leverage specific groups of customers with Mailchimp.

 **Marketo**  
Marketing automation




Use the segments created in Customer Insights - Data to generate campaigns, provide email marketing and leverage specific groups of customers with Marketo.

 **Microsoft Advertising**  
Ads automation

Create Customer Match audiences on Microsoft Advertising with your unified customer profile data, and use the audiences for your Advertising campaigns.







- Home
- Customers
- Data 
- Data sources
- Unify
- Enrichment
- Activities
- Tables
- Exports**
- Insights 
- Settings 

[+ Add export](#) | [↔ Run all](#)

 Search

## Exports (preview)

Exports share specific data with various business apps and tools, and can include customer profiles or tables and their related schemas and mapping details. Each export needs a connection, set up by an admin, to manage authentication and access. [Learn more about exports and connections](#)

Display Name	Source	Status	Refreshed	Refresh
Facebook Ads Integration	 Facebook Ads Integration	 Success	One minute ago	System Refresh



Zoeken op Facebook



Lieke Verstraten



Vrienden



Overzichten



Groepen



Marketplace



Watch



Meer weergeven

Je snelkoppelingen



EK news



Avion

Sponsored



## Limited Offer

Limited offer with deeper discount ends in 48 hours

Shop at website



www.avion.com

Join the Club

Sign Up

69

2 opmerkingen 5 keer gedeeld

Leuk

Opmerking plaatsen

Delen

Je pagina's en profielen

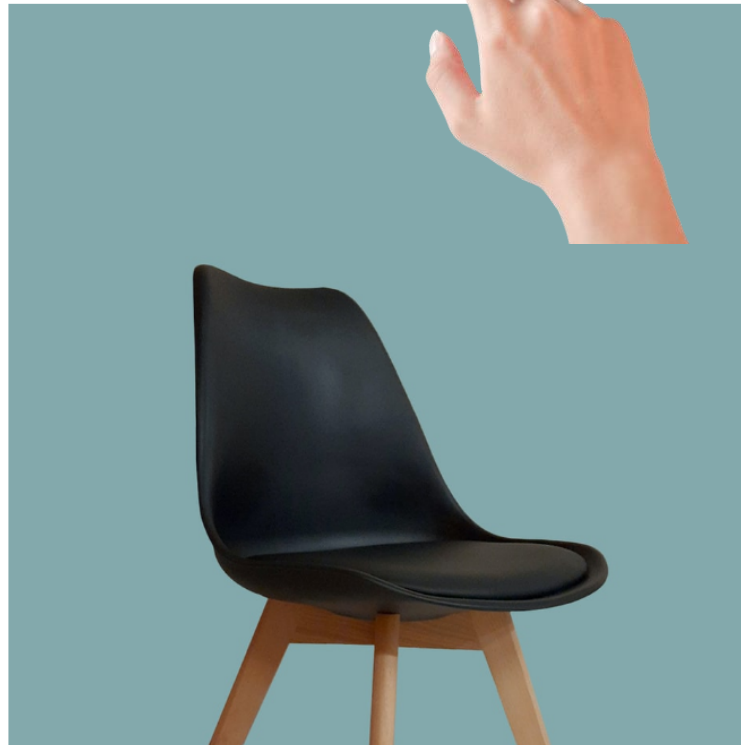


Fran Sol Fanclub

10%  
OFF

Sign up

Sign up for newsletters to get extra 10% off on furniture



## The Dandy Chair

€250

### Description

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for any stylish living space with beech legs and lambskin leather upholstery.

- Premium material
- Handmade upholstery
- Quality timeless classic

### Dimensions

Height	Width	Depth
110cm	75cm	50cm

Amount:

- 1 +

Add to cart



## The Dandy Chair

€250

### Description

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for any stylish living space with beech legs and lambskin leather upholstery.

- Premium material
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Height	Width	Depth
110cm	75cm	50cm


Amount: - 1 +

Add to cart









- Primary target audience > Individual consumers
- Home
- Customers
- Data
- Insights
- Settings



**Lieke Verstraten**  
 Tilburg, Noord Brabant, Netherlands  
 Last Contact Date: 14 december 2023

CustomerId	009991010191-01919103010011
Gender	Female
DOB	13/06/1985
Phone	+31677554433
EmailId	liekeverstraten@gmail.com
Address	Grebbe 199-a 5032 RS Tilburg Netherlands






**Additional fields**

Segment	High-Value Customer
Channel	e-mail
Account Number	3180108






**Ids**

Backoffice ID's	
CustomerID	C064E3E3-E56F-4507-BB3C-CD67...
CustomerID_Alter...	C064E3E3-E56F-4507-BB3C-CD67...


