

Microsoft Dynamics 365 Marketing Automation

X-Code Sp. z o.o. provides comprehensive and professional consulting and IT services: consultation, analysis of business processes - alongside optimization - delivery of necessary licenses and equipment, design and implementation of the system, and finally, training, not to mention maintenance and continued development of the implemented solution. Our company has gained a high position through marketing IT solutions and implementing CRM systems in the utilities, services, and production sectors, as well as integrating dedicated solutions within existing client software.

Throughout our interaction (both in implementation and maintenance), X-Code guarantees an individualised approach to your project. Throughout our work together, we strive to keep our clients informed about newly available technologies and solutions related to the implemented system. So, in this way, we try to optimize processes to ultimately optimize their costs.

Dynamics 365 offers marketing automation for companies looking to increase demand with personalized buyer journeys across multiple channels. Realize operational advantages and reduced costs when aligning sales and marketing with an integrated solution on same platform.



- Use the 360 view for active actions with customers,
- Organize and run events from start to finish with the same solution for streamlined coordination,
- Plan and run new campaigns with out-of-the-box templates and get real-time visibility into prospect activities,
- Build customized nurture programs to give sales and marketing a shared understanding of the buyer journey and how those journeys differ across segments and personas,
- Prioritize leads who are ready to buy across different customer segments with multiple lead-scoring models,

- Connect and automate marketing and sales processes, from nurture to hand-off, and track the progress of every lead in a shared database,
- Send surveys and collect useful information to improve customer experiences or create compelling offers,
- Create personalized content, messages and surveys,
- Track and analyze customer behavior,
- Report and analyze the effectiveness of your marketing campaigns,
- Manage your marketing agreements to be inline with GDPR,
- Target the right audience using list segmentation.

Think about decisions you can make with full access to customer information.
Use the synergy of marketing and sales activities to increase your sales.

