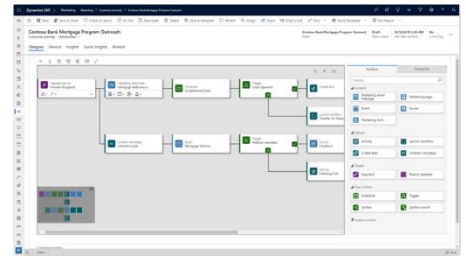


Licensing Dynamics 365 Marketing

Dynamics 365 Marketing overview

Dynamics 365 Marketing is a marketing automation application enabling users to:

- Create email marketing campaigns and automated, interactive customer journeys
- Plan, promote, and manage marketing events and webinars
- Generate, score, and qualify leads for sales



Dynamics 365 Marketing licensing

Dynamics 365 Marketing is licensed with a per tenant license which allows organizations to market up to 10,000 Marketing Contacts per month.

Additional Contact packs are purchased to market to a higher number of contacts.

A Marketing Contact is any contact used for a marketing activity such as any engagement via Marketing emails, landing pages, forms, LinkedIn integration, events, or surveys. Further details are available here: <https://bit.ly/3mAXijY>.

Marketing Attach

If an organization has ten or more licenses of one of the following apps they may purchase the Marketing Attach license at \$750 per tenant per month:

- Sales Professional
- Sales Enterprise
- Customer Service Professional
- Customer Service Enterprise
- Field Service
- Project Operations
- Finance
- Supply Chain Management
- Commerce

Marketing Additional Contacts

Customers with either Marketing Attach or Marketing Standalone licenses may purchase Additional Contacts according to the table below. Note that the higher tiers have minimum purchase quantities:

Dynamics 365 Marketing SKU	Target contacts	Price/ pack/ month	Min qty	Included contacts
Additional Contacts Tier 1	< 50K	\$250	1	5K
Additional Contacts Tier 2	50K - 99K	\$1,500	1	50K
Additional Contacts Tier 3	100K - 249K	\$1,250	2	50K
Additional Contacts Tier 4	250K - 499K	\$750	5	50K
Additional Contacts Tier 5	500K+	\$500	10	50K

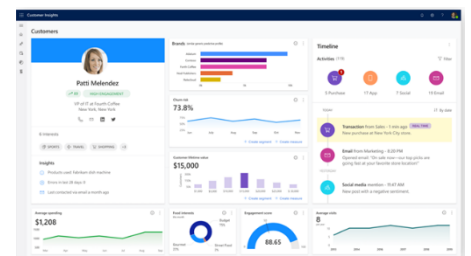
Marketing Standalone

If an organization does not qualify for the Marketing Attach license then they purchase the Marketing Standalone license at \$1,500 per tenant per month.

Dynamics 365 Customer Insights overview

Dynamics 365 Customer Insights is often a useful complementary product for organizations interested in Dynamics 365 Marketing solutions.

Dynamics 365 Customer Insights is an intuitive and intelligent Customer Data Platform (CDP) which unlocks insights and unifies customer data across a full range of sources to get a single view of customers in real time.



Dynamics 365 Customer Insights licensing

Dynamics 365 Customer Insights is licensed with a per tenant license which gives an initial capacity of 100,000 profiles per tenant per month. Customers purchase Additional Profile packs as required.

Customer Insights Attach

If an organization has any of the following qualifying licenses they may purchase the Customer Insights Attach license at \$1,000 per tenant per month:

- 20 x Sales Enterprise licenses
- 20 x Customer Service Enterprise licenses
- 1 x Marketing Standalone license

Customer Insights Standalone

If an organization does not qualify for the Customer Insights Attach license then they purchase the Customer Insights Standalone license at \$1,500 per tenant per month.

Customer Insights Additional Profiles

Customers with either Customer Insights Attach or Customer Insights Standalone licenses may purchase Additional Profiles packs. These are priced at \$1,000 per tenant per month for an additional 100,000 profiles.