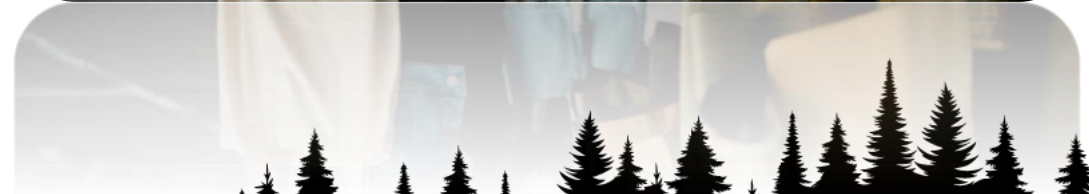


Customers, Marketing Copilots and the Future of Engagement

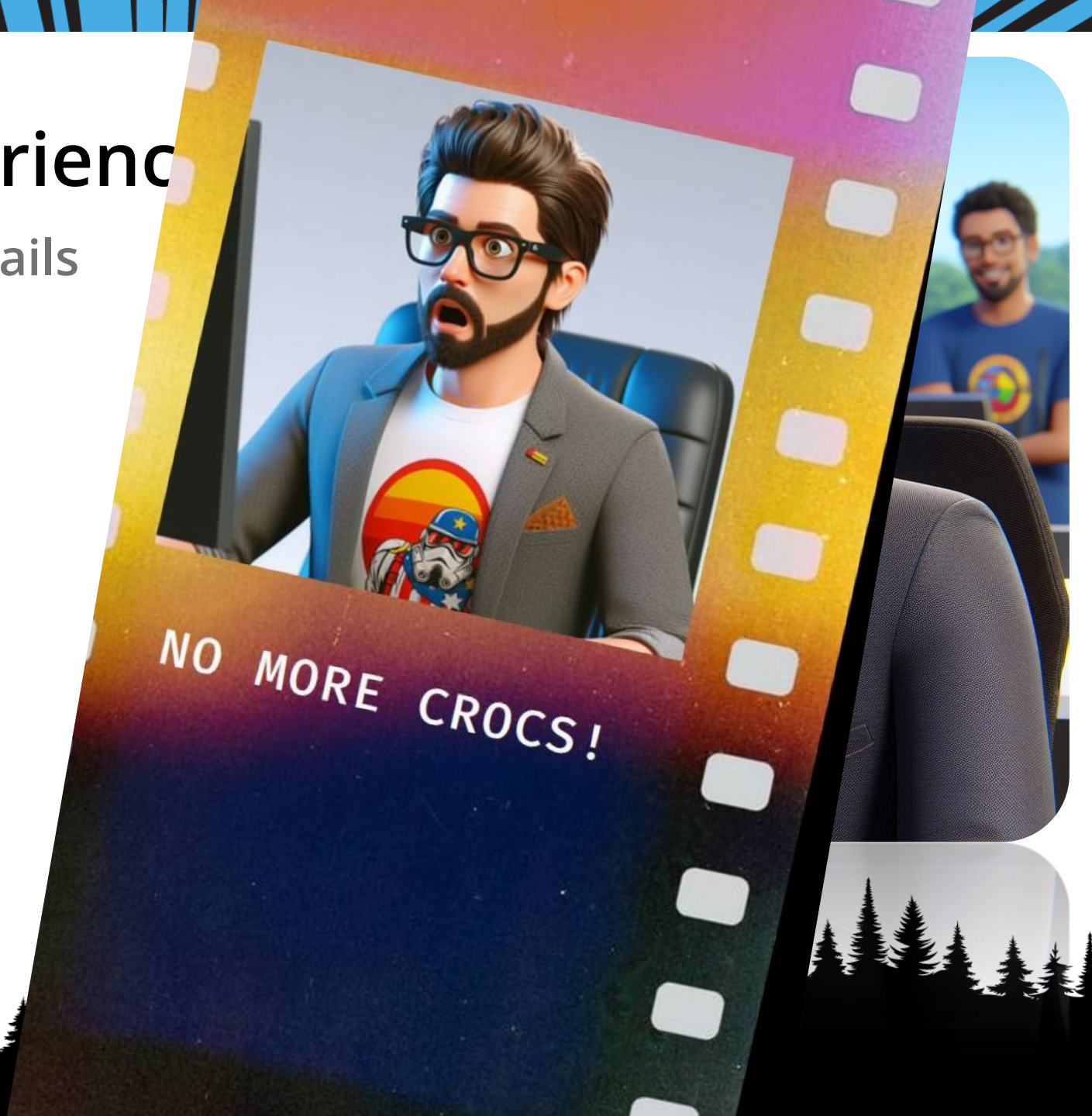


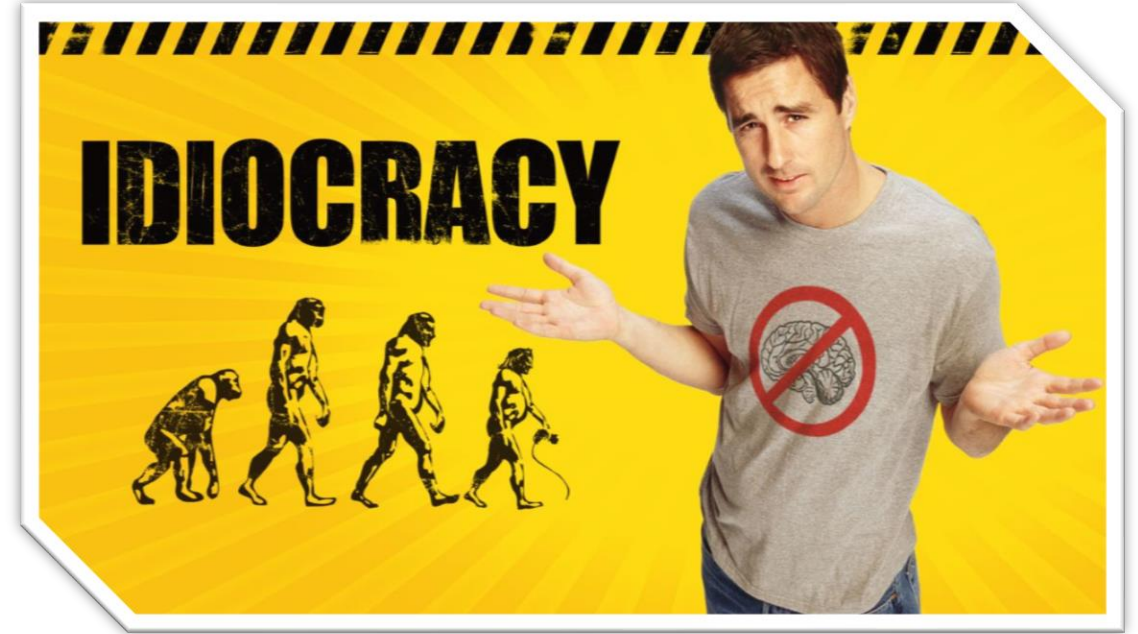
We're all someone's
customer



Online Ordering Experience

Began receiving marketing emails





Director Mike Judge "No one would ever wear these things, they're horrible."