**Activity timeline**


**Timeline** By date

-  **Form Submit** - just now  
10% discount, liekeverstraten@gmail.com
-  **Website Visit** - just now  
www.e-commercefurniture.com/home
-  **Website Visit** - just now  
www.e-commercefurniture.com/dandychair
-  **Received Email** - 09/12/2023  
Received email promo discount Avion
-  **Facebook Ads Click** - 08/12/2023  
clicked at facebook.com/avion-promo-video


**Average Spend**  
Last updated 1 minute

 € 129.95,-


**Churn Risk**  
Last updated 1 minute

 **Low**


**Total Spend**  
Last updated 1 minute

 € 2301.95,-


**Average Purchases**  
Last updated 1 minute

 € 129.95,-

**Customer Lifetime Value**  
Last updated 1 minute

 € 2108.85,-

**Products Purchased**  
Last updated 1 minute

 **8**



[Plant pots](#)[Ceramics](#)[Tables](#)[Chairs](#)[Crockery](#)[Tableware](#)[Cutlery](#)

Hi Lieke,

You got 10% discount on your next purchase.

Shop the new Winter 2023 collection today

[View collection](#)





## Popular Suede Sofa

€980,-

### Product description

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for any stylish living space with beech legs and lambskin leather upholstery.

### Dimensions

Height	Width	Depth
110cm	75cm	50cm

### Quantity

- 1 +

Add to cart

Save to favorites



## Popular Suede Sofa

€980,-

### Product description

A timeless design, with premium materials most popular and iconic pieces. The dandy stylish living space with beech legs and lan

### Dimensions

Height	Width	Depth
110cm	325cm	50cm

### Quantity

- 1 +

Add to cart

Save to favorites

My Cart, 1 article



### Popular Suede Sofa

Green suede sofa.  
Height 110cm, width  
325cm, depth 50cm.

10% discount = €882,-



Subtotal

€982

GO SHOPPING

PAY

Free shipment in the Netherlands

☰

Primary target audience >  
Individual consumers

🏠 Home


👤 Customers

📊 Data ▾

💡 Insights ▾

⚙️ Settings ▾

← Back to Customers | Profile add-ons ▾



**Lieke Verstraten**  
Tilburg, Noord Brabant, Netherlands  
Last Contact Date: 14 december 2023

✉️ 🌐 📞 📱

CustomerId	009991010191-01919103010011
Gender	Female
DOB	13/06/1985
Phone	+31677554433
EmailId	liekeverstraten@gmail.com
Address	Grebbe 199-a 5032 RS Tilburg Netherlands
<b>Additional fields</b> ⤴	
Segment	High-Value Customer
Channel	e-mail
Account Number	3180108
<b>Ids</b> ⤴	
<b>Backoffice ID's</b>	
CustomerID	C064E3E3-E56F-4507-BB3C-CD67...
CustomerID_Alter...	C064E3E3-E56F-4507-BB3C-CD67...

**Activity timeline**

🌐 Ⓜ️ 🌐 📧 📅

**Timeline** ⏴ By date

- 🛒 **Abandoned Cart** - 1 min ago  
www.avion.com/cartsuedesofa
- 🌐 **Website Visit** - 2 min ago  
www.avion.com/home
- 🌐 **Website Visit** - 2 min ago  
www.avion.com/dandychair
- 📧 **Received Email** - 09/12/2023  
Received email promo discount Avion
- 🌐 **Facebook Ads Click** - 08/12/2023  
clicked at facebook.com/avion-promo-video
- Ⓜ️ **Purchase** - 08/12/2023  
Amsterdam In-store, purchase €129.95,- rustic vase set
- 🌐 **Website Form Submit** - 17/11/2023  
www.avion.com/diningroom

