

## **ClickDimensions**

#### Email Marketing and Marketing Automation for Microsoft Dynamics CRM

ClickDimensions<sup>®</sup> 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

# **Email Marketing**

ClickDimensions<sup>®</sup> built-in email marketing capability makes creating, sending and tracking great looking emails guick 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.



Accounts	P Organization	1 and	Contact	Keywords	Referring Host
Yel Marketing Lists	Service Provider Corporation		Comaci	clickdimensions outlook	www.google.com
Campaigns	Road Runner	West Streets			mining vy gradent
Products	C C Nativy Sector International	and address			
Sales Uterature	CONTRA WIPERS DAC STATES	Energy Institute			
Quick Campaigns	Pig Promouth Som	Contract Contract			www.google.pt
G Internet Lead Capture	Leased Line - Pure Offices			click dimensions	www.google.co.uk
Analytics	BellSouth.net		Lineses Widow	cick dimensions	dickdimensions.com
P Organizations	Leased Line - Pure Offices	And interferences			dickdimensions.com
C Anonymous Visitors	Eased Line - Pure Offices	Not they are	Peer Well-smalld	click dimensions	www.google.com
Page Views	Comcast Business Communications			citck dimensions	www.googie.com
Posted Forms	ClickD office (via Comcast Cable)		Inford Security State		
Fosted Fields	ClickD office (na Comcast Cable)		The Creek we	dickdimensions	the state of the second
Posted Surveys				clickdimensions	www.google.co.uk
Survey Answers	Ca vome mouthes				
Email Marketing	E G Se Un Umited			dick dimensions	www.clickdimensions.c
Email Sends	Service Provider Corporation				www.google.com
Email Templates	🖄 🌆 Calue Group (via Global Crossing)			click dimensions	www.google.co.uk
Email Events	E C Recot			clickdimensions lead scor	www.google.com
S Unsubscribes	Leased Line - Pure Offices				
Posted Subscriptions	E Un Limited			click dimension	www.google.co.uk
Subscription Prefere	BellSouth.net		Lauren Halkar		

## 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 guickly and easily determine which leads to pursue.

Learn more at www.clickdimensions.com

#### While using ClickDimensions<sup>®</sup>, 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



## Web Trackir

With ClickDimensions<sup>®</sup> 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.

Age	43
Gender	🔘 Female 🛛 💿 Male
IP	71.181.40.144
Analytics Score	120 million (1997)
Total Score	1,228

### **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.

	Question Properties Change the question properties				
Incorporate	Dispay	Skip Logic	Formattin	3	
	If answer	r is	S	kip to page	
Skip Logic into	Email Marketing			Page 3	
	Landing Pages			Page 4	
your surveys to	Surveys			Page 4	
eta ana ta	Forms			Page 4	
skip questions and	Web Tracking	king		Page 4	
pages based on	Nurture I	Marketing		Page 3	
P ges ensee on					
certain answers.					

#### **Social Discovery**

ClickDimensions<sup>®</sup> uses the latest social discovery techniques to find publicly available prospect information from the social web. ClickDimensions<sup>®</sup> social discovery will find the individual's exact LinkedIn profile and brings the individual's picture into CRM along with job title updates. m First Name \* Last Name \* Company 

Use our drag and drop



ClickDimensions<sup>®</sup> 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.



Skip to question

Q.3 Provide Feedback

lect skip to question lect skip to question

Select go to guestion

Lauren Walker Age: Score: 882 Location: USA Company: ClickDimensions

Social Information 2011: Marketing Success Manager

You can use our Block Editor	Marketing w	-161	h 🅢 Mic	1050
our Block Land to create	bronat		Remove block	वीवि
to create			Insert block	
landing pages without knowing HTML	If you're a market Microsoft CRM Ma		Block width	1
I mowing HTML			Edit	
without known by	fuel your creativi	-	Clear content	

### **Landing Pages**

ClickDimensions<sup>®</sup> 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<sup>®</sup> 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.

-> Builder		Our
🛃 Save 💿 Run 🍿 Pause 🔞 R	esume 😪 Cancel D	rag-and-Drop
Nurture Tasks	Start N	urture Builder
Send Email	Send Email: 7.7.2012 nurt	nakes it easy
<ul> <li>Wait</li> <li>Has prospect clicked link?</li> </ul>	Wait: 1 Day 🤢 🗙	stay infront
Has prospect opened email?		your prospects.
Rec	eive tips on mo	irketing
v u	ith Microsoft	CRM
blogaliak	dimensior	is com

#### **Nurture Marketing**

ClickDimensions<sup>®</sup> allows marketers to build nurture programs using an easy drag-and-drop interface. Prospects can be fed a stream of relevant messages and sales can be notified as prospects begin to respond to your messaging. Marketers begin by building a nurture flow in our drag-and-drop nurture builder. No knowledge of CRM workflow is required.

Discover more

about ClickDimensions@