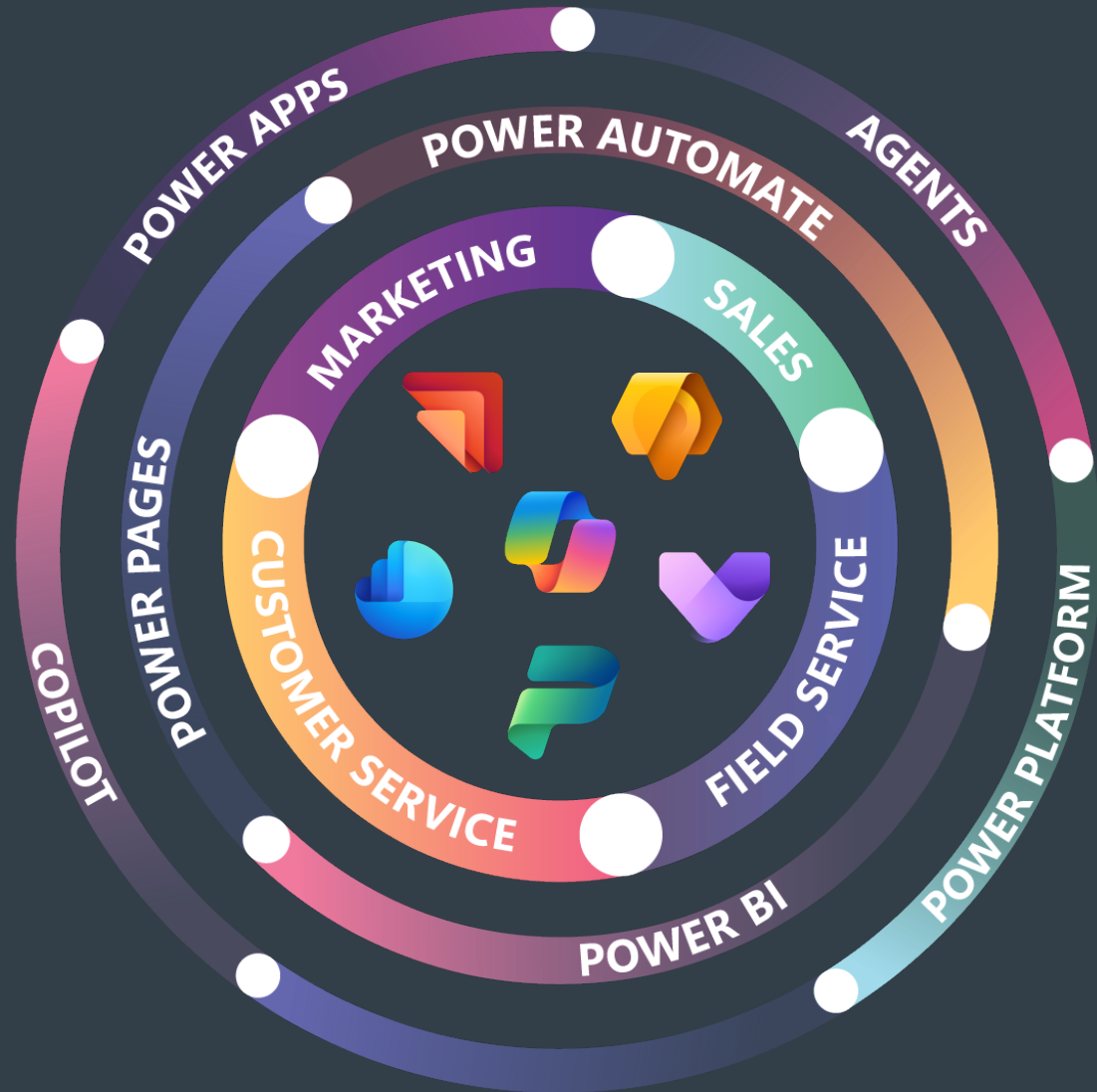


# CRM connect

Customer Spotlight  
Real Results With Customer  
Insights Journeys | Dupli



# Who Are Dupli?

The screenshot shows the Dupli website homepage. At the top, a teal banner contains the text: "The Friday cutoff time for placing orders for Monday delivery is 2pm. Final collection time on a Friday is 2.20pm. Cutoff time for orders placed Monday to Thursday remains at 4pm." Below this is a yellow banner with the text: "You are not logged in - Dupli trade customers, please login to your account to continue shopping." The main header features the "dupli." logo on the left, a search bar with the placeholder "Product name or item number..." in the center, and a "Login" button on the right. A pink navigation bar contains links for Home, Shop, New Products, About, Service, Blog, News, and Contact us. The main content area has a yellow background and features the "LUCKY FILM FOR COLOR PRINTS" logo. Below the logo, it states "Available in 35mm and 120 roll formats" and "Known for its high saturation, red & blue hues, and warm aesthetic, Lucky C200 Colour film is a budget friendly option for analogue enthusiasts." A white button with red text says "SHOP HERE". To the right, there are two boxes of Lucky C200 film, one labeled "120" and the other "36".

# We Are...

- UK distributor of photo, print and imaging products
- B2B led, with complex customers, long relationships and repeat purchases
- Stock around 5,000 product lines, across multiple sectors
- Mix of ecommerce and account managed customers



# LIFE BEFORE CUSTOMER INSIGHTS...

# What We Used Before

## Mailchimp

- Basic segmentation
- CRM used mainly by sales
- Reporting lived in multiple places

## Limitations We Hit

- One size fits most campaigns
- Manual lists
- Slow reaction to customer behaviour
- Working from gut feeling, not data



# WHY CUSTOMER INSIGHTS - JOURNEYS

# What We Actually Needed

- One customer view
- Marketing linked to real transactions
- Journey's that reacted, not simply broadcast
- A tool that brought marketing right into the commercial engine of Dupli

# What Customer Insights Gives Us


- CRM and Business Central Data in one place
- Behaviour based journeys
- Shared visibility across teams
- Data driven decision making



# HOW WE USE CUSTOMER INSIGHTS

# Campaigns & Communications

- Product updates & news
- Triggered comms
- Lifecycle based journeys
- Smarter segmentation



**dupli.**


**Early Access: Meet The New Candido 50**  
Officially launching Wednesday 22nd April 2026

Introducing **Candido 50** film, an exceptional colour film with the finest of grain for daylight, exterior, and studio lighting. Stocking Candido 50 is a win-win for photographers and film labs, as it appeals to professional photographers and hobbyists.

**10 Rate**  
Buy at £9.32 +VAT  
MSRP £14.90  
Make 25% Margin

**30 Rate**  
Buy at £8.69 +VAT  
MSRP £14.90  
Make 30% Margin

[Learn More About The New Candido 50 Film Here](#)



**dupli.**

**CAPTURE LOVE WITH UNIQUE PHOTO GIFTS**

Valentine's Day is the perfect time to preserve memories and create personalised keepsakes. We offer a range of products to enhance your retail sales this season, from Kenro Photo Frames to Adventa Photo Gifting. Share memories in style this Valentine's Day with our curated list of gifts.

# dupli. ANALOGUE STOCK LIST



## ANALOGUE CAMERA & FILM STOCK LIST 13TH NOVEMBER

Hello analogue enthusiasts! Mariah is officially defrosted, and Christmas is just around the corner. We are fully stocked with lots of exciting camera and film goodies right in time for the seasonal rush. Read on to find out more.

[LOG IN TO YOUR DUPLI TRADE ACCOUNT HERE](#)



### Kodak i60 Film Camera

With a variety of colours available, our Kodak i60 Film Cameras are the ideal gift for travellers, beginners, and pros wanting to shoot hassle-free.

