ClickDimensions

Email Marketing and Marketing Automation for Microsoft Dynamics CRM

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

While 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
- Prioritize Leads and Opportunities

Our WYSIWYG and Block editors make creating emails easy!

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

ClickDimensions tracks all opens, clicks, bounces, and more in Micorsoft Dynamics CRM

See a list of real-time visits from Leads, Contacts, and Anonymous Visitors

Web Tracking

With ClickDimensions you 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 visits, page views, email clicks 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.

ClickDimensions

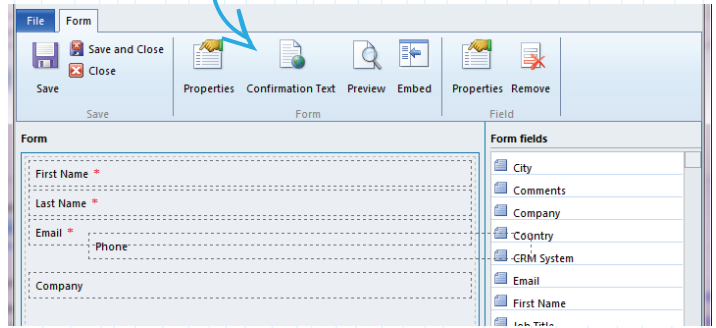|	
Age	43
Gender	○ Female ● Male
IP	71.181.40.144
Analytics Score	
Total Score	1,228

Learn more at www.clickdimensions.com

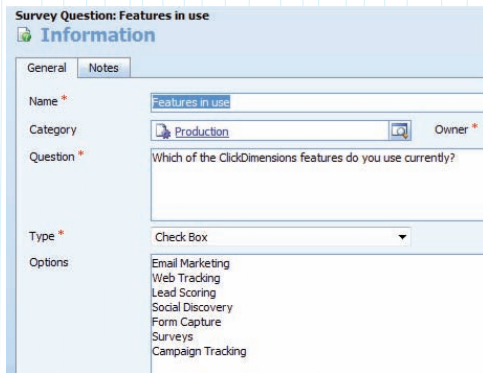*check out more features of ClickDimensions*

Form Integration

ClickDimensions makes it easy to create web forms with our **drag and drop designer**. You can also 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. Lead or Contact records can be created for visitors who are not already in your CRM and all the data the visitor submits on the form is linked to their CRM record.

Use our drag and drop designer to quickly create forms and embed them into your website.
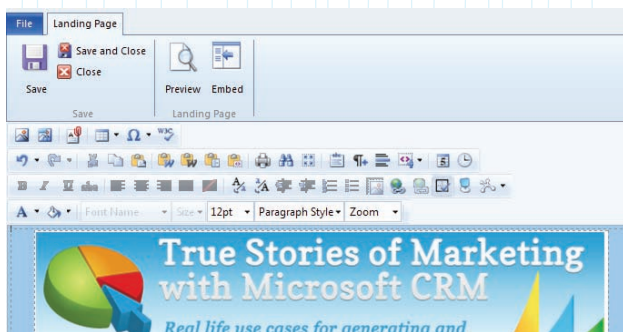
Surveys

ClickDimensions makes it easy to create surveys with our drag and drop survey designer. The surveys may be emailed to Leads, Contacts and Accounts and may even be linked to Case records. Surveys may also be posted as pages so they can be completed by Anonymous Visitors. When a respondent completes a survey all the data the visitor submits is linked to their CRM record.

Create various types of survey questions: rating scale, list, radio button, check boxes, and text

Social Discovery

ClickDimensions uses the latest social discovery techniques to find publicly available prospect information from the social web. ClickDimensions social discovery will find the individual's exact LinkedIn profile and brings the individual's picture into CRM along with job title updates.

Landing Pages

ClickDimensions allows marketers to create landing pages in Microsoft CRM. You can insert any HTML and your page will be available on the internet. You can even embed any ClickDimensions form into the page and link the page to a CRM campaign record so that all visits that initiate on the landing page will be linked to the CRM campaign.

Discover more about ClickDimensions

www.clickdimensions.com

Receive tips on marketing with Microsoft CRM

blog.clickdimensions.com