**Average Spend**  
Last updated 1 minute

📈 € 129.95,-

**Churn Risk**  
Last updated 1 minute

⚠️ Low

**Total Spend**  
Last updated 1 minute

📈 € 2301.95,-

**Average Purchases**  
Last updated 1 minute

📈 € 129.95,-

**Customer Lifetime Value**  
Last updated 1 minute

📈 € 2108.85,-

**Products Purchased**  
Last updated 1 minute

🎯 8



- Favorites**
  - Inbox
  - Sent Items
  - Drafts 16
  - Add favorite
- Folders**
  - Inbox 96**
  - Drafts 16
  - Sent Items
  - Deleted Items
  - Junk Email
  - Archive
  - Notes
  - Conversation ...
  - Create new fol...
  - Search Folders
- Groups**
  - Power Platf... 1

Focused Other

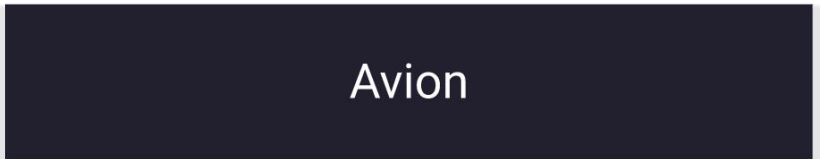
**Avion**  
 10% discount on your next order |  
 Get 10% extra discount on your next sofa!

You have late tasks

Complete your order and get an additional 10% discount

**Avion <avion@info.nl>**  
 To: Lieke

Thu 2023-12-14 11:30



We know, great things take time.

Get 10% additional discount if you complete your order today



COMPLETE YOUR ORDER

- Recent
- Pinned
- Engagement
  - Get started
  - Journeys**
  - Analytics
  - Triggers
- Audience
  - Segments
  - Contacts
  - Leads
  - Consent center
- Channels
  - Emails
  - Forms
  - Push notifications
  - Text messages
  - More channels
- Assets
  - Library
  - Email Templates
  - Task templates
- RJ** Real-time journeys

## Create journey with Copilot PREVIEW [How it works](#)

Describe the journey you want to create in the text box. Or try one of these examples to get started

- When a contact registers for a marketing event, send them reminder emails until they check-in for the event.
- Send a promotion email targeting loyalty members, and follow up based on whether an email link is clicked.

[See more examples](#)



Describe your customer journey in everyday words

0/500

Make sure AI-generated content is accurate and appropriate before using. This feature is in preview. [Terms of use](#)

Skip and create from blank

- Recent
- Pinned
- Engagement
  - Get started
  - Journeys**
  - Analytics
  - Triggers
- Audience
  - Segments
  - Contacts
  - Leads
  - Consent center
- Channels
  - Emails
  - Forms
  - Push notifications
  - Text messages
  - More channels
- Assets
  - Library
  - Email Templates
  - Task templates
- RJ** Real-time journeys

## Create journey with Copilot PREVIEW [How it works](#)

- When a contact registers for a marketing event, send them reminder emails until they check-in for the event.
- Send a promotion email targeting loyalty members, and follow up based on whether an email link is clicked.
- Send personalized messages to contacts when they submit a marketing form.
- Send a personalized text message to an audience segment. If someone replies, respond based on the keyword reply.
- Use an a/b to try out two different promotional email when a customer has an abandoned cart.
- When a contact submits a marketing form, assign a phone call to the sales team. If the phone call is completed, send them a follow-up email.

[See less examples](#)

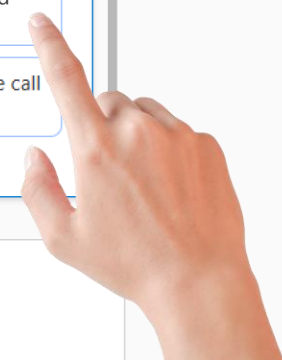
Describe your customer journey in everyday words

0/500



Make sure AI-generated content is accurate and appropriate before using. This feature is in preview. [Terms of use](#)

Skip and create from blank





- Recent
- Pinned
- Engagement
  - Get started
  - Journeys
  - Analytics
  - Triggers
- Audience
  - Segments
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- RJ Real-time journeys

### Create journey with Copilot PREVIEW [How it works](#)

Send personalized messages to contacts when they submit a marketing form.

Send a personalized text message to an audience segment. If someone replies, respond based on the keyword reply.

Use an a/b test to try out two different promotional email when a customer completes a purchase.

When a contact submits a marketing form, assign a phone call to the sales team. If the phone call is completed, send them a follow-up email.

[See less examples](#)

Use an a/b to try out two different promotional email when a customer has an abandoned cart.

Generating the journey...

