ClickDimensions launches Windows Azure Marketing Automation solution for Microsoft Dynamics CRM

ClickDimensions has partnered with ExactTarget to provide Marketing Automation for Microsoft Dynamics CRM

INDIANAPOLIS - September 14, 2010 – ClickDimensions, a Microsoft BizSpark startup, launched its Marketing Automation for Microsoft Dynamics CRM solution today at Connections '10, ExactTarget's annual interactive marketing conference. ExactTarget will host a webcast on September 28 at 4pm EST to showcase the ClickDimensions solution and partnership. Click here to register for the webcast.

The solution, which is 100% Software-as-a-Service and developed on the Microsoft Windows Azure platform, is built natively into Microsoft Dynamics CRM and leverages ExactTarget's market leading email marketing and interactive marketing platform.

Through Web Tracking, Lead Scoring, Social Discovery, Form Capture and integrated and embedded ExactTarget Email Marketing, ClickDimensions enables marketers to generate and qualify high quality leads while providing sales people the ability to prioritize the best leads and opportunities. Using ClickDimensions, Microsoft CRM customers can see what their prospects are viewing, entering and downloading on their website so they may better prioritize prospects and more effectively engage them. Because ClickDimensions data is stored within Microsoft Dynamics CRM, it can be combined with any other CRM data, features and functionality to trigger emails when a prospect has reached a certain lead score, create sales follow ups when a visitor has completed a web form, provide a list of Leads that originated from a specific landing page and countless other scenarios.

"We are very excited about the partnership between ClickDimensions and ExactTarget" commented Barry Givens, Global Channel Development Manager for CRM at Microsoft Corporation. "We've already seen many of our customers benefit from the high level of productivity delivered through the integration between Microsoft Dynamics CRM and ExactTarget. Many of our Microsoft Dynamics CRM customers can also benefit from the advanced marketing automation capabilities provided by ClickDimensions which is backed by ExactTarget's high quality messaging solution and Microsoft's high scale Windows Azure platform."

"ClickDimensions Marketing Automation brings together the power of Microsoft Dynamics and ExactTarget's interactive marketing technology in a single solution to help marketers easily create more targeted and relevant messaging campaigns," said Scott Roth, senior director of partner marketing and alliances at ExactTarget. "As a member of our growing network of partners around the globe, we look forward to future innovation with ClickDimensions and continuing to deliver marketers integrated technologies to build effective interactive marketing programs."

"Our solution allows our customers to more intelligently and efficiently qualify, target and close opportunities by bringing web tracking, lead scoring, social and web form capture data into Microsoft CRM and connecting that data with Microsoft CRM Lead, Contact and Campaign records" commented

ClickDimensions co-founder and Chief Executive Officer John Gravely. "This additional information allows marketers to measure the quality of leads they are generating, and provides sales people the information they need to more accurately tailor their offerings based on prospect attributes and interests. Because messaging quality and deliverability are among the most important components of a marketing automation solution, we've partnered with ExactTarget to ensure that our customers receive the highest quality messaging available in our solution."

The news of ClickDimensions' latest innovation comes in the midst of ExactTarget's annual user conference Connections '10, the industry's largest gathering of interactive marketers. More than 2,000 are attending the three-day conference that features addresses by Sir Richard Branson, Twitter Chief Operating Officer Dick Costolo and more than 35 breakout sessions ranging from marketing best practices and industry-specific sessions to day-long "how to" workshops for beginners, experts and developers.

About ClickDimensions

ClickDimension's Marketing Automation for Microsoft Dynamics CRM empowers marketers to generate and qualify high quality leads while providing sales the ability to prioritize the best leads and opportunities. Providing Web Tracking, Lead Scoring, Social Discovery, Form Capture and Email Marketing, ClickDimensions allows organizations to discover who is interested in their products, quantify their level of interest and take the appropriate actions. A 100% Software-as-a-Service (SaaS) solution built on the Microsoft Windows Azure platform and built into Microsoft Dynamics CRM, ClickDimensions allows companies to track their prospects from click to close. For more information about ClickDimensions visit http://www.clickdimensions.com, read our blog at http://blog.clickdimensions.com, follow us on Twitter at http://www.twitter.com/clickdimensions or email press@clickdimensions.com