Account



SMS Ads





**MAKE SENSE
OF IT ALL**

Apparently, these systems don't
communicate?



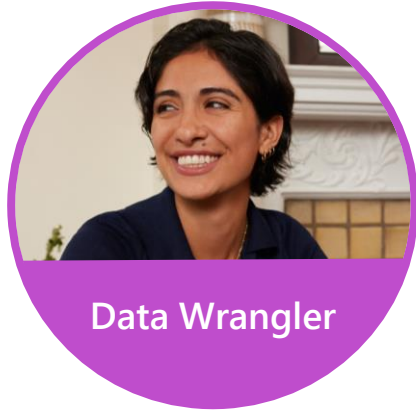
How's it going?....

DON'T GIVE UP

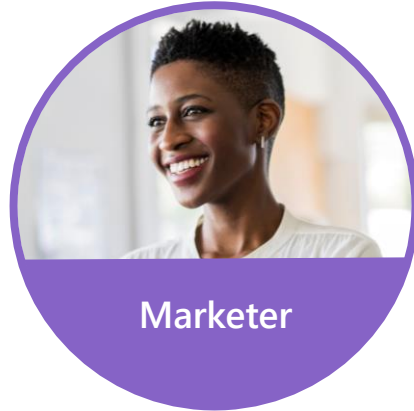
KEEP GOING



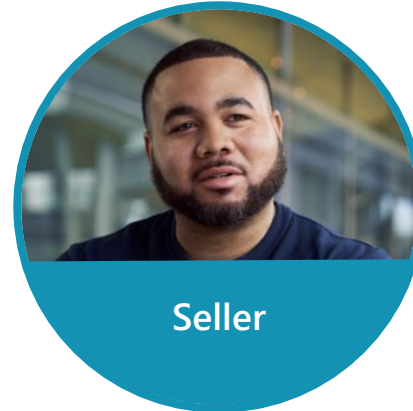
The shift in customer experience is impacting everyone