[Stop generating](#)

Describe your customer journey in everyday words

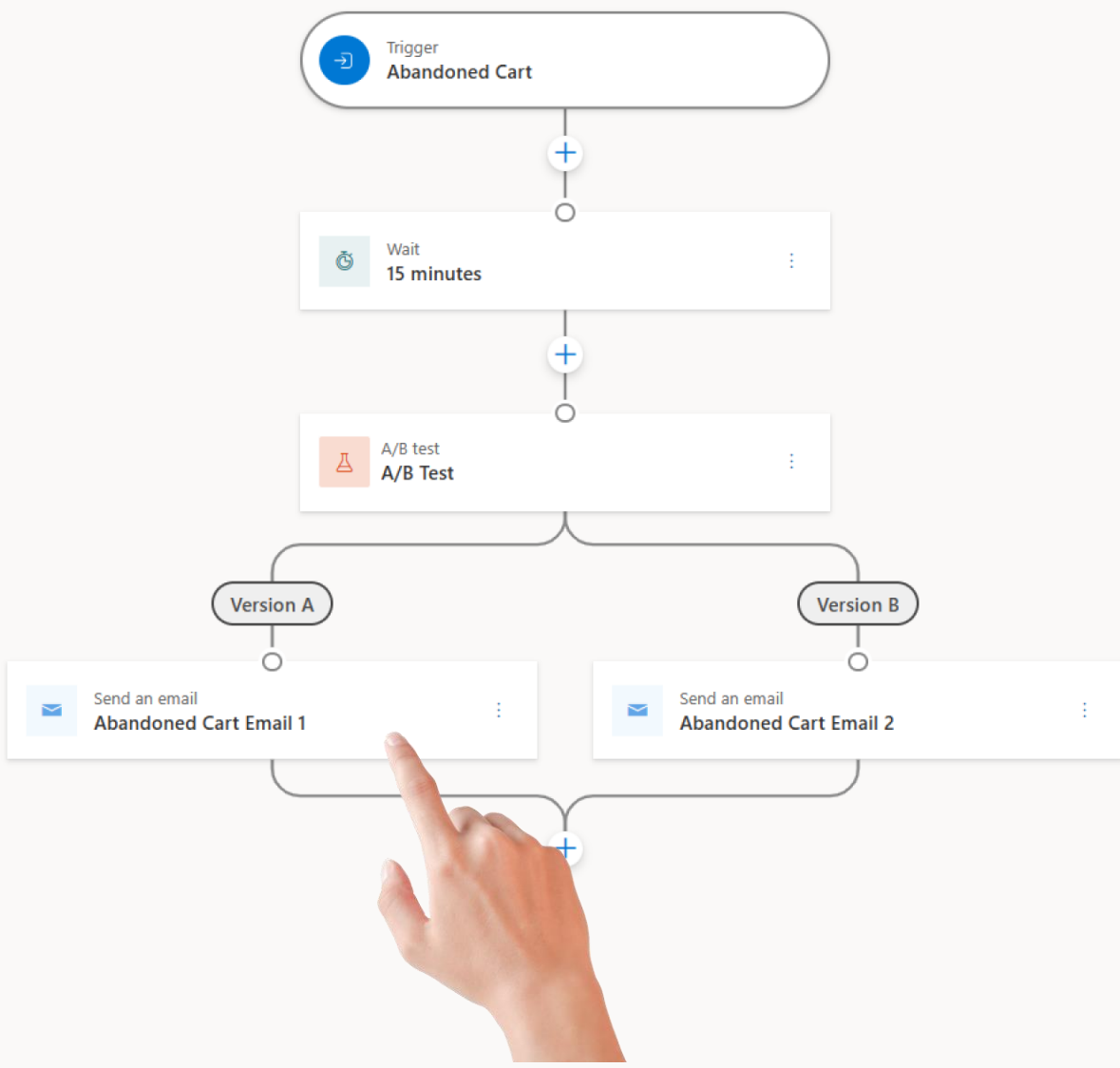
0/500



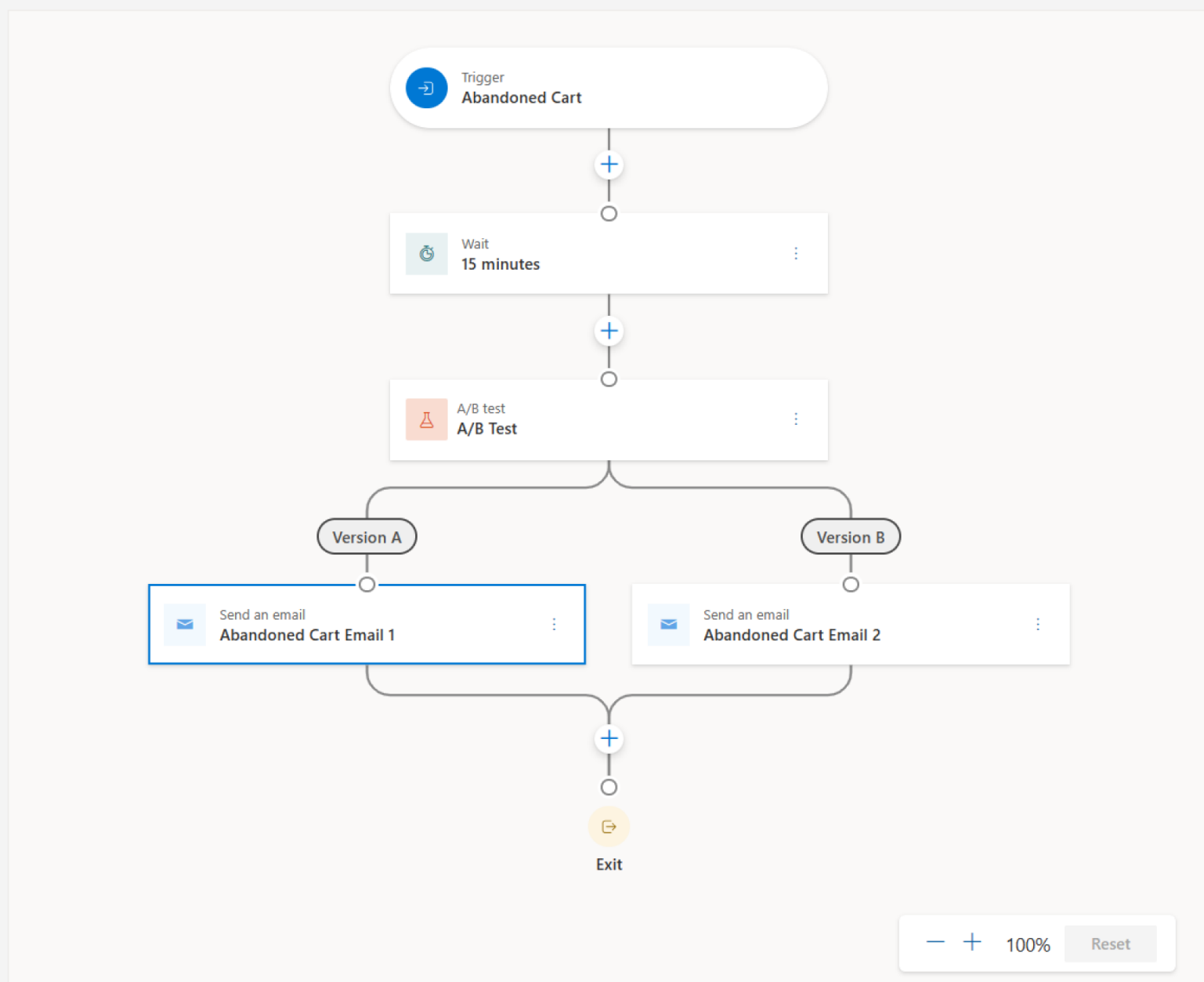
Make sure AI-generated content is accurate and appropriate before using. This feature is in preview. [Terms of use](#)

Skip and create from blank

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### Email

Select email \*

Abandoned Cart Email 1 x

Preview

Send to \*

Email

# Abandoned Cart Email 1



## Abandoned Cart Email 1

● Concept - Saved

Opslaan

Inhoud controleren

Ready to send

Design Preview and test

HTML

Brand profile  
No profile selected

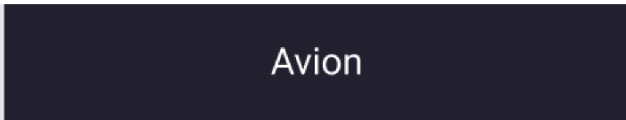
Naam van afzender	Default brand sender
E-mailadres van afzender*	admin@unq03d0181e4972ee118bc36045bd003.s04.dyn365mktg.com
Onderwerp*	10% extra discount on your next order
Voorbeeld van tekst	Add a preview text

