

Dynamics 365 Marketing

2021 release wave 1
April 2021-September 2021

In this guide, you will be able to learn the most important things about this release wave.

Top things to know

Release overview summary

Our approach with Dynamics 365 Marketing is to unleash the power of all your data—infusing it with AI and empowering you to deliver meaningful messages to your customers. Making the product easy to use is a guiding principle for us as we build features to help you achieve your goals. In the current release, in response to customer feedback, our key themes are to deliver deeper personalization with your communications, to do more out of the box with channels, and give you the insights to deliver better results from your marketing activities.

Deeper personalization to engage your customers:

- Author dynamic content with ease through a new point-and-click interface.
- Create deeply personalized emails from a more flexible set of data sources.
- Target AI-generated segments using attributes such as recency, frequency, and monetization to target high-churn risk or high-value customers.

More channels, power, and ease to reach your customers with the right messages:

- Create emails quickly, with low effort, and without compromises using the new email editor experience.
- Search, version, manage, and use AI to tag your digital assets with a new centralized asset library.
- Use AI-driven recommendations to select and deliver the best image, video, document, or fragment for your messages.
- Create and send SMS messages to any mobile phone.
- Deliver push notifications to any Android or iOS app.

Analytics to improve results and achieve your business goals:

- Improve journey effectiveness with a new set of built-in analytics dashboards and cross-journey insights.
- In real time, monitor your customer journeys and channel KPIs.
- Set business goals for journeys and measure progress to the goal.
- Experiment with the next action in a journey to optimize for results.

Read the release plan

Explore the entire set of new capabilities planned for 2021 release wave 1.

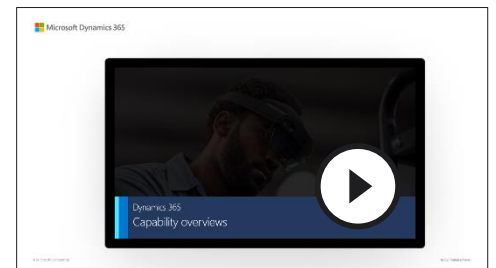
Visit: aka.ms/Plan/2021RW1/Marketing



Learn more about latest updates

Watch latest capability overviews in this wave.

Visit: aka.ms/Updates/Marketing



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Release summary

The world is not the same place it was last year. The rules of engagement have changed, and customer expectations are evolving. It is becoming harder for companies to get through to their customers and to be heard above the noise. To build strong relationships, companies must deliver personalized messages that customers can identify with and add value to their lives. Companies need to deliver the right message, at the right time, using the channel that the customer chooses—explicitly or implicitly—to show that they understand and care about their customers. To grow, or even just survive, companies must not only reach new customers, but also help existing customers progress from one-time to repeat customers, and, ultimately, to fans of the company. Building deep engagement and meaningful connections has never been more important than it is today.

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To learn more about the entire set of capabilities being delivered during this release wave, visit:

aka.ms/Plan/2021RW1/Marketing



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For application administrators

End-user impacting features to the user experience enabled automatically

End-user impacting features should be reviewed by application administrators. This facilitates release change management and enables successful onboarding of new capabilities released to market. For the complete list, look for all features tagged "End users, automatically" in the release plan.

Features that must be enabled by application administrators

This release wave contains features that must be enabled or configured by administrators, makers, or business analysts to be available for their end users. For the complete list, look for all features tagged "End users by admins, makers, or analysts" in the release plan.



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Get the most out of Dynamics 365

Release plan

View all capabilities included in this release.

aka.ms/Plan/2021RW1/Marketing

Product updates

Stay up to date on latest product updates.

aka.ms/Updates/Marketing

Release calendar

Know important release milestones.

aka.ms/Updates/Calendar/Marketing

Licensing

Improve your understanding of how to license Dynamics 365.

aka.ms/Licensing/Marketing

Product documentation

Find documentation for Dynamics 365.

aka.ms/Documentation/Marketing

User community

Engage with Dynamics 365 experts and peers in the community.

aka.ms/Community/Marketing

Upcoming events

Find and register for in person and online events.

aka.ms/Events/Marketing

Product trials

Get started with Dynamics 365.

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