



Marketing Automation Vendor Selected to Join the Microsoft BizSpark One program

The first Microsoft Dynamics CRM Independent Software Vendor to be invited to the BizSpark One program looks forward to a closer collaboration with Microsoft

ATLANTA - January 20, 2010 – [Microsoft CRM Marketing Automation vendor ClickDimensions](#) today announced that it has been selected to join the [Microsoft BizSpark One Program](#). Microsoft BizSpark was launched as a global program offering software, support and visibility to early stage startups. Microsoft BizSpark One is the latest expansion of the BizSpark program. This unique invitation-only program is designed to accelerate the growth of selected high potential startups through a one-to-one relationship with Microsoft and a global community of advisors, investors, and peers.

“We’ve set out to help businesses improve their sales and marketing functions by giving them tools to reach their prospects and customers and understand what interests them” commented ClickDimensions founder and CEO John Gravely. “To achieve this, our solution deeply embeds email marketing, web tracking, lead scoring, social discovery, campaign tracking, form capture and other capabilities into the Microsoft Dynamics CRM platform. Having marketing automation data reside inside CRM creates a powerful overall solution that goes well beyond what the typical integration between CRM and Marketing Automation provides.”

Microsoft Corporation is committed to serving as a valuable technology and business partner for emerging startups and their investors. BizSpark One pairs each startup with a dedicated relationship manager at Microsoft who works with the startup to identify its unique opportunities and build a tailored plan to promote the startup’s visibility, expand its network of investors and mentors, expose it to business opportunities, and develop cutting edge applications.

“ClickDimensions’ focus on the Microsoft Dynamics CRM and Windows Azure platforms is exciting for Microsoft, our partners and customers,” commented Rodney Bowen-Wright, business development manager, at Microsoft. “We look forward to working with ClickDimensions to accelerate its success.”

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 Email Marketing, Web Tracking, Lead Scoring, Social Discovery, Campaign Tracking and Form Capture 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