### Content Ideas

Text	Image	Button
QR code	Divider	Code

### Layout section types

1 column	1:2 column	2 column
2:1 column	3 column	Custom



# We know, great things take time.

Get 10% additional discount if you complete your order today



COMPLETE YOUR ORDER

# Abandoned Cart Email 1



## Abandoned Cart Email 1

● Concept - Saved

Opslaan | v

Inhoud controleren | v

Ready to send

Design Preview and test

HTML

Brand profile  
No profile selected v

Naam van afzender	Default brand sender
E-mailadres van afzender*	admin@unq03d0181e4972ee118bc36045bd003.s04.dyn365mktg.com
Onderwerp*	10% extra discount on your next order
Voorbeeld van tekst	Add a preview text

### Content Ideas

?



#### Create an email

Choose a topic and Content Ideas will generate a range of text suggestions for you to browse. [Learn more](#)

#### Suggested topics

- Abandoned cart
- Event invitation
- Promotion
- Reactivation
- Referral
- Custom



# Avion

## We know, great things take time.

Get 10% additional discount if you complete your order today



COMPLETE YOUR ORDER

# Abandoned Cart Email 1



Abandoned Cart Email 1 ● Concept - Saved

Opslaan | Inhoud controleren | **Ready to send**

Design Preview and test

`</>` HTML Brand profile **No profile selected**

Naam van afzender	Default brand sender
E-mailadres van afzender*	admin@unq03d0181e4972ee118bc36045bd003.s04.dyn365mktg.com
Onderwerp*	10% extra discount on your next order
Voorbeeld van tekst	Add a preview text

## Content Ideas

### Describe what your content is about

Add up to five key points that you want to get across in your email. Content Ideas will generate a set of text suggestions.

[Use examples](#)

- Your items are still in your cart
- Don't wait - this stuff goes fast!
- Free shipping on all orders over \$50

+ Add a keypoint Refresh Clear all

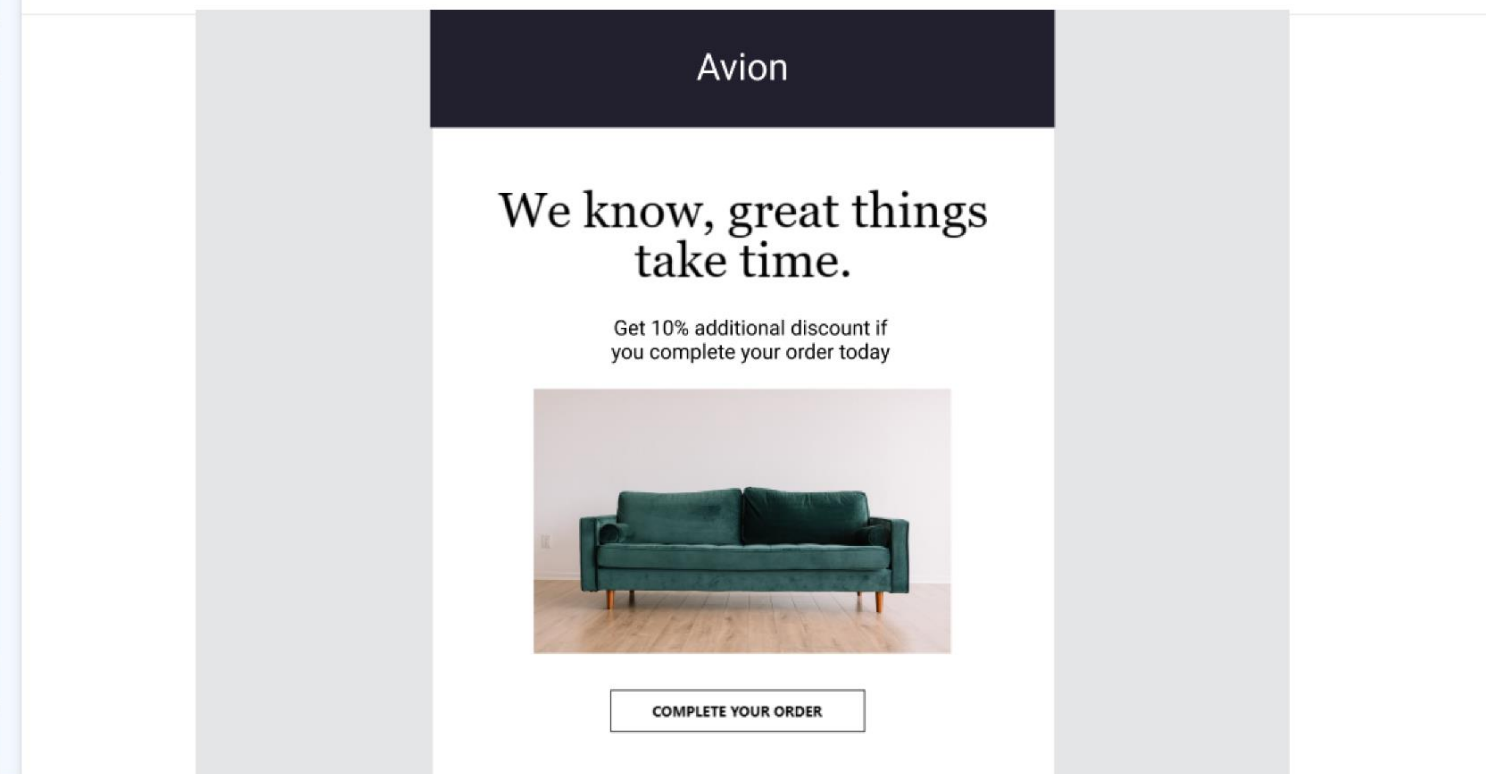
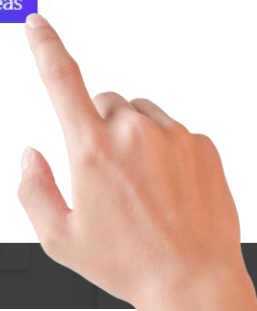
Well done!

