

# Dynamics 365 Marketing

2019 release wave 2  
October 2019-March 2020

In this guide, you will be able to learn the most important things about this release wave. These will help you plan to onboard the release updates with confidence.

## Top things to know

### New capability highlights

The **2019 release wave 2**, brings to market significant new services and capabilities to enable digital transformation for businesses. For Dynamics 365 Marketing, these new capabilities include:

- **Dynamics 365 Customer Insights integration.** The new Customer Insights app for Dynamics 365 applies artificial intelligence to analyze rich pools of customer data collected from across other apps like Dynamics 365 for Sales, Service, and Marketing.
- **Email A/B testing.** One of the best ways to find out which of several possible email designs will produce the best results is to try each design on a different subset of your audience and then analyze interaction records to see how each design was received. Marketers call this A/B testing.
- **Support for surveys using Microsoft Forms Pro.** Create stellar customer experiences by using surveys to measure customer sentiment and satisfaction at every touchpoint. Surveys also help you make smarter decisions by capturing and analyzing customer feedback.

### Key milestones

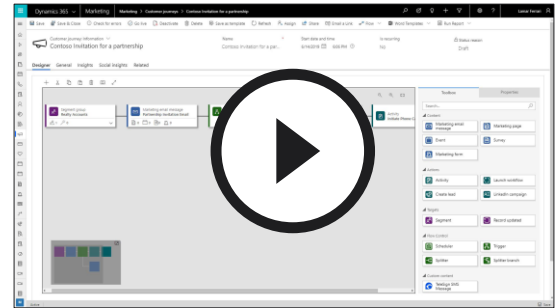
Get prepared to onboard the new 2019 release wave 2 updates with confidence. Early access to this release wave, October update, will start on **August 2<sup>nd</sup>, 2019** and will be generally available on **October 1<sup>st</sup>, 2019**.

### For application administrators

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. Look for all features tagged "End users, automatically" in the release plan.

### Watch the release overview video

Get an overview of the new capabilities and enhancements to Dynamics 365 Marketing. Visit: [aka.ms/ROGM19RW2ROV](https://aka.ms/ROGM19RW2ROV)



### Read the release plan

Explore the entire set of new capabilities planned for 2019 release wave 2. Visit: [aka.ms/ROGM19RW2RP](https://aka.ms/ROGM19RW2RP)



### Onboard new capabilities with confidence

Prepare to onboard the new capabilities in your production deployment by watching the deep-dive video series for Dynamics 365 Marketing. Coming soon!



### Join the Dynamics 365 community

Visit: [aka.ms/ROGM19RW2UC](https://aka.ms/ROGM19RW2UC)

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## New capability highlights

These capabilities outline our commitment to deliver on our roadmap priorities. To learn more about the entire set of capabilities being delivered during this release wave, visit: [aka.ms/ROGM19RW2RP](https://aka.ms/ROGM19RW2RP)

### Dynamics 365 Customer Insights integration

The new Customer Insights app for Dynamics 365 applies artificial intelligence to analyze rich pools of customer data collected from across other apps like Dynamics 365 for Sales, Service, and Marketing. Its standard functionality generates powerful analytical displays for each contact, which makes the information easy to understand and use. The integrated solution can:

- Push marketing interactions to the Customer Insights data lake to produce a complete 360-degree view for each contact.
- Apply data cleansing, enrichment, and fuzzy matching.
- Use segments created by Customer Insights to target customer journeys in Dynamics 365 Marketing.

▶ Watch the overview video: [aka.ms/ROGM19RW2ROV1](https://aka.ms/ROGM19RW2ROV1)

### Email A/B testing

One of the best ways to find out which of several possible email designs will produce the best results is to try each design on a different subset of your audience and then analyze interaction records to see how each design was received. Marketers call this A/B testing.

We've now built this capability right into the Marketing product by allowing marketers to create alternative versions of a message and define their business goals for it. The system establishes a few small test groups within the target segment and sends a different version of the message to each group, followed by statistical analysis that automatically identifies the winning design based on the stated business goal. The winner is then delivered to the rest of the segment.

▶ Watch the overview video: [aka.ms/ROGM19RW2ROV2](https://aka.ms/ROGM19RW2ROV2)

### Support for surveys using Microsoft Forms Pro

Create stellar customer experiences by using surveys to measure customer sentiment and satisfaction at every touchpoint. Surveys also help you make smarter decisions by capturing and analyzing customer feedback.

Surveys based on Microsoft Forms Pro bring a rich set of capabilities for inquiring about your customers' needs, thereby preparing you to make data-driven decisions and to apply your findings to your marketing initiatives. You can also make automated use of survey responses by including them in the criteria for segmentation, lead scoring, or branching a customer journey.

▶ Watch the overview video: [aka.ms/ROGM19RW2ROV3](https://aka.ms/ROGM19RW2ROV3)

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June 10, 2019

## Release plan available

Learn about the new capabilities coming in the 2019 release wave 2 (October 2019 – March 2020) across Dynamics 365 and the Power Platform.

August 2, 2019

## Early access available

Try the new capabilities before they get enabled automatically for end-users as part of the 2019 release wave 2, October update.

October 1, 2019

## General availability

Production deployment for 2019 release wave 2, October update begins.

## Key milestones

**Prepare** to onboard the new release update with confidence.

Early access for the 2019 release wave 2, October update will start on **August 2<sup>nd</sup>, 2019**. General availability is **October 1<sup>st</sup>, 2019**.

## Update process and global rollout

### Early access

Application administrators can try out new capabilities in a non-production deployment prior to receiving release updates in their production deployment starting on August 2<sup>nd</sup>, 2019. Learn how to enable access to these enhancements with confidence. Visit: [aka.ms/EarlyAccessFeatures](https://aka.ms/EarlyAccessFeatures)

### General availability

The 2019 release wave 2, October update will be deployed in production environment for all customer starting October 1st, 2019. For more information on specific timelines, please visit: [aka.ms/ROGM19RW2GAT](https://aka.ms/ROGM19RW2GAT)

## 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.

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## Get the most out of Dynamics 365

### Release plan

[aka.ms/ROGM19RW2RP](https://aka.ms/ROGM19RW2RP)

View all capabilities included in this release.

### Release calendar

[aka.ms/ROGM19RW2RC](https://aka.ms/ROGM19RW2RC)

Know important release milestones.

### Product releases

[aka.ms/ROGM19RW2PR](https://aka.ms/ROGM19RW2PR)

Stay up to date on product updates.

### Licensing guide

[aka.ms/ROGM19RW2LG](https://aka.ms/ROGM19RW2LG)

Improve your understanding of how to license Dynamics 365.

### User community

[aka.ms/ROGM19RW2UC](https://aka.ms/ROGM19RW2UC)

Engage with Dynamics 365 experts and peers in the community.

### Upcoming events

[aka.ms/ROGM19RW2E](https://aka.ms/ROGM19RW2E)

Find and register for in person and online events.

### Product documentation

[aka.ms/ROGM19RW2PD](https://aka.ms/ROGM19RW2PD)

Find documentation for Dynamics 365.

## Is this guide helpful?



[aka.ms/ROG19RW2Feedback](https://aka.ms/ROG19RW2Feedback)