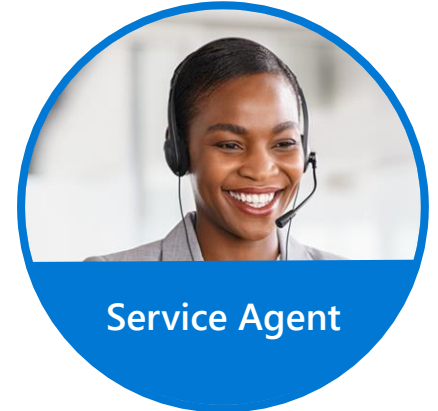
Data Wrangler



Marketer



Seller



Service Agent

14%
of organizations have
achieved a 360-degree
view of their customers¹

55%
say journey orchestration
across all channels is an
urgent priority²

85%
believe understanding
buyer intent is crucial to
sales success³

53%
don't have proper
visibility to understand
the customer context⁴

¹Gartner. [Market Guide for Customer Data Platforms](#). March 2022.

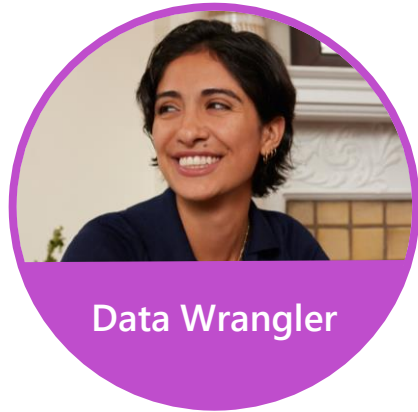
²Gartner. [Navigate Your Path to Journey Orchestration With MarTech Usage Insights](#). January 2023.

³LinkedIn. [The State of Sales](#). May 2022.

⁴Forbes. [50 Stats That Prove the Value of Customer Experience](#). 2019.



The shift in customer experience is impacting everyone



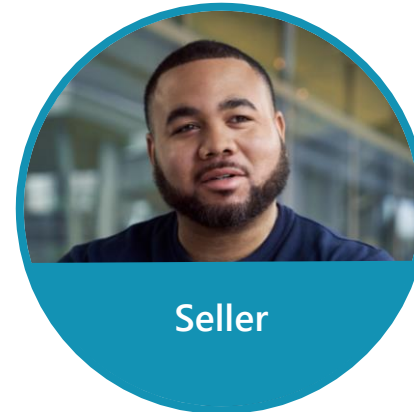
"I wish I could get a more wholistic view of our customers, easier."

14%
of organizations have achieved a 360-degree view of their customers¹



"I want to give our customers amazing experiences, faster."

55%
say journey orchestration across all channels is an urgent priority²



"To deliver for our customers, I need to truly understand them."

85%
believe understanding buyer intent is crucial to sales success³



"To best support our customers, I need to understand their experience."

53%
don't have proper visibility to understand the customer context⁴

¹Gartner. [Market Guide for Customer Data Platforms](#). March 2022.

²Gartner. [Navigate Your Path to Journey Orchestration With MarTech Usage Insights](#). January 2023.

³LinkedIn. [The State of Sales](#). May 2022.

⁴Forbes. [50 Stats That Prove the Value of Customer Experience](#). 2019.

