



ClickDimensions Announces Spring 2012 Release

ClickDimensions Marketing Automation for Microsoft Dynamics CRM receives major upgrade focused on ease of use and advanced marketing automation

ATLANTA – March 5, 2012 – ClickDimensions, developer of the most reviewed and 5-star rated [email marketing and marketing automation solution for Microsoft Dynamics CRM](#) (as reviewed by users on [Microsoft's Dynamics Marketplace](#)) announced today that its Spring 2012 Release is now available. The release includes the addition of an advanced nurture marketing module, a new tool to make marketing email creation accessible to all marketers and improvements to the existing web form and survey designer. Below is an overview of the major components of the new release by area:

Email Marketing

With the release of the ClickDimensions [block editor](#) marketers no longer need to worry about HTML to build great looking marketing emails. Using simple point and click menus and wizards marketers can easily build great looking emails that render properly in any email client.

Nurture Marketing

ClickDimensions has added an advanced [nurture marketing module](#) to its solution. Using simple drag-and-drop marketers can easily build nurture programs that will execute unattended to keep prospects warm while making sure sales representatives become aware when a prospect shows signs of interest.

Web Forms and Surveys

The ClickDimensions [drag and drop web form and survey designer](#) has been upgraded to include features like CAPTCHA, advanced form styling, multi-page forms and surveys, multi-column forms, advanced post form processing actions and more. The elegant drag and drop interface is inviting and accessible to marketers of all skill levels.

"Our Spring 2012 Release is all about ease of use and continued solution depth" commented ClickDimensions Chief Executive Officer John Gravely. "Our new block email editor makes marketing email creation extremely simple while our improved form and survey designer and new nurture program builder give marketers the level of functionality previously only available with legacy marketing solutions that are inherently disjointed from Microsoft CRM. By combining the features of higher end systems with a native Microsoft CRM experience we've made the solution choice a no-brainer for marketers who use Microsoft CRM."

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 Forms and Surveys ClickDimensions allows organizations to discover who is interested in their products, quantify their level of interest and take the appropriate actions. 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