Dynamics 365 Marketing
2021 release wave 2
October 2021-March 2022

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

Top things to know

Release overview

Dynamics 365 Marketing brings together the worlds of customer experience and marketing automation, empowering businesses to orchestrate personalized journeys across all touchpoints to strengthen relationships and earn loyalty.

Our customers want to achieve more with less effort through an intuitive experience that doesn't require the assistance of technical experts to perform common tasks. With 2021 release wave 2, the product is focused on improving experiences and capabilities for creating moments-based and segment-based customer journeys that span all customer touchpoints and for taking personalization to the next level, all with lower effort than ever.

Engage your customers **in moments that matter** across **all customer touchpoints**

- Connect Customer Insights and your own data lake (ADL v2) with customer journey orchestration

- Send SMS messages using Twilio and TeleSign integration

- Easily create webinar registration experiences in Teams, then design the participants' journey in a few clicks using Dynamics 365 Marketing

- Use account-based profile data from Customer Insights as part of your customer journeys

- Visualize customer journey interactions on the Customer Insights activity timeline

Personalize engagement for **each customer**

- Create segments for leads and custom entities with a new, easier to use segmentation builder

- Call Power Automate flows from customer journeys for advanced customization

Make faster and **better decisions**, leveraging the **power of Analytics and AI**

- Create email content easily and efficiently with AI-based Content Ideas

Read the release plan
Explore the entire set of new capabilities planned for 2021 release wave 2.
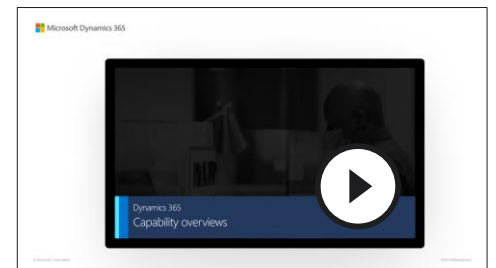Visit: aka.ms/Plan/2021RW2/Marketing

Learn more about latest updates
Watch latest capability overview videos.
Visit: aka.ms/Updates/Marketing

Join the Dynamics 365 community
Engage with experts and peers.
Visit: aka.ms/Community/Marketing

Help us improve
Is this guide helpful?
Visit: aka.ms/Overview/2021RW2/Feedback

Dynamics 365 Marketing
2021 release wave 2
October 2021–March 2022

Overview

Dynamics 365 Marketing brings together the worlds of customer experience and marketing automation, empowering businesses to orchestrate personalized journeys across all touchpoints to strengthen relationships and earn loyalty.

Our customers want to achieve more with less effort through an intuitive experience that doesn't require the assistance of technical experts to perform common tasks. With 2021 release wave 2, the product is focused on improving experiences and capabilities for creating moments-based and segment-based customer journeys that span all customer touchpoints and for taking personalization to the next level, all with lower effort than ever.

Engage your customers **in moments that matter** across **all customer touchpoints**

- Connect Customer Insights and your own data lake (ADL v2) with customer journey orchestration
- Send SMS messages using Twilio and TeleSign integration
- Easily create webinar registration experiences in Teams, then design the participants' journey in a few clicks using Dynamics 365 Marketing
- Use account-based profile data from Customer Insights as part of your customer journeys
- Visualize customer journey interactions on the Customer Insights activity timeline

Personalize engagement for **each customer**

- Create segments for leads and custom entities with a new, easier to use segmentation builder
- Call Power Automate flows from customer journeys for advanced customization

Make faster and **better decisions**, leveraging the **power of Analytics and AI**

- Create email content easily and efficiently with AI-based Content Ideas

Microsoft

Dynamics 365 Marketing
2021 release wave 2
October 2021-March 2022

What's new and planned

Moments based

- Create journeys triggered by events set up in Engagement Insights

- Connect Customer Insights and your own data lake (ADL v2) with customer journey orchestration

- Send Customer Voice surveys within a journey and make journey decisions based on the responses

- Create journeys that span customer touchpoints across marketing, service, and sales

- Follow guided experiences that make it fast and easy for you to create your first journey and start engaging with your customers

- Utilize registration page and registration management in Teams for webinars

- Use account-based profile data from Customer Insights as part of your customer journeys

- Visualize customer journey interactions on the Customer Insights activity timeline

Personalization

- Improve email creation efficiency with content fragments and themes

- Advanced personalization capabilities with easy-to-use codeless experiences

- Create segments for leads and custom entities with a new, easier to use segmentation builder

- Call Power Automate flows from customer journeys for advanced customization

Analytics and AI

- Connect Dynamics 365 Marketing data to Power BI to create reports unique to your business

- Get contextual, AI-based content suggestions through groundbreaking GPT-3 technology

- Use channel optimization to choose the best channel for each customer based on customer attributes

- Use Natural Language Marketer Assist to simplify the creation of conditions and segments

To learn more about the entire set of capabilities being delivered during this release wave, visit:
aka.ms/Plan/2021RW2/Marketing

Dynamics 365 Marketing
2021 release wave 2
October 2021-March 2022

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.

■■ Microsoft

Dynamics 365 Marketing
2021 release wave 2
October 2021-March 2022

Get the most out of Dynamics 365

Release plan
View all capabilities included in this release.

aka.ms/Plan/2021RW2/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.

aka.ms/Trials/Marketing

Help us improve
Is this guide helpful? ☺ ☹