Relevant, real-time journeys

- Nurture leads in real time

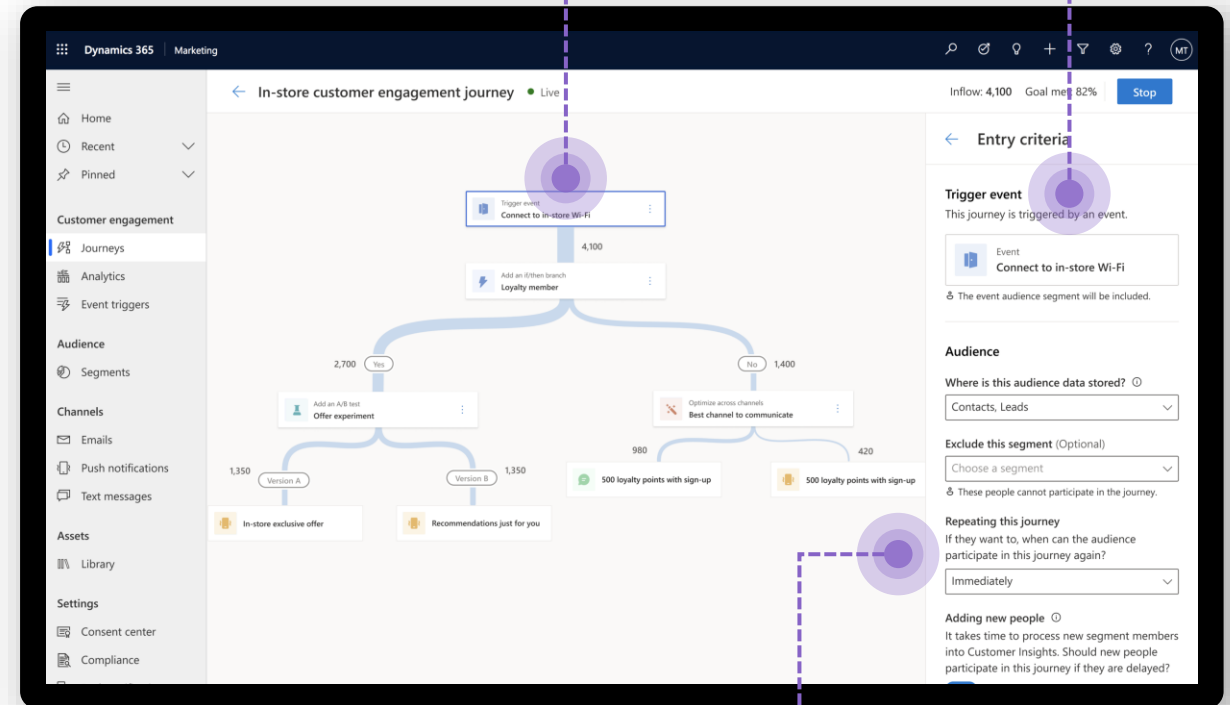
React to customers' actions in real time using built-in or OOB triggers

Deliver experiences based off behaviors or profile attributes and set frequency controls

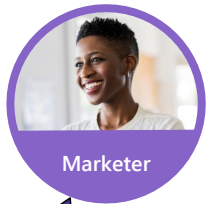
Use AI-driven channel optimization based on customer's historical data