### Tone of voice

Engaged

Generate ideas using your organization's emails

**Get ideas**



### Abandoned Cart Email 1



## Abandoned Cart Email 1

● Concept - Saved

Opslaan | v

Inhoud controleren | v

Ready to send

Design Preview and test



HTML

Brand profile  
No profile selected v

Naam van afzender	Default brand sender
E-mailadres van afzender*	admin@unq03d0181e4972ee118bc36045bd003.s04.dyn365mktg.com
Onderwerp*	10% extra discount on your next order
Voorbeeld van tekst	Add a preview text

### Content Ideas



Content ideas are just suggestions. Please review before using them [Learn more](#)

...

Let's make tomorrow a better day! Don't wait - now is the time to grab all of the {{ProductName}} items still in your cart.

We know you've been eyeing these products for quite some time and we don't want them to slip away from you. With our stock moving quickly, why wait? We'll even sweeten the deal with free shipping on all orders over \$50.

Make today count by investing in the future of {{CompanyName}} and the {{ProductName}} line of products. Shop now and get ready to enjoy your purchase when it arrives at your doorstep!

Plus, don't forget to use coupon code {{DiscountCode}} for an exclusive discount.

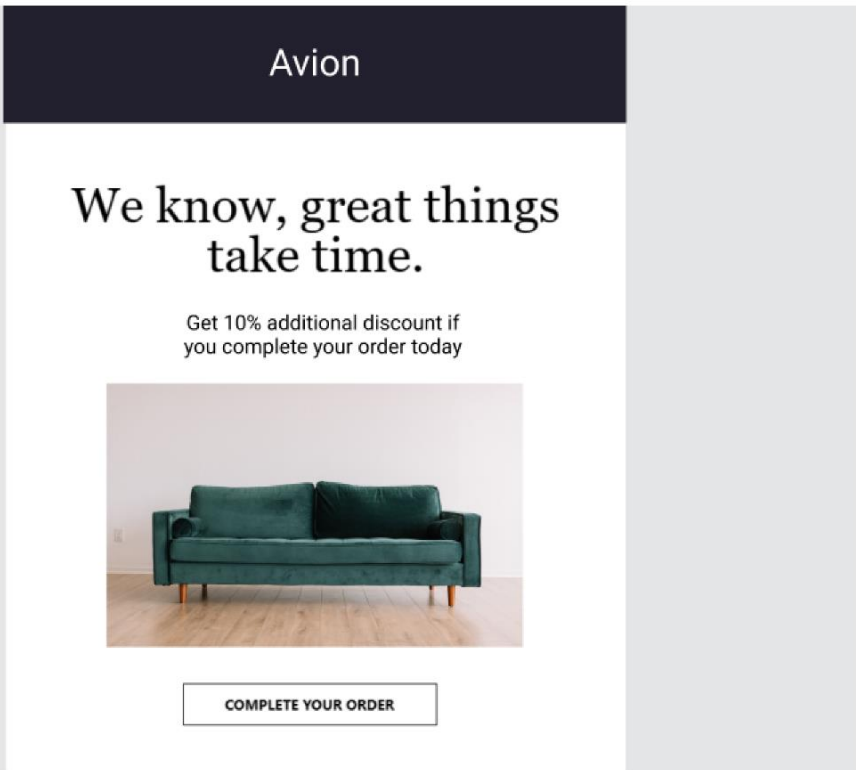
Shop Now >>

...

Hey {{Name}},

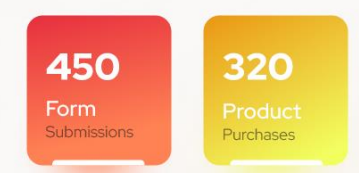
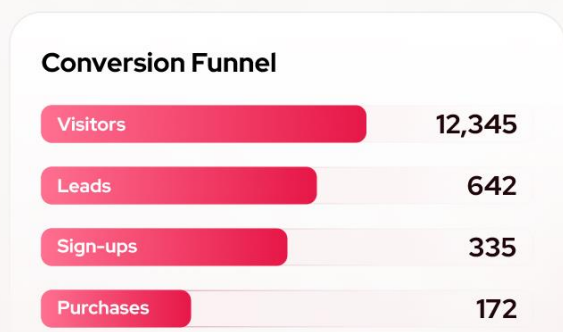
