

Dynamics 365 for Marketing packaging overview

Dynamics 365 for Marketing expanded global coverage to additional 128 countries and 33 languages, refer to the International availability [guide](#)

	Dynamics 365 for Marketing only ¹	Dynamics 365 for Marketing with Customer Engagement Plan ²	Dynamics 365 for Marketing with Customer Engagement Application ³	Dynamics 365 for Marketing Additional Application ⁴
Base Package (per month)	\$1500 (10K Contacts)	Included (2K contacts)	\$750 (10K contacts)	\$500 (Contacts are pooled at tenant level and not included in this offer)
Additional Contacts (per month)	\$250 (5K Contacts)	\$600 for 1st 8K[^] \$250 (5K contacts)	\$250 (5K contacts)	\$250 (5K contacts)
Purchase requirements	¹ No Dynamics 365 purchase requirements	² Minimum 10 users of Dynamics 365 Customer Engagement Plan and/or Dynamics 365 Plans	³ With any Customer Engagement application or Customer Engagement plan with fewer than 10 users	⁴ If an additional Marketing application instance is required (no portal entitlement)
Entitlements	Customer Engagement entitlements are at the tenant level. Customers receive these entitlements once , and only when purchasing <i>Marketing standalone</i> : <ul style="list-style-type: none"> • Microsoft Social Engagement • Voice of the Customer for Microsoft Dynamics 365 • 1 Portal • CDS for Apps Database Capacity 	<ul style="list-style-type: none"> • Customer Engagement entitlements are at the tenant level and not included in the Marketing "Attach" and Marketing Additional applications. Customers get these entitlements with their Dynamics 365 Customer Engagement plan and/or application. • Dynamics 365 Customer Engagement capacity add-ons are not included with the Marketing "Attach" or Marketing Additional applications. If the customer needs an additional portal or CDS for Apps Database Capacity instances, they may purchase at an additional cost. 		
Entitlement Limits	<ul style="list-style-type: none"> • Email/month = Up to 10 times the number of contacts purchased • Up to 100 active live segments (count is applied to active Dynamics segments) 			
Channels	EA, CSP, WEB-Direct, MPSA			

[^]If customers require more than 2K contacts that are included with the Dynamics 365 for Marketing plan², they are required to purchase the Dyn 365 for Mktg Addl Cntcts 8K for Plan only Addon for \$600 BEFORE purchasing the Mktg Addl Cntcts 5K Cntcts Addon.

Dynamics 365 for Marketing base offer overview

Base offers

Marketing is licensed per organization

Dyn 365 for Mktg w/Customer Engagement Plan
(2K contacts included)

Marketing is **included** for customers with at least 10 seats of Dynamics 365 Customer Engagement Plan and/or Dynamics 365 Plan. Customers get 1 instance of the Marketing Application and 2K contacts. If the customer needs additional contacts, they are required to purchase the 8K "Additional Contacts" pack for \$600 BEFORE purchasing the Additional Contacts pack tiers.

Dyn 365 for Mktg w/Customer Engagement Application
(10K contacts included)

Marketing Attach may be purchased by any Dynamics 365 Customer Engagement or MRSs customers. For example, if a customer has Dynamics 365 for Sales Enterprise – they may purchase the Marketing Application offer for \$750. Customer gets 1 instance of the Marketing Application and 10K contacts.

Dyn 365 for Mktg only
(10K contacts included)

Application Standalone (\$1500) is available for customers who have no Dynamics 365 for Customer Engagement applications (non-Dynamics customers). Customers get Social Engagement, VoC, 1 Portal, 1 CDS for Apps Database Capacity instance. This is the only Marketing application that includes the Dynamics 365 Customer Engagement entitlements, as these same entitlements are included with the Customer Engagement Plan and/or applications when licensing the Marketing Attach or Marketing Additional applications.

Dynamics 365 for Mktg Addl App*
(contacts are pooled at tenant level and not included)

Marketing Additional Application may be purchased by any Marketing customer. If a customer has Marketing and needs an additional Marketing applications for non-production use or for a separate instance– they may purchase the Marketing Additional Application for \$500. With this application, customers get 1 instance of the Marketing Application, contacts are pooled at the tenant level, and not included with this application.

*The Marketing Application *base package* can only be added to customer's account once. If an additional Marketing application instance is required, the Additional Application must be purchased.

Dynamics 365 for Marketing licensing update



- Effective with the Oct 2018 release, pricing for Dynamics 365 for Marketing will be based only on those contacts used for a marketing activity. As an example, marketing activity includes any contact or engagement via emails, landing pages, forms, LinkedIn integration, events, surveys and any other custom channel. This change may decrease how many additional contact packs customers would need, reducing the overall price of Dynamics 365 for Marketing.
 - Dynamics 365 for Marketing currently enables customers to market to their contacts, leads and opportunities that are associated/linked to a contact record in their database. Please visit this [help documentation](#) to learn more.
 - Once counted, contacts remain *marketable* and can only be reduced if:
 1. Deleted, or
 2. True down at anniversary(EA)/renewal
- i.e. contacts are additive and may not be replaced month-to-month