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.

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.

Our drag and drop editor makes creating emails easy!

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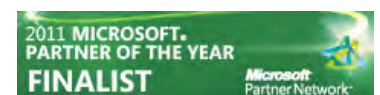
WEB TRACKING

With ClickDimensions you discover who is interested in your products and services because you see the actual web activity of anonymous and identified visitors on your website. 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.

See a list of real-time visits from leads, contacts and anonymous visitors

LEAD SCORING

As ClickDimensions tracks individual visitor activity on your website, 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.

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*

ClickDimensions is the award-winning and top-rated marketing automation solution for Microsoft Dynamics CRM:

Microsoft Dynamics Marketplace
RATED 5.0

2012 MICROSOFT® PARTNER OF THE YEAR WINNER Microsoft Partner Network

2011 MICROSOFT® PARTNER OF THE YEAR FINALIST Microsoft Partner Network

Learn more at www.clickdimensions.com

FORM INTEGRATION

ClickDimensions makes it easy to create web forms with our drag and drop designer. You can also integrate your website'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.
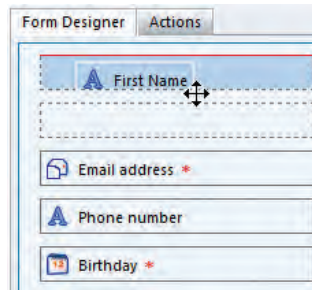
Use our drag and drop designer to quickly create forms and embed them into your website

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.

Incorporate skip logic into your surveys to skip questions and pages based on certain answers

SOCIAL DISCOVERY

ClickDimensions uses the latest social discovery techniques to find publicly available prospect information from the social web. ClickDimensions social discovery will bring back data and direct links to the lead or contact's identities from a variety of social networks including LinkedIn, Facebook, Twitter, YouTube and Flickr.

View social information in the ClickDimensions profile, or easily embed social profiles anywhere on your CRM lead and contact records.

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.

NURTURE MARKETING

ClickDimensions 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.
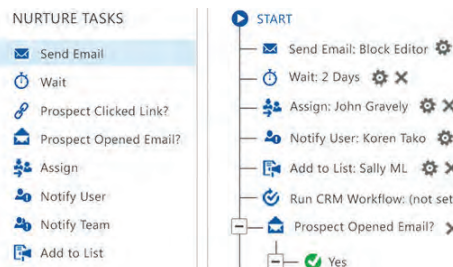
Our drag and drop nurture builder makes it easy to stay in front of your prospects
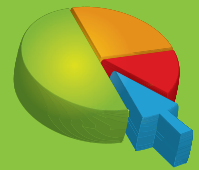
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Discover more about ClickDimensions at
CLICKDIMENSIONS.COM

To receive tips on marketing with Microsoft Dynamics CRM, visit
BLOG.CLICKDIMENSIONS.COM

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