

ClickDimensions is a software-as-a-service Marketing Automation solution that adds Email Marketing, Web Tracking, Lead Scoring, Social Discovery, Campaign Tracking and Form and Survey Capture functionality to Microsoft Dynamics CRM. 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
- Track your prospects from click to close

The **ClickDimensions** marketing automation solution encompasses five main areas of functionality. These are:



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 (single send), or trigger

emails to be sent by CRM workflow. All tracking comes back into CRM so the results are visible and actionable.



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.



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.

about people and see who you know in common.



Social Discovery: Bring your CRM records to life by having your prospect's picture and recent job information easily available. Pulling from LinkedIn, Facebook, Twitter and other social sources ClickDimensions social discovery makes it easy to learn

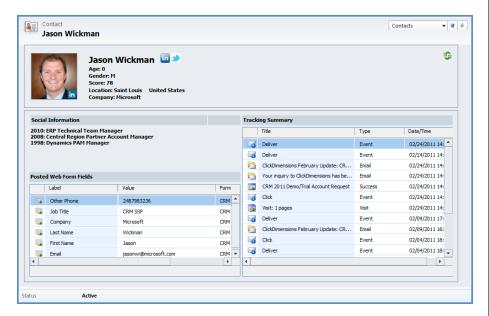
Marketing Automation for Microsoft Dynamics CRM

Track your prospects from click to close!



Forms and Surveys: 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.



Deployment: Because ClickDimensions is a 100% software-as-a-service solution 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