[SHOP HERE](#)

### Kodak F8 Film Camera

The Kodak F8 Camera, available in a range of colours, features a fixed-focus lens, built-in flash, and classic 35mm film compatibility.

[SHOP HERE](#)



## ILFORD SINGLE USE CAMERA Half Price, Full Potential

This offer is exclusive to Dupli trade customers!

[Click here for more info](#)



### FOMA Film

A favourite among darkroom enthusiasts and film photographers, Foma film is affordable, flexible, and reliable.

[SHOP HERE](#)

[VIEW THIS WEEKS FILM & CAMERA STOCK LIST](#)

**PLEASE NOTE:** Our stock is constantly moving, so items may have changed stock levels since this email was sent out. If something grabs your attention, we suggest you grab it before it's gone!

Do you have questions or need assistance? Our team is here to help! You can connect with us directly using the LiveChat feature on our website or give us a call at 0116 289 3644.

[View in your browser](#)

# dupli.

**LAST CHANCE TO GRAB YOUR FREE PASSPORT WALLETS!**

OFFER ENDS on 31/03/26!



To welcome our new Retail Manager Wendy, we're offering PHOTO by Fujifilm partners a free box of 500 PHOTO by Fujifilm passport wallets, worth £30 (ex vat).

### TO CLAIM YOUR FREE PASSPORT WALLETS...

Head over to our website, [log in](#) to your account and add the [Passport Wallets](#) to your basket. You need to be logged in to your Dupli account to access this offer, when you are logged in either pop back here and click the [Passport Wallets link](#) or type FREE Fuji Passport Wallets in the website search box.

### Offer T&C's

The offer is available to Dupli Trade Account customers only. If you don't already have an account, you can [create one here](#). To claim your free box of 500 PHOTO by Fujifilm Passport Wallets worth £30 (ex VAT), send an email to [wendy.gray@dupli.co.uk](mailto:wendy.gray@dupli.co.uk). The offer ends at midnight on 31/03/26. Limited to one per customer.

[VISIT OUR NEW RETAIL HOME PAGE](#)

**HAVE YOU REGISTERED FOR  
OUR OPEN DAY YET?**

[SIGN UP NOW](#)

PHOTO  
by FUJIFILM



© 2026 Microsoft Dynamics. All rights reserved.  
Dupli Limited, Standards House, Meridian East, Leicester, LE19 1WZ  
[Unsubscribe](#)



**Important news on forthcoming price changes**

We have been notified by Fujifilm of a forthcoming price increase which will affect Instax Film and some Colour Films.

The price increase across each product group is as follows;

- Instax Mini Film products - 11.13%
- Instax Wide Film products - 4% to 11.8%
- Instax Square Film products - No increase
- 135 Fujifilm Colour 200 & 400 film - 13% - 15%

In addition....

There will be an increase on the MSRP on the Fujifilm **Quicksnap Flash 400 Single Use Camera 27 Exp BUT** - there will be no price increase which allows you to make additional margin on this product!

The MSRP will rise from £16.99 to £17.99 which allows you to make an additional 5% margin on this item.

### IMPORTANT - PLEASE NOTE

New costs will be implemented on **April 1st 2026**.

Any orders not fulfilled by us prior to this date (which includes Back Orders) will be invoiced at the new prices as Fujifilm will implement their increase from April 1st for all new deliveries to us.

You will be able to see your new pricing by logging on to our website, [dupli.co.uk](#) from April 1st. If you require additional information, then please contact your Dupli Account Manager in the first instance.



We are always sad to pass on news of price increases, but as a responsible supplier we always want to give you as much notice as possible.

Thank you for your continued custom and support, it is very much appreciated.

dupli.

0116 2893644 [sales@dupli.co.uk](mailto:sales@dupli.co.uk) [dupli.co.uk](http://dupli.co.uk)



**Pricing update**  
on Kodak Charmera Cameras

**Important news on forthcoming price changes**

We have been notified by the manufacturers of the Kodak Charmera Keychain Digital Camera of a forthcoming price increase which will affect all new orders.

The increase is due to the surging cost of product chips amid serious shortages which affects wholesale pricing. In addition, the manufacturers are investing heavily in plant assembly equipment to increase production whilst maintaining their high production standards.

The increase equates to 16.67% which means your new costs are;

**Your new price : £23.34 New MSRP £35.00 (£29.17 ex VAT)**

This maintains your 20% margin

New costs will be implemented with immediate effect.

**Please note - all back orders on our system will be honoured at the current price.**



You will be able to see the new pricing by logging on to our website, [dupli.co.uk](#). If you require additional information, then please contact your Dupli Account Manager in the first instance.

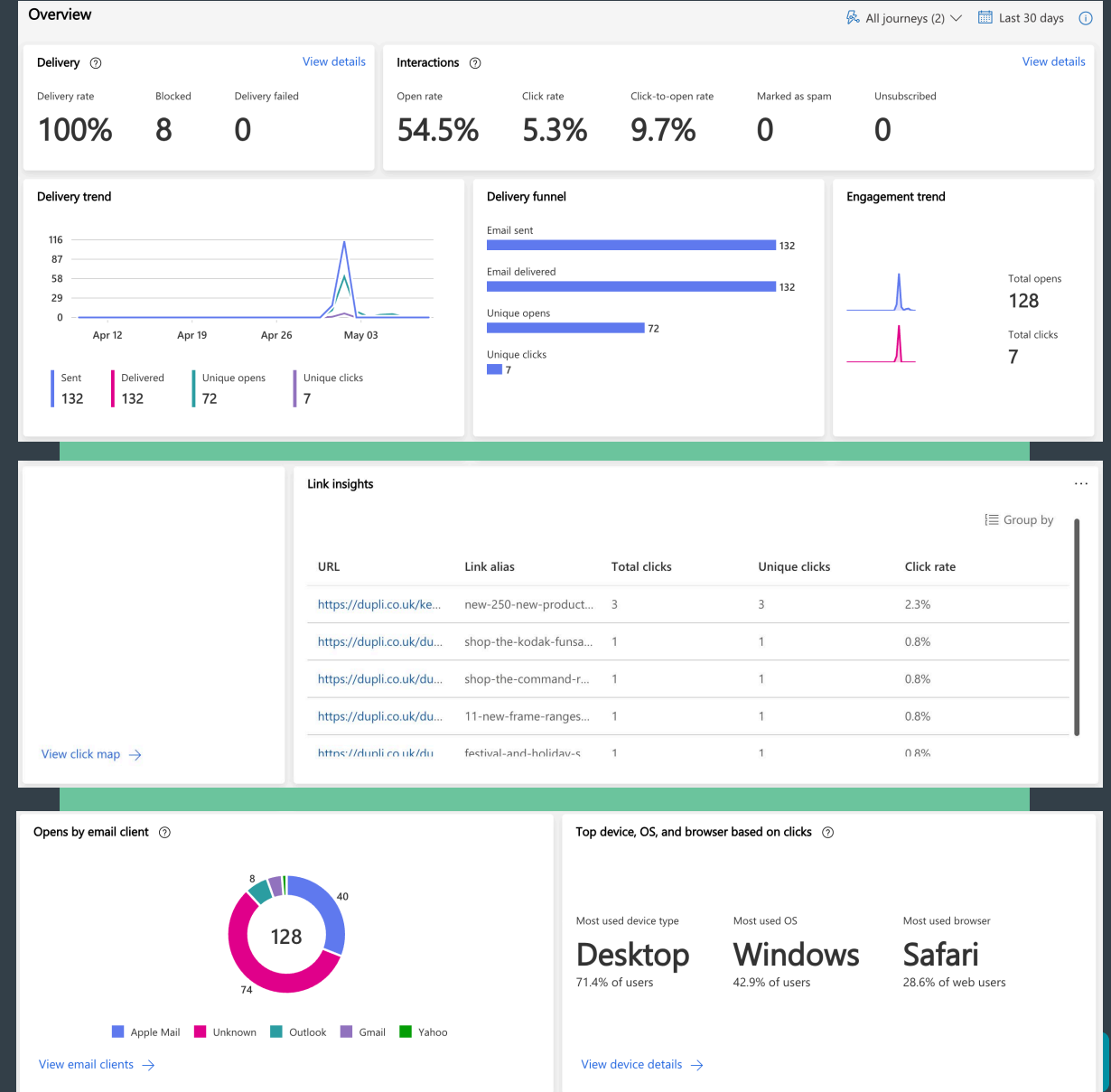
We are always sad to pass on news of price increases, but as a responsible supplier we always want to give you as much notice as possible.

