



## Microsoft Dynamics 365 for Marketing

### Quick-guide

#### CRM Partners

- ✓ Founded in 2005
- ✓ Over 450 employees
- ✓ More than 1000 clients

#### Microsoft Dynamics 365

- ✓ World-leading CRM & ERP
- ✓ Adaptable
- ✓ Broad capabilities

#### What customers say

"We can use data to make data-driven decisions and communicate to our teams using actual data. Everyone here is very smart, but the additional insights — based on a single shared version of the truth — make us all smarter."

*Rick Stow | Head of CRM | Grant Thornton*

We believe that being loved leads to customers who stay longer, buy more and recommend you to others. For marketing teams, that means making your engagement with your customers and leads relevant and personal. With a solution such as Microsoft Dynamics 365 for Marketing, you are able to build and expand customer relationships and increase customer retention.

#### How easy is it to customize your campaign to individual customer needs?

We are here to turn your marketing team into Customer Engagement champions by combining the power of data, creativity, technology and knowledge of digital possibilities. With our knowledge of Dynamics 365 for Marketing, we can help you deliver more valuable leads to sales, be more relevant to your customers

and create insights from data. By uniting technologies such as Microsoft Dynamics 365 for Marketing, Microsoft Portals, Office 365 and advanced analytics, you are able to engage with customers more efficiently so you can have the right conversations with the right people.

## Key benefits for your marketing

### Nurture more sales-ready leads

Multi-channel campaigns and personalized experiences across buyer's journey based on engagement during campaigns help you generate more and better leads.

### Make sales love marketing again

Sharing the right customer data and connected automated processes with the sales team will help you align marketing and sales. Microsoft Dynamics 365 for Marketing lives together with Dynamics 365 for Sales on the same platform. This helps align sales & marketing using common data, connected business processes, and Office 365 collaboration tools.

### No more guessing...

Actionable insights based on customer interactions improve the engagement with your customers. Track and increase marketing performance using configurable dashboards.

## Dynamics 365 for Marketing key functionality

### Actionable insights

Microsoft Dynamics 365 for Marketing offers easy-to-use dashboards with insights. This helps you derive meaningful intelligence from massive amounts of complex data. With Dynamics 365 for Marketing you can track and improve marketing performance using out-of-the-box dashboards and insights based on customer interactions during your campaigns.

## Multi-channel campaigns

With Dynamics 365 for Marketing you can run multi-channel campaigns and move beyond email. Incorporate a range of channels into your campaigns, such as landing pages, webinars, phone calls, websites, in-person events, and LinkedIn Lead gen.

## Social analytics

With the Microsoft Dynamics Social Engagement module you can use social insights to gain competitive intelligence & manage your brand reputation.

## Event management

Microsoft Dynamics for Marketing includes event management capabilities. You can organize in-person events and webinars easily. Manage speakers, sessions, and logistics, including native webinar integration with ON24.

## Lead scoring & targeting

Leverage embedded intelligence like dynamics segmentation to target the right audience and multiple lead scoring models to prioritize leads.

### Be two steps ahead

- ✓ **67%** of the buyer's journey is now done digitally.
- ✓ **49%** of sales reps ignore more than half of marketing's leads.
- ✓ Only **10%** of marketers currently use insights to improve performance.