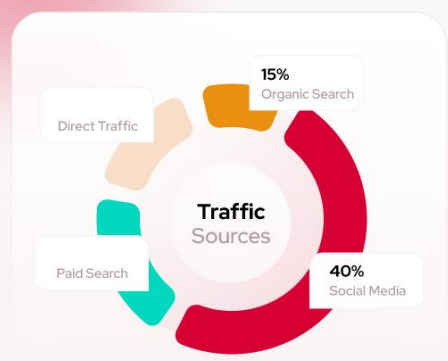
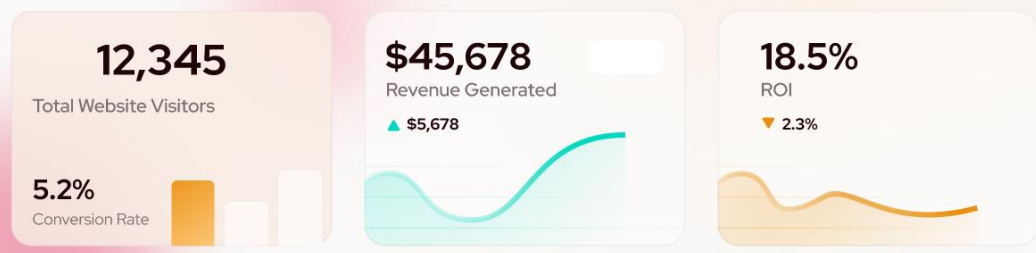
We're here to remind you that your dream items are still in your cart, waiting for you. Don't wait - this stuff goes fast!

We understand how hard it can be to pull the trigger on



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Journey analytics | Channel analytics | Marketing effectiveness analytics



- Alerts**
- Conversion Dip**  
Conversion rates have dropped significantly. Investigate and act now.
  - Low Inventory**  
Popular product running low. Restock ASAP.
  - Social Buzz**  
Brand mentions surging on social media. Engage with customers.
- [See all](#)

**Content Performance** Top-Performing Content

Products	Page Views	Bounce Rate	Conversion Rate
Furniture	5,432	45%	8.2%
Tables	3,245	30%	12.1%
Cooking & dining	2,876	40%	6.9%



# Resume

- ✓ Customer expectations and CMO challenges
- ✓ What is Hyper-Personalization?
- ✓ What is a Customer Data Platform?
- ✓ What does it bring to your customers?
- Q&A



# If you like to learn more

- Look into to **future of AI**:  
[Dynamics 365 Customer Insights and Dynamics 365 Sales 2024 Release Wave 1 Release Highlights – YouTube](#)
- **Learn more** about [D365 Customer Insights](#)
- **Sign up** for a free trial on [D365 Customer Insights](#)
- Work with our Partners to do a **D365 Customer Insights workshop**



Q&A



**Thank you!**