Use logic to inform journeys based on the behavior or profile attributes

Trigger a journey based off real-world or virtual interactions



Apply journey repeat and frequency controls



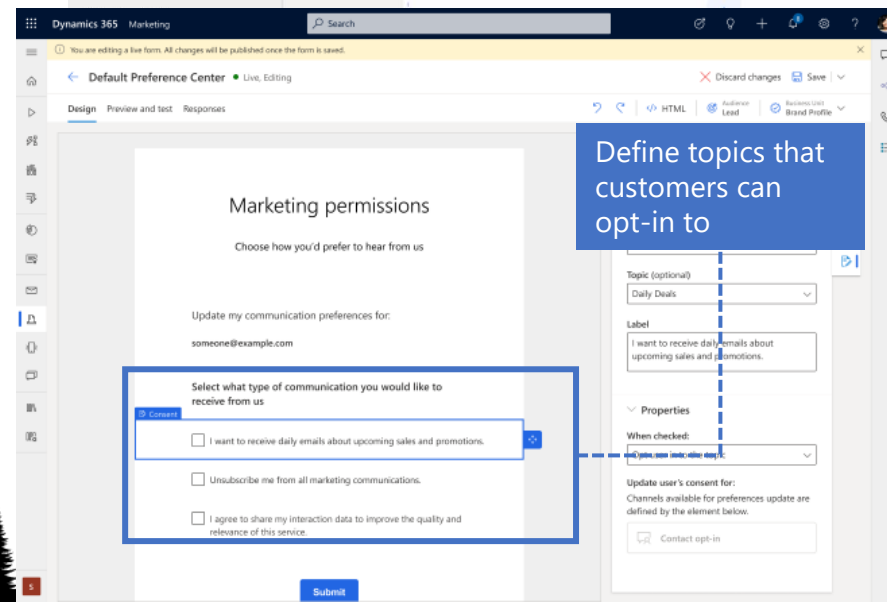
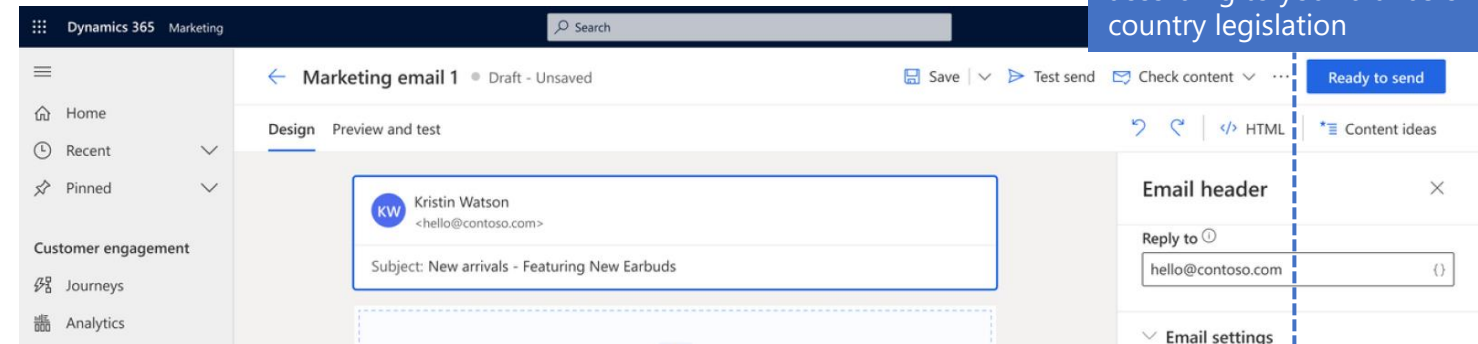
Marketer



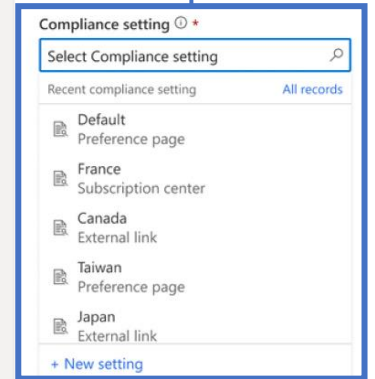
Respect your customer preferences

- Respect and manage your customer preferences with granular and customizable consent and preference centers
- Use built-in features to comply with the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and CAN-SPAM
- Comply with A2P 10DLC (as of Sept 1, 2023)

Customize and follow compliance setting according to your brands or country legislation



Define topics that customers can opt-in to

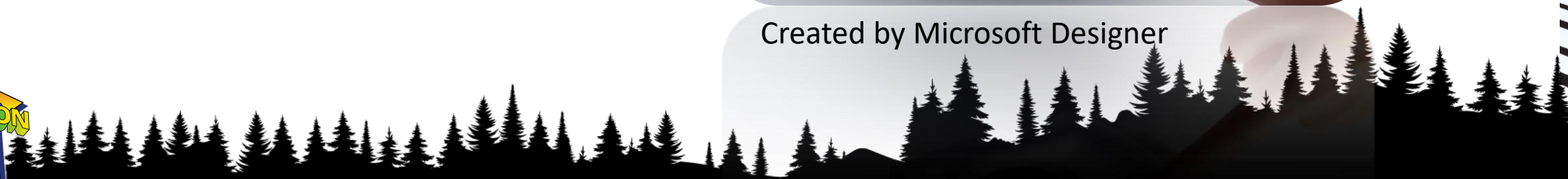


The age of AI

- AI sets the stage for a new era of innovation.



