



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.



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 about people and see who you know in common.

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.

Contact: Jason Wickman

Age: 0
Gender: M
Score: 78
Location: Saint Louis United States
Company: Microsoft

Social Information
2010: ERP Technical Team Manager
2008: Central Region Partner Account Manager
1998: Dynamics PAM Manager

Tracking Summary

Title	Type	Date/Time
Deliver	Event	02/24/2011 14:...
Deliver	Event	02/24/2011 14:...
ClickDimensions February Update: CR...	Email	02/24/2011 14:...
Your inquiry to ClickDimensions has be...	Email	02/24/2011 14:...
CRM 2011 Demo/Trial Account Request	Success	02/24/2011 14:...
Click	Event	02/24/2011 14:...
Visit: 1 pages	Visit	02/24/2011 14:...
Deliver	Event	02/09/2011 17:...
ClickDimensions February Update: CR...	Email	02/09/2011 16:...
Click	Event	02/04/2011 18:...
Deliver	Event	02/04/2011 18:...

Posted Web Form Fields

Label	Value	Form
Other Phone	2487983236	CRM
Job Title	CRM SSP	CRM
Company	Microsoft	CRM
Last Name	Wickman	CRM
First Name	Jason	CRM
Email	jasonwi@microsoft.com	CRM

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

