



Marketing Automation for Microsoft Dynamics CRM

Track your prospects from click to close!

ClickDimensions is a software-as-a-service Marketing Automation solution that adds Email Marketing, Web Tracking, Lead Scoring, Campaign Tracking and Form Capture functionality to Microsoft Dynamics CRM. 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
- Track your prospects from click to close

The ClickDimensions marketing automation solution encompasses five main areas of functionality. These are:



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 (single send), or trigger emails to be sent by CRM workflow. All tracking comes back into CRM so the results are visible and actionable.



Web Tracking: With ClickDimensions you will be able to 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.



Lead Scoring: As ClickDimensions tracks individual visitor activity on your web site, each visitor accumulates a score based on his or her number of visits, page views 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.



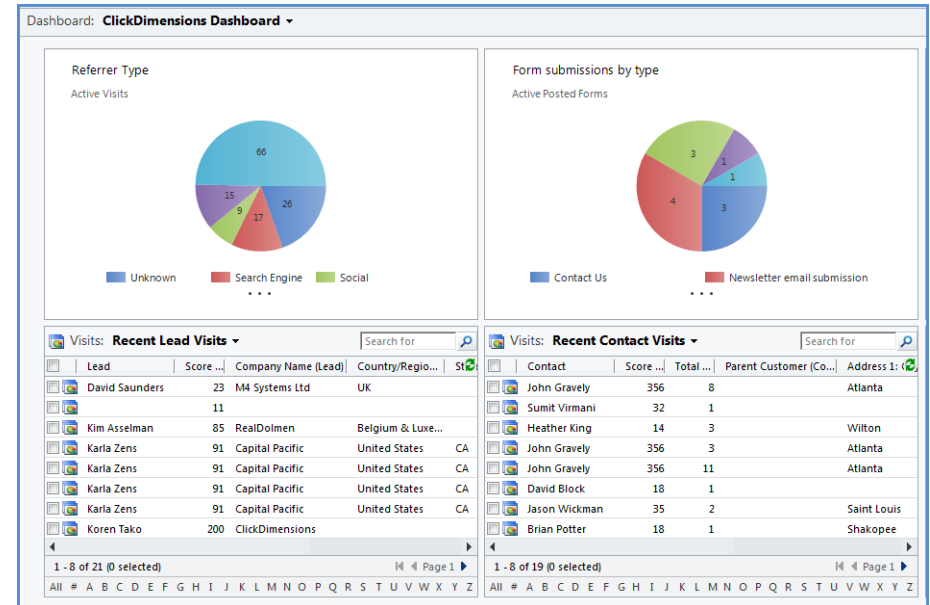
Campaign Tracking: emails, web visits, page views and form captures records can be linked to CRM campaign records. This is very helpful when you want to track all interest, traffic and/or conversions to specific web pages, landing pages or

micro-sites.



data.

Form Capture: ClickDimensions makes it easy to 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



Deployment: Because ClickDimensions is a 100% software-as-a-service solution running on the Microsoft Windows Azure platform, there is no software to install and deployment takes only minutes. System reliability is powered by Microsoft.

To learn more about ClickDimensions visit our web site at www.clickdimensions.com or call us at 888.214.4228