Thank you for your continued custom and support, it is very much appreciated.

# Reporting & Insights

## What We Can See Now

- Basic email performance
- Delivered rate
- Bounce rate
- Open rate
- Click rate



# The Data We're Working With

- Business Central orders and invoices
- CRM contacts and accounts
- Customer attributes, not just email addresses
- Wrapped up into Power Bi reports that have become essential daily tools



Salesperson Code

Industry Type

Parent Category & Item Category

All

All

All

1203

Total No. Results

Account Number	Name	2023 Sales	2024 Sales	2025 Sales	2026 Sales	Primary Contact	Email	Job Title	Business Phone	Industry Type	Salesperson Code
10000001	John Smith			£50		John Smith	john.smith@company.com		01234 567890	END USER	WEB
10000002	ABC Photo Supplies Limited	£2,285		£2,789	£16,741	John	john@abcphoto.com	Owner	01234 567890	DISTRIBUTOR	INT
10000003	Westford Regional College			£203		Westford College	westford@college.ac.uk	Programme Manager	01234 567890	EDUCATION	SOUTH
10000004	Manager International Ltd Limited			£516		Manager Int'l	manager@intl.com	MD	01234 567890	NDT	SOUTH
10000005	XYZ Ltd Trading Limited	£1,558	£12,169			XYZ Trading	xyz@trading.com	Owner	01234 567890	RESELLER/ANALOGUE	HOUSE
10000006	Highland Farm Office	£285	£303		£347	Highland Farm	highland@farm.com	Owner	01234 567890	RETAIL	NORTH
10000007	Wedding Frames and Art Gallery	£102	£375			Wedding Frames	wedding@frames.com		01234 567890	WIDE FORMAT/FA	NORTH
10000008	ABC Limited		£216	£82	£319	George Ford	george@abc.com	Owner	01234 567890	RETAIL	STH RETAIL
10000009	John Ford Office and Store	£42	£42	£300	£42	John Ford	john@ford.com	buyer	01234 567890	RETAIL	STH RETAIL
10000010	ABC Business				£35					END USER	WEB
10000011	Available Online Print Limited	£495	£629	£597	£83	ABC Online	abc@online.com	Owner	01234 567890	RETAIL	NTH RETAIL
10000012	London Small Animal Care				£107	London Small	london@small.com		01234 567890	OTHER	SOUTH
10000013	London Photography Studio			£366	£401	London Photo	london@photo.com	Owner	01234 567890	RETAIL	STH RETAIL
10000014	London Photography Limited		£281	£153		London Photo	london@photo.com	Owner	01234 567890	PRO PHOTOGRAPHER	SOUTH
10000015	London Photo Centre	£50				London Photo	london@photo.com	Owner	01234 567890	RETAIL	STH RETAIL
10000016	New Paper Limited for Jonathan Pharmacy				£324	New Paper	newpaper@pharmacy.com	Owner	01234 567890	RETAIL	NTH RETAIL
10000017	John Camera Centre	£570				John Camera	john@camera.com	Owner	01234 567890	RETAIL	CLOSED
		£1,702,887	£1,412,186	£1,208,622	£1,762,888						

2023  
**550**  
Total Customers in 2023

2024  
**642**  
Total Customers in 2024

2025  
**568**  
Total Customers in 2025

2026  
**621**  
Total Customers in 2026

Select Month - Use CTRL key to select multiple months

- Select all
- January
- February
- March
- April**
- May
- June
- July
- August
- September
- October
- November
- December

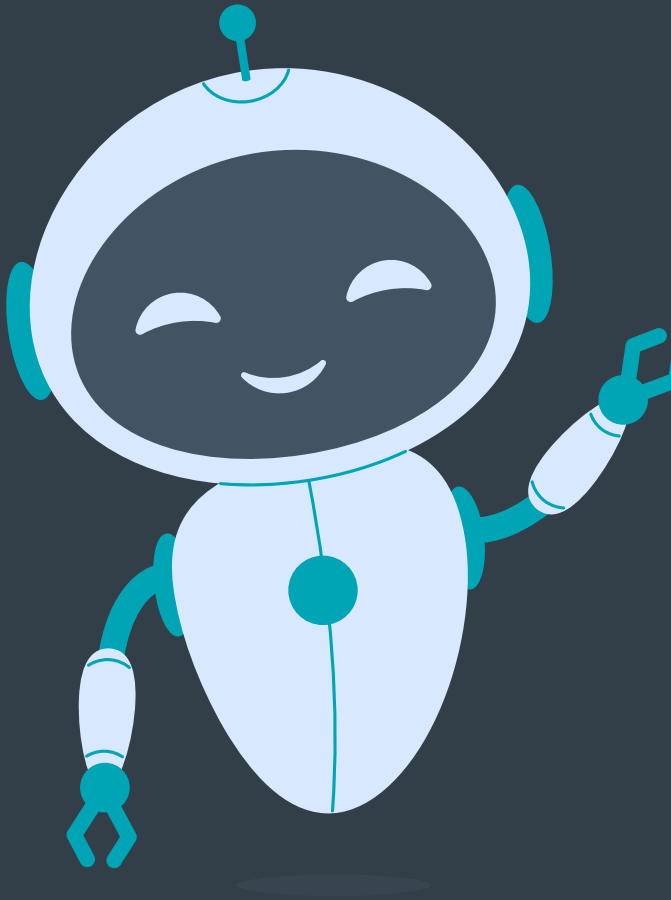
# How Have Conversations Changed Internally?

