# ClickDimensions

# EMAIL MARKETING and MARKETING AUTOMATION for Microsoft Dynamics 365

ClickDimensions is a software-as-a-service marketing automation solution that embeds email marketing, web intelligence, campaign automation, lead scoring, event management, campaign tracking, landing pages, forms, surveys and more directly into Microsoft Dynamics 365 (CRM).

## EMAIL MARKETING

ClickDimensions' built-in email marketing capability makes creating, sending and tracking great looking emails quick and easy. Send bulk email to marketing lists, send email to individuals directly, or trigger emails to be sent by CRM workflow. All tracking comes back into CRM so the results are visible and actionable.



*Our drag and drop designer makes creating emails easy!*

*ClickDimensions tracks all opens, clicks, bounces, and more in Dynamics 365*

## CAMPAIGN AUTOMATION

Put your sales and marketing campaigns on auto-pilot with ClickDimensions' campaign automation builder. Our drag-and-drop interface allows you to easily build automated campaigns with a variety of triggers, timers, and actions. Design unique paths for contacts or leads to follow as they interact with your marketing messages.
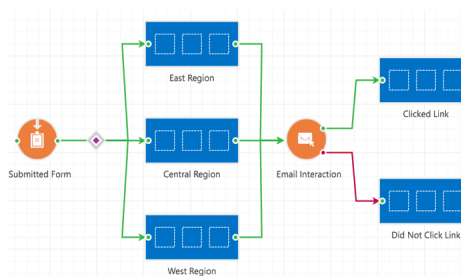


*Create dynamic, customized experiences for your prospects, leads, or customers*

## WEB INTELLIGENCE

Discover who is interested in your products and services by viewing the actual web activity of anonymous and identified visitors on your website. Interested in which companies and organizations are browsing your site and what interests them? Want to know what a specific prospective customer has viewed on your site before making the opening call? ClickDimensions allows you to do all this and more.



*See a list of real-time visits from leads, contacts and anonymous visitors*

*While using ClickDimensions, your organization will be able to:*

- *Discover who is interested in your products and services*
- *Quantify your prospects' level of interest*
- *Take the right actions at the right time*
- *Prioritize leads and opportunities*

## Microsoft Partner
Gold Customer Relationship Management

*ClickDimensions is the award-winning and top-rated marketing automation solution for Microsoft Dynamics 365. **Learn more at clickdimensions.com***

# LEAD SCORING

As ClickDimensions tracks individual visitor activity on your website, each visitor accumulates a score based on his or her visits, page views, email clicks and more. Scoring is based on default values you set, but you may also score certain pages higher or lower based on their importance in showing visitor intent. Using the lead score, your sales team can quickly and easily determine which leads to pursue.
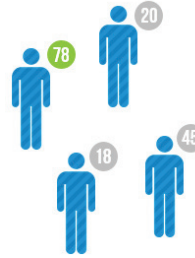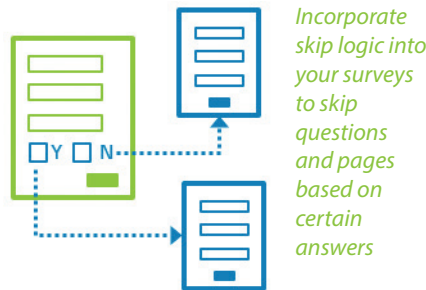
# FORM INTEGRATION

ClickDimensions makes it easy to create web forms with our drag and drop designer. You can also integrate your website's existing forms into Microsoft Dynamics 365. When a visitor completes a form, his or her email address is checked against all email addresses in CRM to avoid duplicate data. Lead or contact records can be created for visitors who are not already in your CRM and all the data the visitor submits on the form is linked to their CRM record.
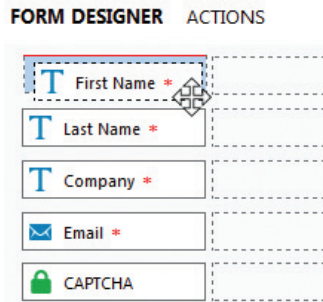


*Use our drag and drop designer to quickly create forms and embed them into your website*

# SURVEYS

ClickDimensions makes it easy to create surveys with our drag and drop survey designer. The surveys may be emailed to leads, contacts and accounts and may even be linked to case records. Surveys may also be posted as pages so they can be completed by anonymous visitors. When a respondent completes a survey, all the data the visitor submits is linked to their CRM record.

*Incorporate skip logic into your surveys to skip questions and pages based on certain answers*

# REPORTING

Maximize the convenience of having ClickDimensions native inside Microsoft Dynamics 365 through integrated reporting. With ClickDimensions, you can link emails, web visits, page views, and form captures directly to CRM campaign records. The ClickDimensions content pack for Power BI allows users to utilize ClickDimensions marketing data in Power BI, giving management teams further insight into the success of their sales and marketing efforts.
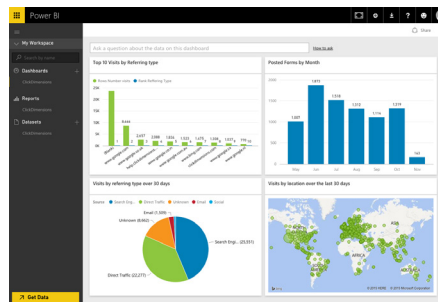
*Analyze and visualize marketing data in Power BI dashboards and reports*

# LANDING PAGES

ClickDimensions allows marketers to create landing pages in Dynamics 365. You can insert any HTML and your page will be available on the internet. You can even embed any ClickDimensions form into the page and link the page to a CRM campaign record so that all visits that initiate on the landing page will be linked to the CRM campaign.
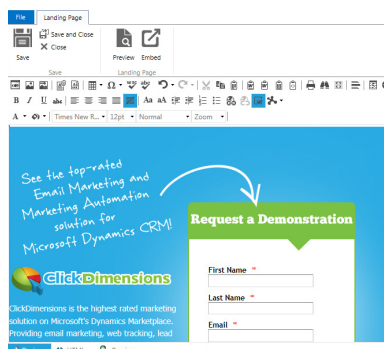
Discover more about ClickDimensions at
## CLICKDIMENSIONS.COM

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