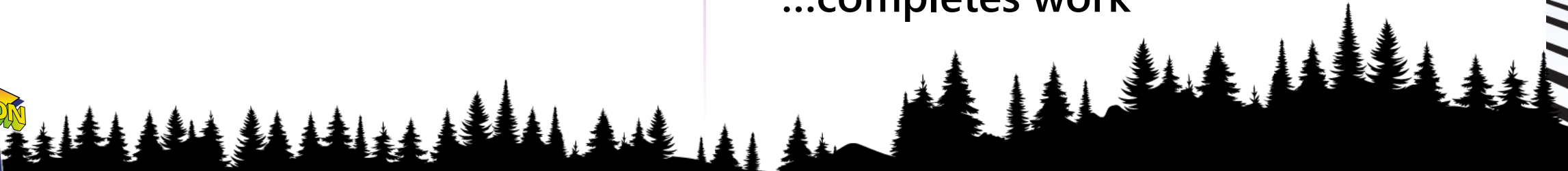
Created by Microsoft Designer



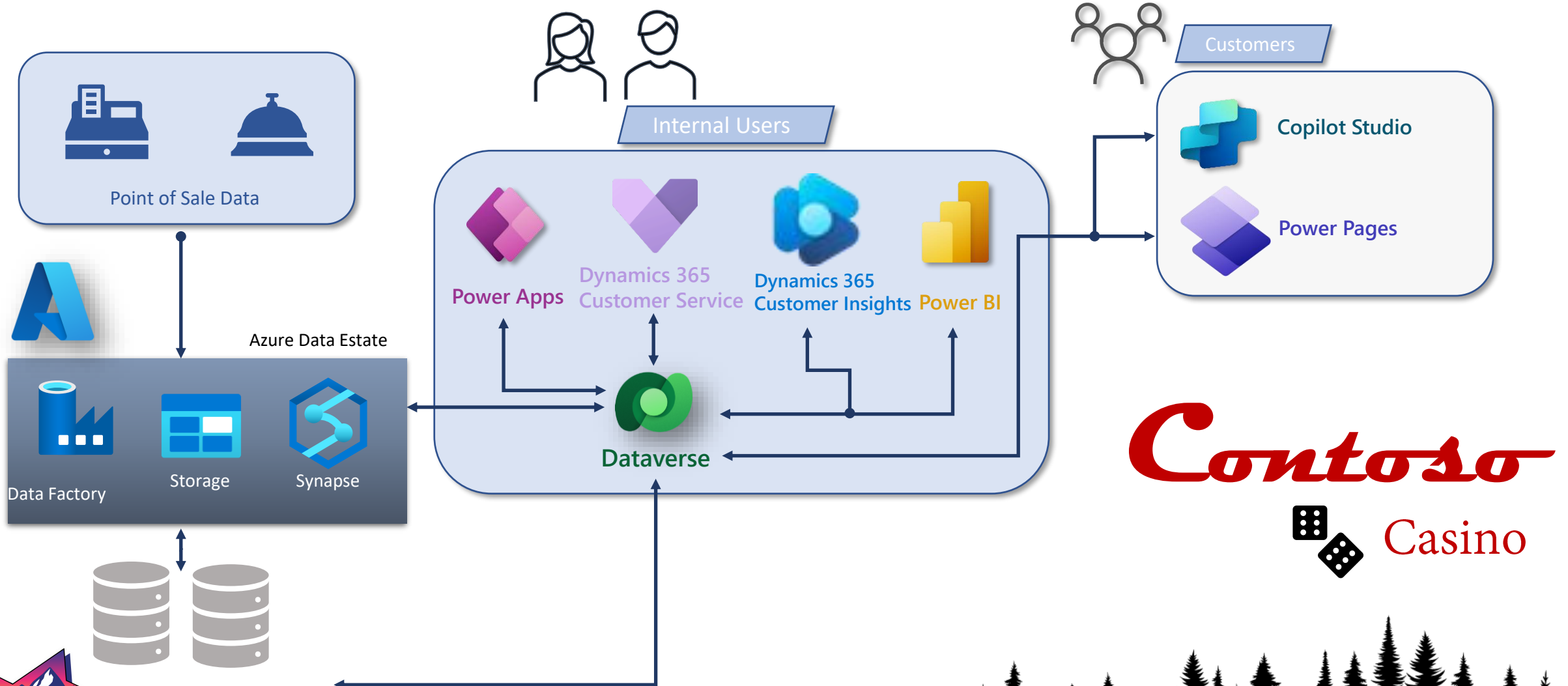
A new era of AI in customer experience is here

Dynamics 365 Copilot

- AI as a real-time collaborator that
- ...enables more discovery
- ...generates fresh content ideas
- ...automates segmentation
- ...builds customer journeys
- ...completes work