- Shared dashboards
- Better, more informed discussions with sales
- Marketing is starting to be seen as commercial, not support



# BENEFITS & HONEST CHALLENGES

# Impact On The Business



- Stronger alignment between teams
- Better prioritisation
- More relevant comms
- Data driven

# Honest Challenges

- Data quality still matters
- Set-up takes thinking, not just doing
- Change management is real!
- Meaningful reporting data takes work

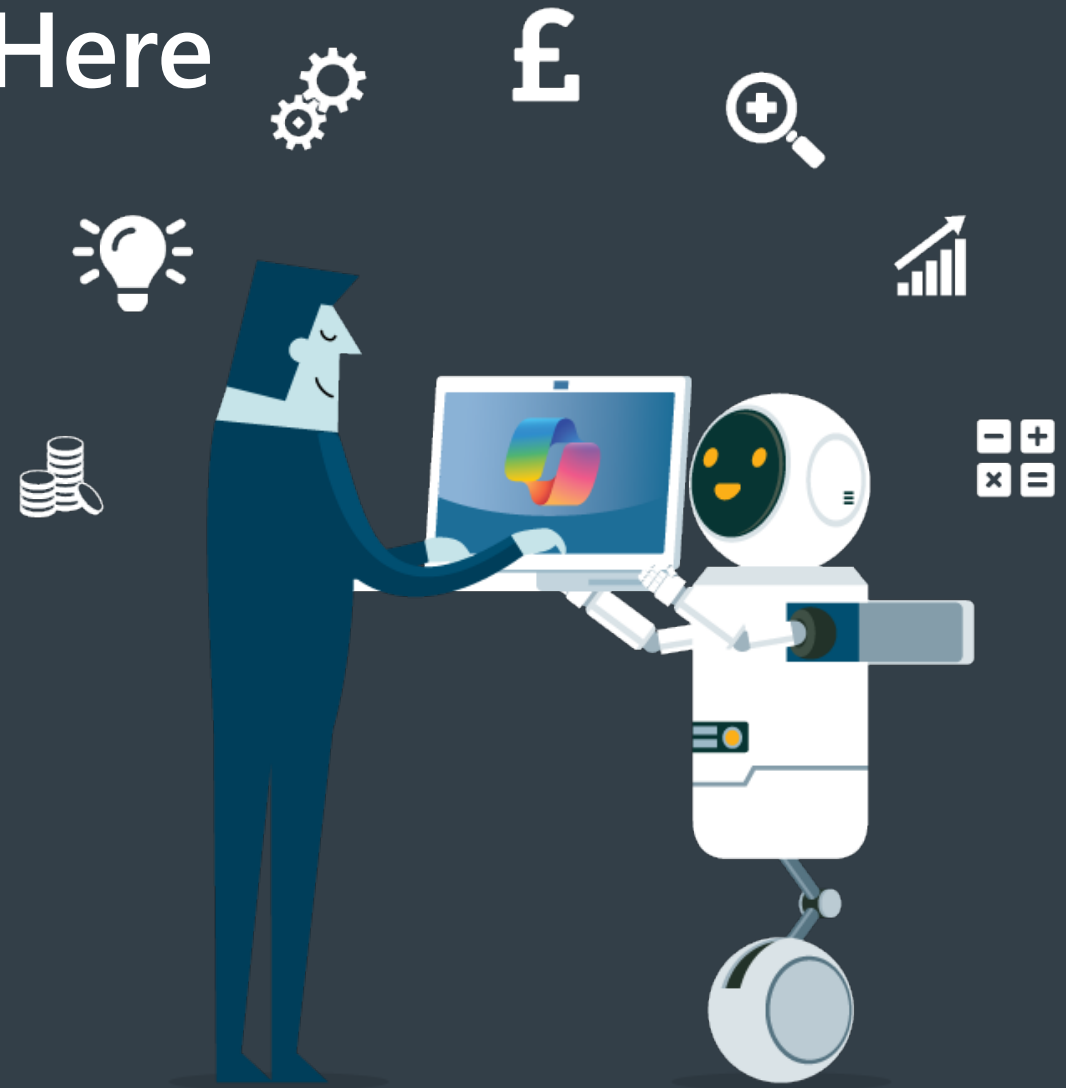




# WHAT'S NEXT?

# Where We're Going From Here

- Improving report and insights



Filter by time and marketing activity

08/04/2024 08/04/2026



Journey state filter

- Select all
- (Blank)
- Draft
- Expired
- Live
- Stopped

Message state filter

- Select all
- (Blank)
- Draft
- Ready

Customer journeys

- Select all
- 19th February Pinnacle
- 19th February Pinnacle
- Adventa Glass Mount P
- All accounts system err
- Analogue Stock List\_16
- Analogue Stock List\_16
- Analogue Stock List\_16
- Analogue
- analogue 22nd internal
- Analogue Aux
- Analogue Aux Internal
- Analogue list 15th Aug
- Analogue List 25.10

Marketing messages

- Select all
- 04.03.25 PS Newsletter
- 10% off for Mother's Day
- 13th Feb CC Mailout
- 18th Feb Pinnacle Paper
- 2 week check-in - D1000. No insta
- 2 weeks to go warranty reminder -
- 3 month check-in - D1000. No ins
- 4/2/25 Pinnacle Email
- 6 month check-in - D1000. No ins
- 9 month check-in and warranty rei
- Analogue Camera & Film Stock Lis
- Analogue Camera & Stock List 16t
- Analogue List - 13th December

Dynamics 365 instance

<https://link.officeapps.com/Analytics.aspx>

Last Interaction File Timestamp

08 April 2026

#Total Journeys  
**33**

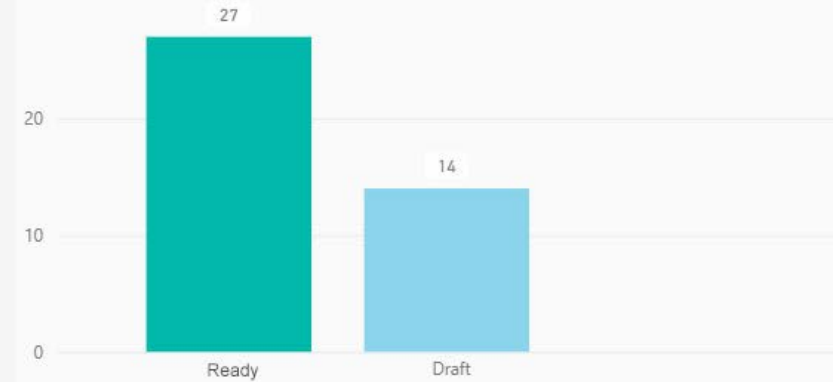
#Live Journeys  
**19**

#Total Emails  
**43**

#Live Emails  
**27**

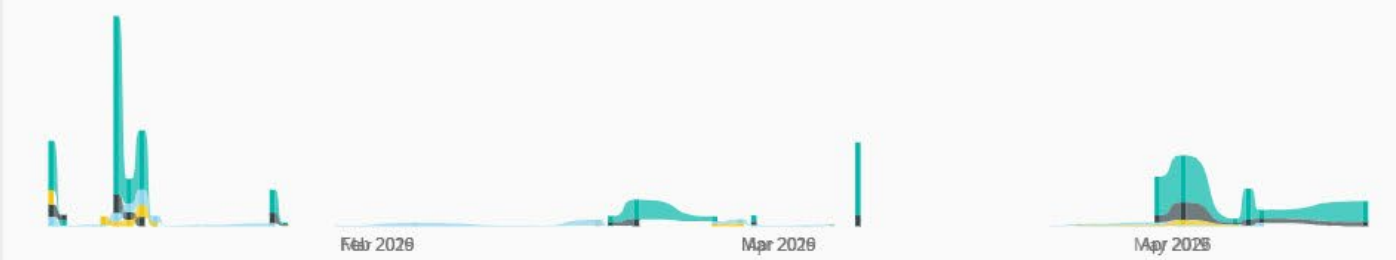
#Email Opens  
**191**

#Email Clicks  
**120**



Marketing Interactions

● Contact Dispatched ● Email Delivered ● Email Opened ● Email Clicked



Date range filter

08/04/2025 08/04/2026



Data recency filter

- Select all
- (Blank)
- April
- August
- December
- February
- January
- July
- June
- March
- May
- November

