

Microsoft Dynamics 365 Insights (Marketing) **Packages**



Experts in AI & Data utilising cloud solutions to
enable business transformation.

www.tekenable.com

Create data-driven
customer journeys with
Microsoft Dynamics 365?

Let's show you how.

From unified customer data to AI-powered segmentation, journey orchestration, and personalised engagement, our packages are designed to grow with your business, helping your marketing team deliver more relevant, data-driven customer experiences.



324%

ROI over three years

Forrester, The Total Economic Impact of Microsoft Dynamics 365 Customer Insights (2024)

75%

reduction in time spent building customer journeys

Forrester, The Total Economic Impact of Microsoft Dynamics 365 Customer Insights (2024)

What is Microsoft Dynamics 365 Customer Insights (Marketing)?

Dynamics 365 Customer Insights (Marketing) helps organisations move from standalone campaign execution to connected, personalised and measurable customer engagement.

Drive Better Outcomes for Your Business

By using real-time journeys, segmentation, forms, consent, campaign execution and reporting within the Microsoft ecosystem Dynamics 365 Customer Insights helps you:

- A structured marketing platform that reduces reliance on manual campaign processes.
- More consistent segmentation, journey orchestration and lead management.
- Improved visibility of engagement, conversion and marketing contribution.
- A foundation that can evolve as data maturity, channel requirements and governance needs increase.

A Strong Approach to Customer Engagement



Unified Customer Data

Create a single view of every customer by bringing together data across sales, service and marketing.



Advanced segmentation and targeting

Identify the right audiences and deliver more relevant campaigns based on customer behaviour and preferences.



Personalised customer journeys

Engage customers across email, SMS, events and digital channels with automated, real-time experiences.



AI-powered marketing automation

Increase marketing effectiveness, improve lead quality and drive better business outcomes with intelligent automation.

With Dynamics 365 Customer Insights, organisations can create more relevant customer experiences through connected data, intelligent automation and AI-driven insights, helping improve engagement, conversion and marketing performance.



Let's get you started!

Microsoft Dynamics 365 Customer Insights (Marketing) QuickStart Essentials



Building the foundations for marketing automation

Get started with Microsoft Dynamics 365 Customer Insights (Marketing) and quickly build the foundations for smarter marketing. Create customer journeys, launch branded campaigns, manage consent, and engage audiences more effectively, all with a simple, fast-track implementation.

Who is it For

- Organisations taking their first step into marketing automation.
- Marketing teams moving beyond manual or email-only campaigns.
- Businesses with low to early marketing maturity that need to get started quickly.
- Teams looking for a simple, low-complexity implementation with minimal customisation.

What Business Users Experience

- Fast-start setup with core Customer Insights functionality.
- Simple customer journeys and audience segmentation.
- Branded email campaigns with lead and consent management.
- Out-of-the-box reporting and user training.

Why Customer Insights QuickStart Essentials

- Quick time-to-value: Launch marketing automation fast.
- Lower risk: Simple, focused implementation.
- Better campaigns: Build journeys and engage audiences more effectively.
- Built to grow: Start simple and scale as your needs evolve.

**Ready to move from manual marketing to
smarter customer engagement?**

Customer Insights QuickStart Essentials

Getting started with marketing automation and not sure where to begin? Looking for a simple way to move beyond manual campaigns and email blasts?

This is for you...

Starting Price:	€40,000 (Licenses not included)
Customisation:	Minimal
Automation:	Basic
Integrations:	Out of the Box
Discovery:	5 days
Best for:	First-time adopters

What this package delivers:

- Microsoft Customer Insights configured and ready for your marketing team to use.
- Up to two real-time customer journeys to automate key customer interactions.
- Dynamic and static audience segmentation for more targeted campaigns.
- Branded email templates and campaign execution capabilities.
- Lead capture and management to support marketing activity.
- Consent management to support compliant communications.
- Out-of-the-box campaign and engagement reporting.
- User training to help teams get up and running quickly.



Microsoft Dynamics 365 Customer Insights (Marketing) Accelerator

Scaling customer engagement confidently

Designed for growing organisations ready to move beyond basic campaigns, Customer Insights Accelerator helps marketing teams scale automation, improve segmentation, and create more connected customer journeys. With structured implementation, enhanced personalisation, and stronger lead nurture capability, it gives teams the tools to engage audiences more effectively and drive more measurable marketing impact.

Who is it For

- Mid-sized or organisations ready to scale marketing automation.
- Teams with established marketing processes needing efficiency.
- Businesses looking to improve segmentation, journeys, and campaign automation.
- Need to focus on lead nurturing, event follow-up, and sales hand-off.

What Business Users Experience

- Advanced segments and multi-step customer journeys.
- Branded templates and reusable campaign structures.
- Enhanced consent and preference management.
- Email plus selected channels such as SMS or push notifications, where applicable.

Why Customer Insights Accelerator

- Scale with confidence: Move from basic campaigns to automation.
- Improve engagement: Use better segmentation and personalisation.
- Strengthen conversion: Support lead nurturing, scoring, and sales alignment.
- Drive measurable value: Improve marketing operations and ROI.

Start delivering more relevant customer experiences today.

Customer Insights Accelerator

Already running campaigns and ready to take your marketing automation to the next level? Need better segmentation, lead nurturing, and customer journeys that work harder for your business?

