ClickDimensions is a software-as-a-service Marketing Automation application that adds Web Tracking, Lead Scoring, Social Discovery and Form Capture functionality to Microsoft Dynamics CRM and ExactTarget. ClickDimensions works seamlessly with the Microsoft CRM integration for ExactTarget to:

- Empower marketers to generate and qualify high quality leads
- Provide sales the ability to prioritize the best leads and opportunities
- Allow management to measure everything

Using **ClickDimensions,** organizations are able to:

- Discover who is interested in their products and services
- Quantify their prospects' level of interest
- Take the right actions at the right time

ClickDimensions adds detailed site visit, page view, social network and form capture data into your Microsoft Dynamics CRM so it is available for use with your existing Microsoft CRM and ExactTarget data.

Web Tracking: With ClickDimensions you will be able to discover who is interested in your products and services because you will see the actual web activity of anonymous and identified visitors on your web site. 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.

Lead Scoring: As ClickDimensions tracks individual visitor activity on your web site each visitor accumulates a score based on his or her number of visits, page views 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.

Social Discovery: ClickDimensions uses the latest social discovery techniques to find a wealth of prospect information from the social web. With only a visitor's email address ClickDimensions social discovery can often find first and last name, gender, age, occupational history, social influence and the individual's exact profiles from twitter, Facebook, LinkedIn and many more social web sites. The ClickDimensions dashboard summarizes your prospects' social network participation so that you know where to focus your social marketing efforts.
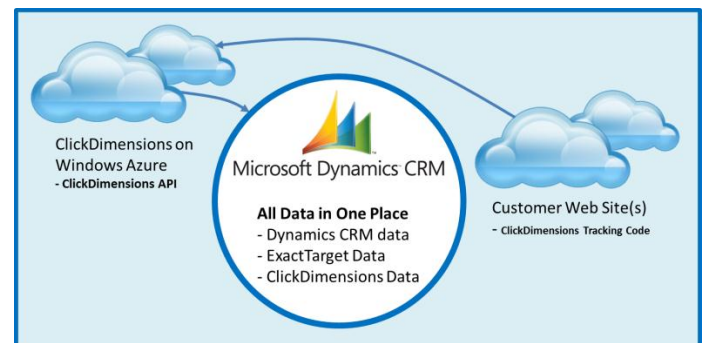
Form Capture: ClickDimensions makes it easy to integrate your web site's existing forms into Microsoft Dynamics CRM. When a visitor completes a form his or her email address is checked against all email addresses in CRM to avoid duplicate data. When a Lead record is created, or a Lead or Contact record is updated, ClickDimensions copies the form data to the CRM record and keeps an audit of all form postings.

Email Marketing: ClickDimensions is seamlessly integrated with ExactTarget for Microsoft Dynamics CRM. All ExactTarget email events (send, opens, clicks, bounces) appear in the comprehensive ClickDimensions tracking summary. Because all ExactTarget and ClickDimensions data is stored within Microsoft CRM entities, triggering ExactTarget emails based on lead score, web behavior, social data, form posts and more is simple.

Deployment: Because ClickDimensions is a 100% software-as-a-service application running on the Microsoft Windows Azure platform, there is no software to install and deployment takes only minutes. System reliability is powered by Microsoft.

To learn more about ClickDimensions visit our web site at www.clickdimensions.com or call us at 888.214.4228