Journey state filter

- Select all
- (Blank)
- Draft
- Expired
- Live
- Stopped

Message state filter

- Select all
- (Blank)
- Draft
- Ready

Journey Activity

Journey Name	#Contacts included	#Email Delivered	#Email Opens	#Email Forwarded	#Unique Opens	#Email Clicks	#Unique Clicks	#Submissions	#Unique Submissions
19th February Pinnacle Paper Highlight	48	14	7		4	3	2		
19th February Pinnacle Paper Highlight Internal	136	20	11		2				
Adventa Glass Mount	10	3	1		1	3	3	3	3
All accounts system err..	10	3							
Analogue Stock List_16	10	5	1		1	3	3	3	3
Analogue Stock List_16	10	3							
Analogue Stock List_16_05_24_retail	10	3							
analogue 22nd internal email send					8	53	7	1	1
Analogue list 15th Aug	63	17	18		3	7	2		
<b>Total</b>	<b>31745</b>	<b>14848</b>	<b>191</b>		<b>24</b>	<b>120</b>	<b>17</b>	<b>20</b>	<b>10</b>

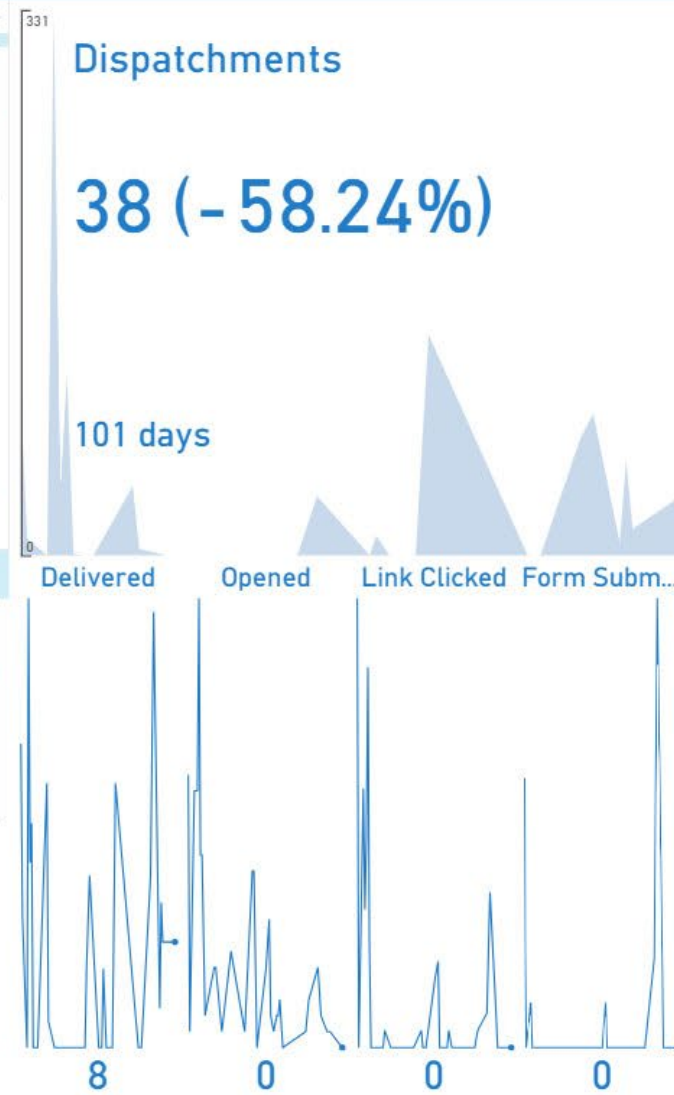
Email Activity

Message Name	#Email Delivered	#Email Opens	#Email Clicks	#Email Forwarded	#Submissions	#Subscription	#Unique Opens	#Unique Clicks	#Unique Submissions	%Unique Open
04.03.25 PS Newsletter	11	2	6		6		2	4	4	1
10% off for Mothers Day	3									
13th Feb CC Mailout	3									
18th February Pinnacle Paper Special Offer	17	24	7				3	2		1
2 week check-in - D1000 No installation	50	64	53		1		10	7	1	2
2 weeks to go	16	17	22		7		4	5	5	2
3 month check-in	3		2		2			2	2	
D1000. No installation 2 weeks to go	14615	13	3				10	1		
<b>Total</b>	<b>14848</b>	<b>191</b>	<b>120</b>		<b>20</b>		<b>24</b>	<b>17</b>	<b>10</b>	

Dispatchments

38 (-58.24%)

101 days



Date range filter

08/04/2025 08/04/2026

Data recency filter

- Select all
- (Blank)
- April
- August
- December
- February
- January
- July
- June
- March
- May
- November

Journey state filter

- Select all
- (Blank)
- Draft
- Expired
- Live
- Stopped

Message state filter

- Select all
- (Blank)
- Draft
- Ready

Journey Activity

Journey Name	#Contacts included	#Email Delivered	#Email Opens	#Email Forwarded	#Unique Opens	#Email Clicks	#Unique Clicks	#Submissions	#Unique Submissions	#...
19th February Pinnacle Paper Highlight	48	14	7		4	3	2			
19th February Pinnacle Paper Highlight Internal	136	20	11		2					
Adventa Glass Mount	10	3	1		1	3	3	3	3	
All accounts system err...	10	3								
Analogue Stock List_16	10	5	1		1	3	3	3	3	
Analogue Stock List_16	10	3								
Analogue Stock List_16_05_24_retail	10	3								
analogue 22nd internal email send					8	53	7	1	1	
Analogue list 15th Aug	63	17	18		3	7	2			
<b>Total</b>	<b>31745</b>	<b>14848</b>	<b>191</b>		<b>24</b>	<b>120</b>	<b>17</b>	<b>20</b>	<b>10</b>	

Email Activity

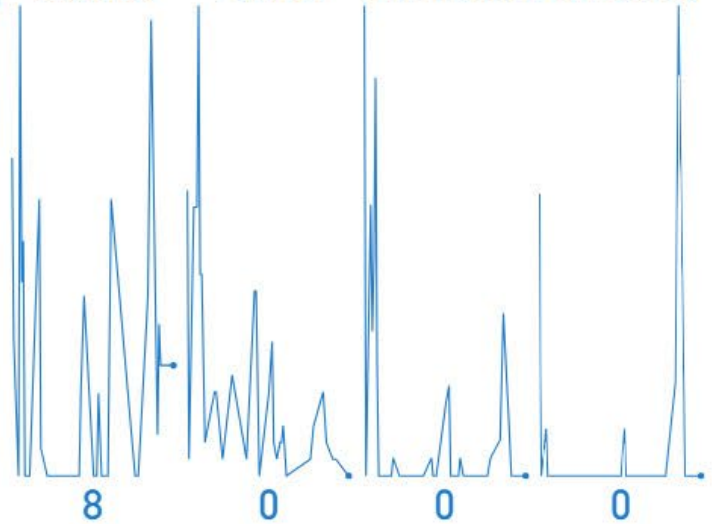
Message Name	#Email Delivered	#Email Opens	#Email Clicks	#Email Forwarded	#Submissions	#Subscription	#Unique Opens	#Unique Clicks	#Unique Submissions	%Unique Open
04.03.25 PS Newsletter	11	2	6		6		2	4	4	1
10% off for Mothers Day	3									
13th Feb CC Mailout	3									
18th February Pinnacle Paper Special Offer	17	24	7				3	2		1
2 week check-in - D1000 No installation	50	64	53		1		10	7	1	2
2 weeks to go	16	17	22		7		4	5	5	2
3 month check-in D1000. No installation	3		2		2			2	2	
2 weeks to go	14615	13	3				10	1		
<b>Total</b>	<b>14848</b>	<b>191</b>	<b>120</b>		<b>20</b>		<b>24</b>	<b>17</b>	<b>10</b>	

Dispatchments

38 (-58.24%)

101 days

Delivered Opened Link Clicked Form Subm...