Customer Experience Platform



Contoso
Casino



Let's see this in action

User Interaction



Power Pages Power Apps

Strategic Data Insights



Dynamics 365 Customer Insights

Reporting



Power BI

Demo



97%

Fortune 500
companies use
Business Applications

500k+

Microsoft business
application customers

16

Analyst reports where
Microsoft is positioned
as a Leader

1

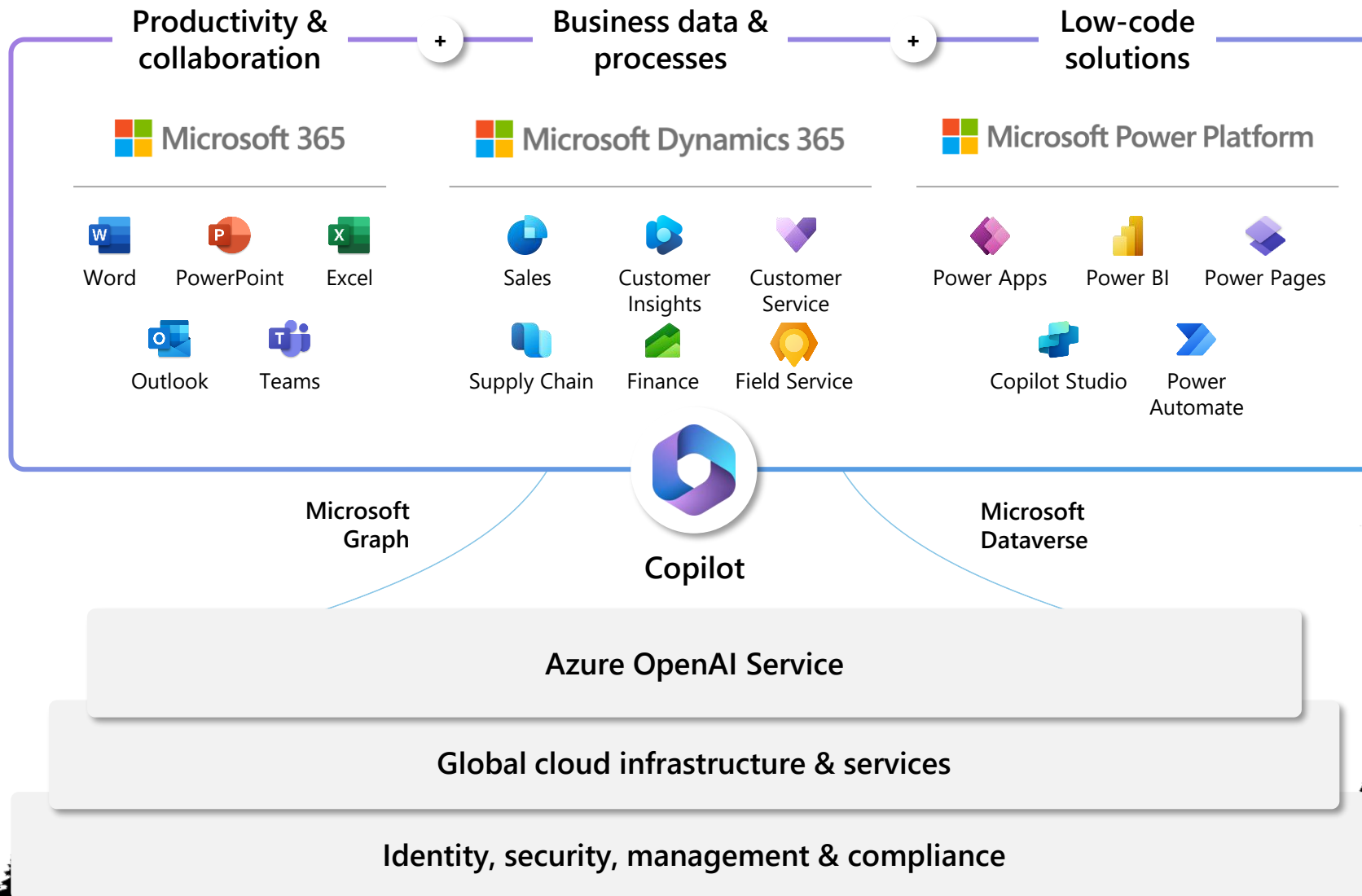
Common data model
across all business
applications

Leader

- **The world's first copilot** in both CRM and ERP
- **Collaboration and productivity** infused in business processes
- **Low-code platform** embedded in Dynamics 365



The blueprint for cross-organization impact





Thank You!



Questions?