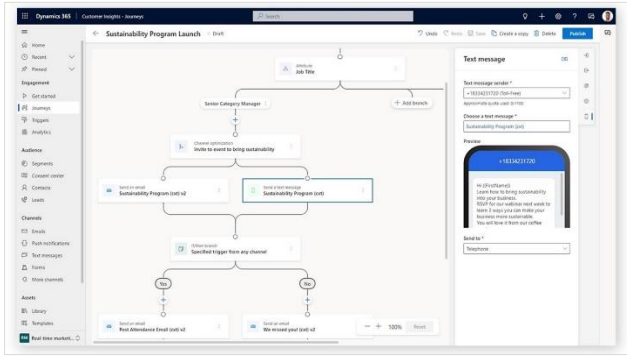


Licensing Dynamics 365 Customer Insights

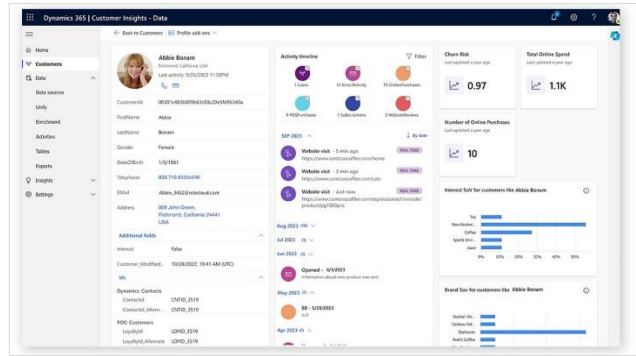
Dynamics 365 Customer Insights overview

A license for Customer Insights includes rights to two separate applications: **Dynamics 365 Customer Insights – Journeys** (formerly Dynamics 365 Marketing) and **Dynamics 365 Customer Insights – Data** (formerly Dynamics 365 Customer Insights).

Dynamics 365 Customer Insights – Journeys



Dynamics 365 Customer Insights – Data



Dynamics 365 Customer Insights licensing

Dynamics 365 Customer Insights is licensed with a per tenant license which includes a base capacity of **10,000 Interacted People** for engagement via the Customer Insights - Journeys app and **100,000 Unified People** for profile unification via the Customer Insights - Data app.

Customer Insights Attach license

If an organization has ten or more licenses of one of the following apps they may purchase the Customer Insights Attach license at \$1,000 per tenant per month:

- Sales Professional/Enterprise/Premium
- Customer Service Professional/Enterprise
- Field Service
- Finance
- Supply Chain Management
- Commerce

Customer Insights Standalone license

If an organization does not qualify for the Customer Insights Attach license then they purchase the Customer Insights Standalone license at \$1,750 per tenant per month.

Interacted People

Interacted People refers to any Dataverse table (such as a contact, lead, account, or an insights profile) which is interacted with via an inbound or outbound channel such as email, SMS, form submission, etc. in a twelve-month period. The tenant is also entitled to monthly interactions of up to 10x the interacted people quota limit. Interactions can be sent through out-of-box channels available in Journeys (e.g., emails, SMS, push notifications).

Unified People

Unified People refers to a uniquely identified individual that is created through a collection of defined data source sets from multiple systems.

Dynamics 365 Customer Insights Additional Capacity packs

Customers with Customer Insights Attach or Customer Insights Standalone licenses may purchase Additional Capacity packs for both Interacted People and Unified People capacities. To determine the number of packs required, find the required total number of capacity in the Thresholds column, and then divide by the pack size:

Additional Interacted People capacity

Tiers	Thresholds	Min – max packs	Pack size	Price / pack	Price / unit
Tier 1	10K – 50K	1 - 8 packs	5K	\$250	\$0.05
Tier 2	50K – 250K	4 - 24 packs	10K	\$300	\$0.03
Tier 3	250K +	5 - unlimited	50K	\$500	\$0.01

Additional Unified People capacity

Tiers	Thresholds	Min – max packs	Pack size	Price / pack	Price / unit
Tier 1	100K – 500K	1 - 4 packs	100K	\$2,000	\$0.020
Tier 2	500K – 2M	4 - 19 packs	100K	\$1,500	\$0.015
Tier 3	2M +	19 - unlimited	100K	\$1,000	\$0.010