# Journey Leaderboard

Ask a question ? Help

## Date range filter

08/04/2025 08/04/2026



## Data recency filter

- Select all
- (Blank)
- April
- August
- December
- February
- January
- July
- June
- March
- May
- November

## Journey state filter

- Select all
- (Blank)
- Draft
- Expired
- Live
- Stopped

## Message state filter

- Select all
- (Blank)
- Draft
- Ready

## Activity per Journey



Rank	Journey Name	#Contacts in...	#Email Deliv...	#Email Open...	#Unique Ope...	#Email Click...	#Unique Clic...	#Submission...	#Unique Sub...
1	19th February Pinnacle Paper Highlight	110							
2	19th February Pinnacle Paper Highlight I...	67							
3	Adventa Glass Mount Photo Frame 10%...	400							
4	All accounts System error email	4056							
5	Analogue Stock List_16_05_24_educati...	23							
6	Analogue Stock List_16_05_24_resellers	345							
7	Analogue Stock List_16_05_24_retail	567							
8	Analogue	2360							
9	analogue 22n internal	35							
10	Analogue Aux	236							
11	Analogue Aux Internal	35							
12	Analogue list 15th Aug 24	457							
13	Analogue List 25.10	368							
14	Analogue List 26-09-24	567							
15	Analogue list 29th Aug	467							
16	Analogue List 6th Sept-edu	476							
17	Analogue List 6th Sept-int	356							
18	Analogue List 6th Sept-reseller	376							
19	Analogue List 6th Sept-Retail	3764							
20	Analogue list 8/8/24-edu	344							
21	Anlogue list 8/8/24-int	35							
22	Analogue list 8/8/24-reseller	368							
23	Analogue list 8/8/24-retail	467							
24	Analogue List July 22nd	373							
25	Analogue List July 22nd	567							

# Email message Leaderboard

Ask a question ? Help

## Date range filter

08/04/2025 08/04/2026



## Data recency filter

- Select all
- (Blank)
- April
- August
- December
- February
- January
- July
- June
- March
- May
- November

## Journey state filter

- Select all
- (Blank)
- Draft
- Expired
- Live
- Stopped

## Message state filter

- Select all
- Draft
- Ready

## Activity per Marketing Message

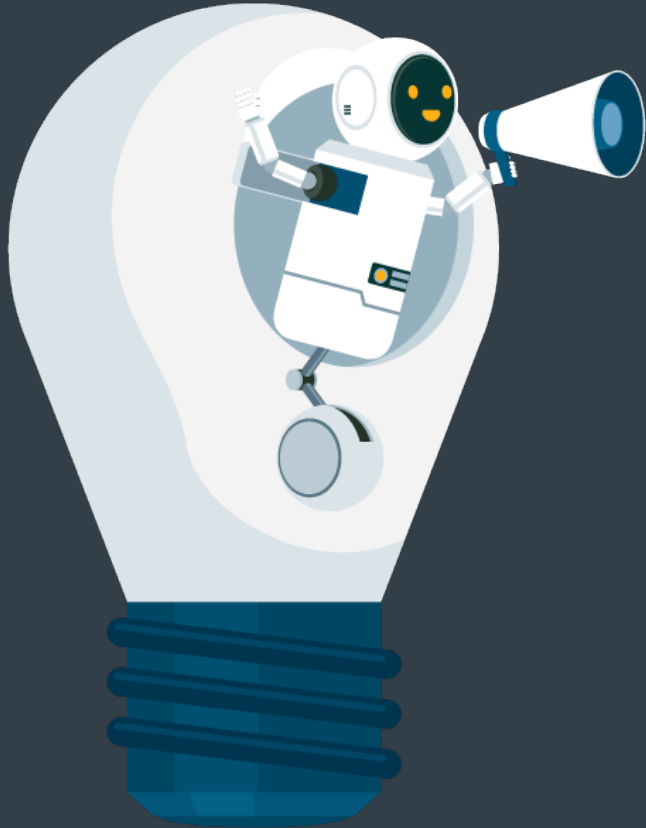
Rank	Message Name	#Email Deliv...	#Unique Opens	%Unique Su...	#Email Opens	#Email Clicks	#Email Forw...	#Submissions
1	04.03.25 PS Newsletter							
2	10% off for Mother's Day							
3	13th Feb CC Mailout							
4	18th Feb Pinnacle Paper							
5	2 week check-in – D1000. No installation							
6	2 weeks to go warranty reminder – D1000. No installation							
7	3 month check-in – D1000. No installation							
8	4/2/25 Pinnacle Email							
9	6 month check-in – D1000. No installation							
10	9 month check-in and warranty reminder – D1000. No installation							
11	Analogue Camera & Film Stock List 10th June							
12	Analogue Camera & Stock List 16th May							
13	Analogue List - 13th December							
14	Analogue List for Edu Sector - 19th September							
15	Analogue Newsletter 6th Sept 24							
16	Analogue Newsletter Oct 25th							
17	Analogue Newsletter Oct 3rd 2024							
18	Analogue Stock List - 10th April 25	1	(Blank)	(Blank)	(Blank)	(Blank)	(Blank)	(Blank)
19	Analogue Stock List - 12th June							
20	Analogue Stock List - 13th Feb							
21	Analogue Stock List - 13th November							

# Where We're Going From Here

- Improving reports and insights
- Using those insights to fine tune planning
- And to create better, more targeted campaigns
- Implement automated product lifespan journeys



# If You Take Away Three Things...



1. Start with the customer decision you want to influence
2. Join marketing and sales data early
3. Be honest about data and change challenges



# CUSTOMER INSIGHTS FEATURE HIGHLIGHTS...

# Maximise event ROI with paid registration

- With the new paid event registration capability in real-time journeys, you can now offer a seamless and secure ticketing experience.
- Introducing support for session registrations with passes, ensuring that attendees can only register for sessions that the pass gives them access to.
- Stripe, PayPal or Square

# Teams Live Events, Teams Meeting and Teams Webinar are retiring

The screenshot displays the Microsoft Dynamics 365 Customer Insights - Journeys interface. A modal window titled "Test Event" is open, showing configuration options for a live event scheduled for December 2, 2025, at 8:13 AM - 10:13 AM. The "Meeting options" section includes:

- Meeting access:** Roles, Production tools, Participation, Recording & transcription, Copilot and other AI, Accessibility.
- Meeting access (expanded):**
  - Who can bypass the lobby?** (Even if Everyone is selected, your org policy may require certain participants wait in the lobby until a member of your org or a trusted org joins. This could include people joining without an account, people from untrusted orgs, and people dialing in.)
    - People in my org and guests
  - People dialing in can bypass the lobby (toggle)
  - Attendees with a registration link can bypass the lobby (toggle)
    - For public events, anyone with access to a registration link can join. For private events, only people from your org who have registered can join.
  - Who can admit from the lobby
    - Organizers, co-organizers, and presenters
  - Show meeting info on join screen (Display details about the meeting like title and start time, number of others joined, and presence of the organizer.)
    - Users allowed to by pass the lobby

The background interface shows the event lifecycle: Organize, Promote, Launch, Post Event. The "Publishing" section includes options for registration (Use a standalone page) and streaming (Do you want to stream this event? Yes, Streaming provider: Teams Meeting V2). The "Stream this event online" section includes a toggle for streaming, a "Teams Meeting V2" provider, and a "Meeting Options" button. The "Teams URL" is https://teams.microsoft.com/l/meetup-join/ and the "Teams meeting owner" is visible.

Microsoft is retiring Teams live events and encourage customers to migrate to use Teams town halls, which offers an improved experience for large-scale digital and hybrid events.