This is for you...

Starting Price:	€56,000 (Licenses not included)
Customisation:	Moderate
Automation:	Advanced
AI & Insights:	Limited
Integrations:	Selective
Discovery:	15 days
Best for:	Growing teams

What this package delivers:

- Advanced audience segmentation using behavioural and profile data.
- Multi-step customer journeys with branching and conditions.
- Lead nurturing and scoring to improve sales readiness.
- Structured lead qualification and sales hand-off processes.
- Enhanced personalisation for more relevant customer engagement.
- Campaign forms aligned to lead generation and nurture activities.
- Enhanced consent and preference management.
- Email, SMS, and push notification capabilities where applicable.
- Train-the-trainer enablement.

Microsoft Dynamics 365 Customer Insights (Marketing) Advantage



Delivering connected experiences at scale

Built for organisations with complex customer journeys, multiple data sources, and advanced engagement requirement. Microsoft Dynamics 365 Customer Insights (Marketing) delivers a scalable customer engagement platform offering advanced segmentation and omnichannel marketing to governance, analytics, and personalisation, this package helps organisations create connected customer experiences at scale.

Who is it For

- Large enterprises and public sector organisations.
- Multi-brand or multi-region businesses.
- Organisations with advanced marketing maturity.
- Teams requiring enterprise-scale customer engagement.

What Business Users Experience

- Advanced customer journey orchestration.
- Enterprise segmentation across multiple data sources.
- Omnichannel engagement across email, SMS, push, and events.
- Advanced lead management and scoring.
- Enterprise consent and compliance controls.
- Advanced analytics and AI-enabled insights.

Why Customer Insights Advantage

- Personalise at scale: Deliver highly targeted customer experiences.
- Connect customer data: Unify engagement across channels.
- Enable enterprise governance: Support compliance and control.
- Drive smarter decisions: Leverage advanced analytics and insights.
- Future-proof engagement: Scale with evolving business needs.

Unlock the full potential of your customer data with Customer Insights Advantage.

Customer Insights Advantage

**Managing complex customer journeys across multiple channels, teams, or business units?
Looking to create highly personalised experiences while maintaining governance, compliance, and control?**

This is for you...

Starting Price:	POA (Licenses not included)
Customisation:	Extensive
Automation:	Enterprise
AI & Insights:	Full
Integrations:	Enterprise
Discovery:	30 days
Best for:	Enterprises

What this package delivers:

- Advanced customer journey orchestration across touchpoints.
- Enterprise segmentation across data sources and business rules.
- Omnichannel engagement across email, SMS, and events.
- Sophisticated lead scoring and lifecycle management strategies.
- Enterprise-grade consent, preference, and compliance.
- Advanced analytics to measure engagement and performance.
- AI-assisted insights to optimise customer engagement.
- Event management capabilities within a customer platform.
- Governance and scalability support.



Microsoft Dynamics 365 Customer Insights (Marketing) Package Overview

Customer Insights Quickstart Essentials



Getting started with marketing automation and not sure where to begin? Looking for a simple way to move beyond manual campaigns and email blasts?

This is for you...

Starting price: €40,000
(Licenses not included)

Customisation: Minimal
Automation: Basic
Integrations: Out of the Box
Discovery: 5 days
Best for: First-time adopters

What this package delivers:

- Microsoft Customer Insights configured and ready for your marketing team to use.
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- Consent management to support compliant communications.
- Out-of-the-box campaign and engagement reporting.
- User training to help teams get up and running quickly.

Customer Insights Accelerator



Already running campaigns and ready to take your marketing automation to the next level? Need better segmentation, lead nurturing, and customer journeys that work harder for your business?

This is for you...

Everything included from the **Quickstart Essentials** package plus:

Starting price: €56,000
(Licenses not included)

Customisation: Moderate
Automation: Advanced
AI & Insights: Limited
Integrations: Selective
Discovery: 15 days
Best for: Growing teams

What this package delivers:

- Advanced audience segmentation using behavioural and profile data.
- Multi-step customer journeys with branching and conditions.
- Lead nurturing and scoring to improve sales readiness.
- Structured lead qualification and sales hand-off processes.
- Enhanced personalisation for more relevant customer engagement.
- Campaign forms aligned to lead generation and nurture activities.
- Enhanced consent and preference management.
- Email, SMS, and push notification capabilities where applicable.
- Train-the-trainer enablement.

Customer Insights Advantage



Managing complex customer journeys across multiple channels, teams, or business units? Looking to create highly personalised experiences while maintaining governance, compliance, and control?

This is for you...

Everything included from the **Accelerator** package plus:

Starting price: POA
(Licenses not included)

Customisation: Extensive
Automation: Enterprise
AI & Insights: Full
Integrations: Enterprise
Discovery: 30 days
Best for: Enterprises

What this package delivers:

- Advanced customer journey orchestration across touchpoints.
- Enterprise segmentation across data sources and business rules.
- Omnichannel engagement across email, SMS, and events.
- Sophisticated lead scoring and lifecycle management strategies.
- Enterprise-grade consent, preference, and compliance.
- Advanced analytics to measure engagement and performance.
- AI-assisted insights to optimise customer engagement.
- Event management capabilities within a customer platform.
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Experts in AI & Data utilising cloud solutions to enable business transformation.



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