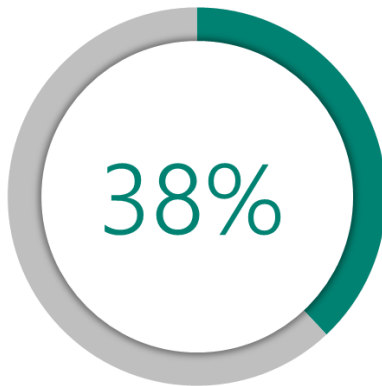


 **Market Insights**

Gather actionable insights on your brands, customers, competitors, and market.



of businesses face a challenge in leveraging digital capabilities to **improve operations due to siloed information**¹

1 – Harvard Business Review, "Operationalizing Digital Transformation: New Insights into Making Digital Transformations Work, 2017."

Key Benefits

KNOW YOUR CUSTOMERS

Gain connected social and web insights for your customers.

BUILD YOUR BRAND

Enhance reputation by engaging better with your audience.

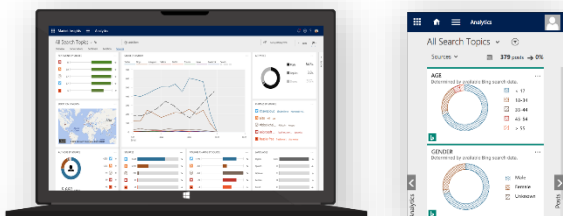
GAIN COMPETITIVE ADVANTAGE

Spot trends and respond faster to market opportunities.

SUPPORT YOUR UNIQUE BUSINESS NEEDS

Drive innovation with this application that's easy to tailor, extend, and connect to other apps and services you already use.

Key Capabilities

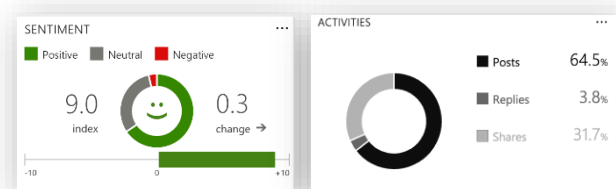


SEARCH INSIGHTS

Know what your customers are saying, seeking and feeling by acquiring audience insights from what customers are doing on Bing search. Get demographic and historical insights to align marketing and product development activities. Turn these insights into actions by developing targeted campaigns.

SOCIAL INSIGHTS

Listen to what customers and competitors are saying and track how their sentiment changes over time through automatic sentiment analysis. Leverage the power of AI to detect intent within social posts and help you identify new leads or respond to service questions.





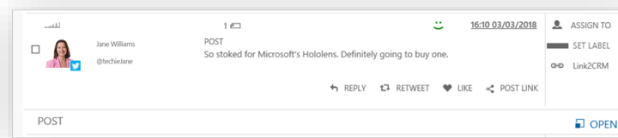
BRAND REPUTATION

Use machine learning to tweak sentiment detection in a way that's tailored to your organization. Identify, track, and engage with individual influencers and experts on social so you never miss a post from an influencer. Stay up to date on industry trends with a market news email digest.



SOCIAL CARE

Give service agents the information they need and automate case routing, so they can spend more time delighting customers. Detect and create alerts based on sentiment and trends to proactively identify service issues.



SOCIAL SELLING

Empower your sales people to sell more by leveraging social media. Sales teams can gather intelligence, source new leads, and build credibility. Source high-quality leads by using social to identify and act on buying signals, then create new leads based on social posts.

Dynamics 365

- **Microsoft Dynamics 365:** is our next generation of intelligent business applications. Designed to be personalized, enable greater productivity, deliver deeper insights and adapt to business needs, these applications break down the silos between CRM and ERP.
- **Microsoft Dynamics 365 AI:** empowers people across your organization to discover predictive insights, take informed actions, and communicate with customers leveraging the power of artificial intelligence (AI).

Better Together

- **Marketing:** Track and manage brand reputation, source new leads from social posts, then nurture sales-ready leads to align sales and marketing
- **Customer Service:** Optimize for the customer experience by giving agents a full view of social interactions so they can deliver true omnichannel service
- **Sales:** Provide sellers with the ability to interact with prospects and sell smarter with infused artificial intelligence

For more information and start using Market Insights for free, visit: <https://dynamics.microsoft.com/en-us/ai/market-insights/>