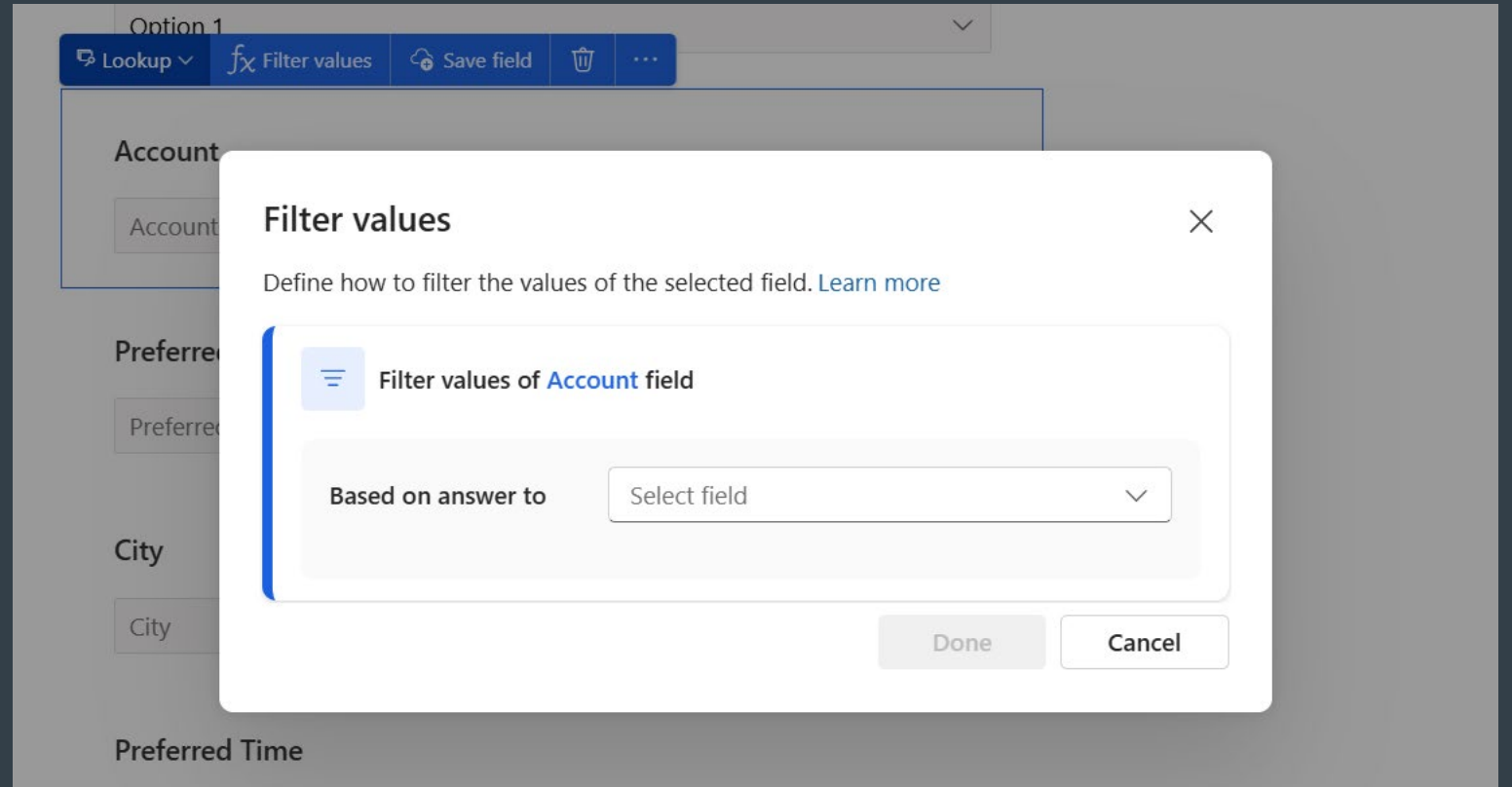
It will be Teams Meeting v2 and Teams Webinar v2 after Feb 28, 2027

# Simplify forms by filtering choices based on previous answers

This feature enables you to set up a relationship between two lookup fields.

After you select the relationship, a selection in one field will filter the values in the other field.

Field filtering dynamically filters values of subsequent lookup field values based on the values selected in previous fields, so users see only relevant choices.

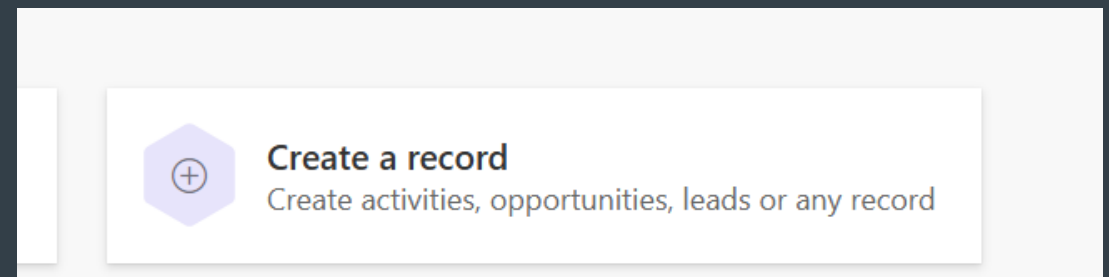


# Create any record in a journey

You can now create any record at any point in a journey.

e.g. creating a task to follow up with your sales team, or even creating an opportunity without leaving the journey builder

(in Preview)



# Dynamic Content Blocks

You no longer risk sending out emails with outdated footers.

Updating every footer is time consuming and error-prone.

(July 2026 GA)

Save content block

Name \*

Weekly Promotion CTA

Type

Static  
Updating this block does not update emails using it

Dynamic  
Updating this block will update emails using it

Tags

CTA X AI X

Ready to send

Yes

Protected

Yes

Search

Filters Sort

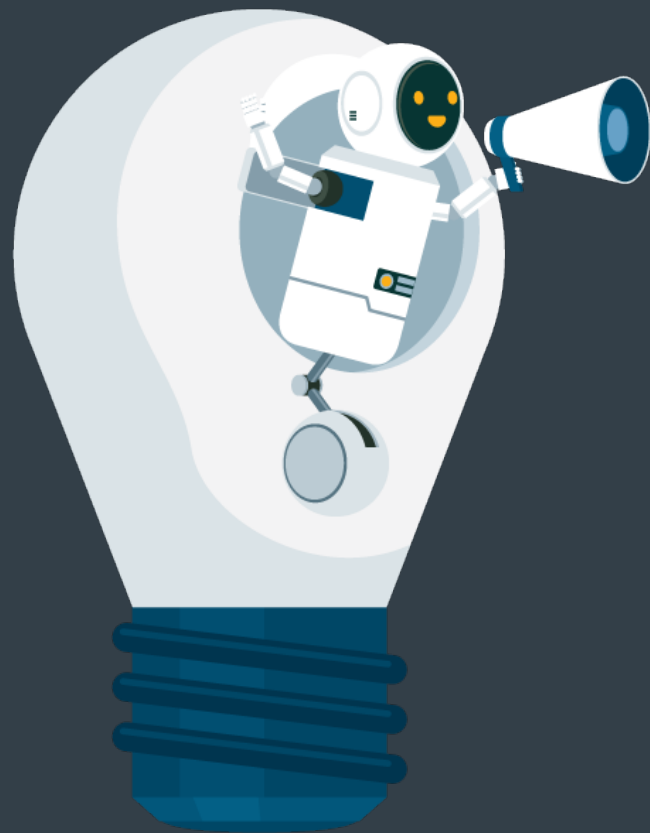
Header light

Header dark

Footer

Save Cancel

# Branded Content Links



Links are the gateway to your landing pages, offers, and content. However, automatically generated URLs look unprofessional and suspicious, and they can lower your click rates and conversions. Now you can customize links to show your company name, increasing customers' trust and improving brand recognition and campaign performance.

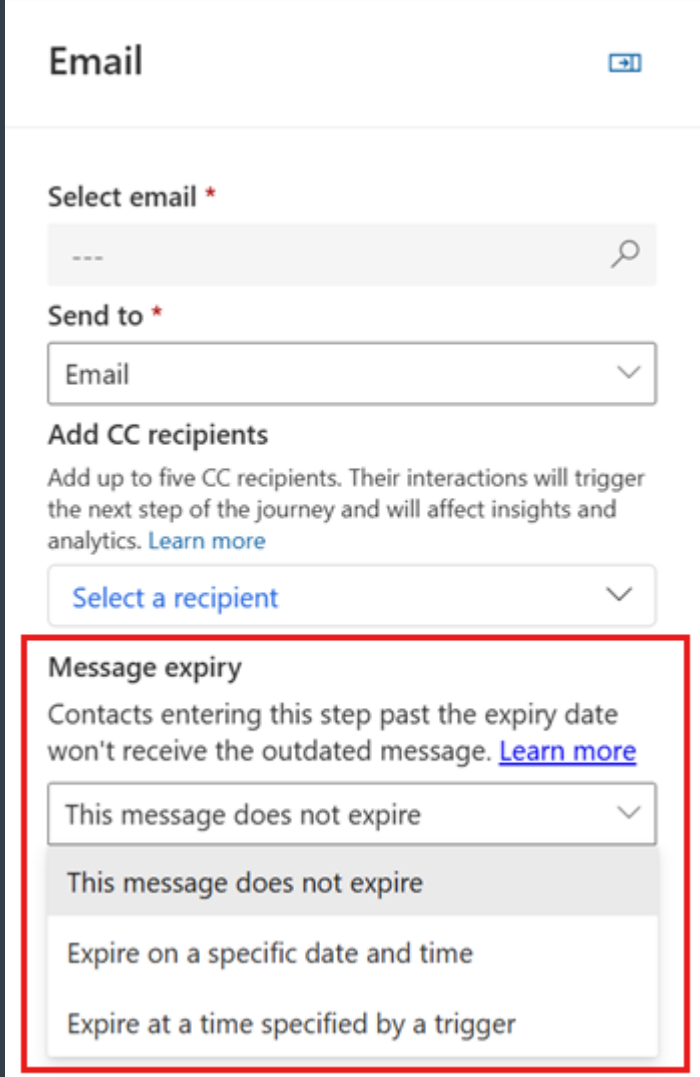
(September 2026 Preview) (December 2026 GA)

# Set email expirations

Customers may experience frustration when they receive outdated communications.

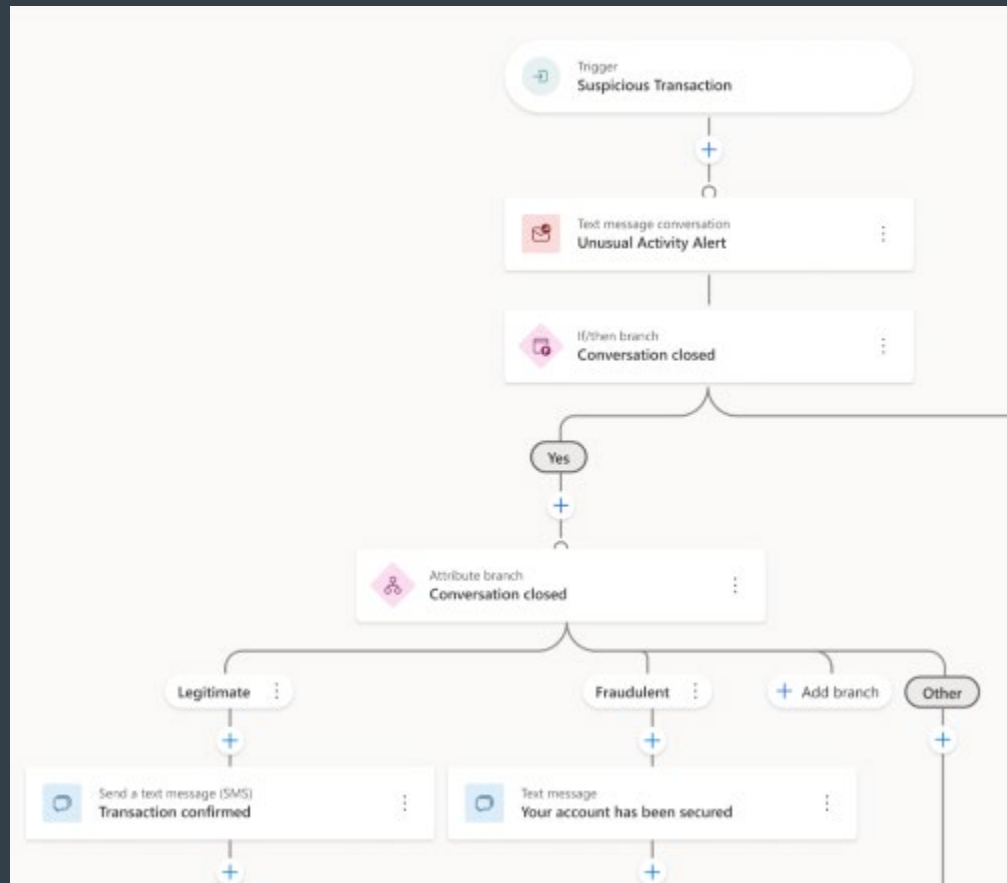
You can now set expiration dates on your messages, ensuring that only current and relevant information reaches your audience.

e.g. Set expiration dates on event reminder messages. This ensures that customers who register only a few days before the event don't receive the full series of reminders.



The screenshot shows the 'Email' configuration interface. At the top, there is a title 'Email' and a small icon. Below the title, there is a 'Select email \*' dropdown menu with a search icon. Underneath, there is a 'Send to \*' dropdown menu with 'Email' selected. Below that, there is an 'Add CC recipients' section with a description: 'Add up to five CC recipients. Their interactions will trigger the next step of the journey and will affect insights and analytics. [Learn more](#)'. Below this is a 'Select a recipient' dropdown menu. The 'Message expiry' section is highlighted with a red border and contains a dropdown menu with the following options: 'This message does not expire', 'This message does not expire', 'Expire on a specific date and time', and 'Expire at a time specified by a trigger'.

# Copilot-powered conversational text messages



With Dynamics 365 Contact Center integration, you can now leverage Copilot Studio agents to deliver rich, personalized SMS conversations with your customers

A credit card company can alert a customer about an unusual transaction involving their credit card to confirm whether it was a legitimate transaction. Unlike simple “Yes, it was me” or “No, it was not me,” the agent can work with different conversational responses and advise them about next steps and collect needed information.

# Copilot Overview

- Use it to create Segments, Emails, Journeys
- Use AI for A/B testing and channel optimisation
- AI generated tagging for images

# Journey Creation Agent (5 days preview)

- Natural language journey structure build
- Journey preview and human approval
- References your segments, triggers and content
- Describe journeys based on events in Sales e.g. Opportunity create or Customer Service e.g. Case Resolved

# App for the Day



Thank you!



CRM

**connect**

FOR ALL THINGS DYNAMICS 365 CRM & POWER  
PLATFORM

