

Microsoft Dynamics Marketing



As a marketer, you need to create amazing customer experiences across all your channels. At the same time, you need to understand the impact of your marketing investments. Microsoft Dynamics Marketing helps you drive revenue by planning campaigns more strategically, executing across channels more effectively, and measuring the impact of your marketing investments in real-time. Now you can manage and optimize your marketing and sales funnel with a single integrated solution based on Microsoft Dynamics CRM and Microsoft Dynamics Marketing.

Market Smarter

Engage Customers

Connect prospects with targeted content through multi-channel, multi-stage campaigns. Behavioral data and powerful analytics help you understand how your brand is perceived, and what your customers need, so you can plan effectively and reach them on their preferred channel with the right message at the right time.

Build Pipeline

Automate lead qualification process and pass great leads to sales in real-time. Behavioral data, automated lead scoring, and lead sharing all help ensure that sales is getting more leads and more leads of the right kind; helping to increase revenue and close more deals faster.

Demonstrate Impact

Measure pipeline and revenue results across every marketing investment. Marketing analytics and Power BI let you track your impact across campaigns and channels for a true view of your marketing ROI.

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Benefits For Marketers

Corporate Marketing / Demand Generation

- Improved conversion rates
- More personalized messages
- Pipeline & revenue impact measurement for every campaign

Creative / Advertising

- Span the traditional & digital divide
- Accelerates time to market
- Measure asset performance

Social / Digital / Web

- Ability to measure real ROI
- Greater insight into performance across sales and marketing pipeline
- Access approved library of web-ready content

CMO / Marketing Executive

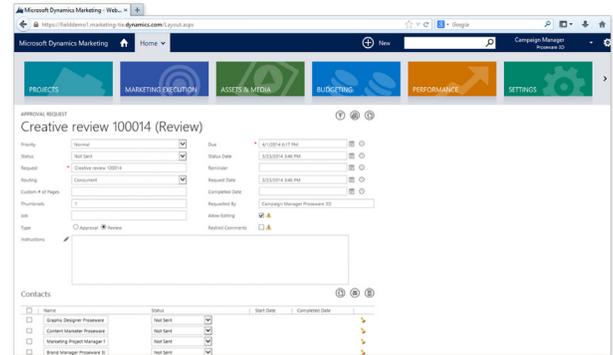
- Manage spend across marketing campaigns
- Understand cost of acquisition across channels
- True understanding of marketing ROI

Highlights

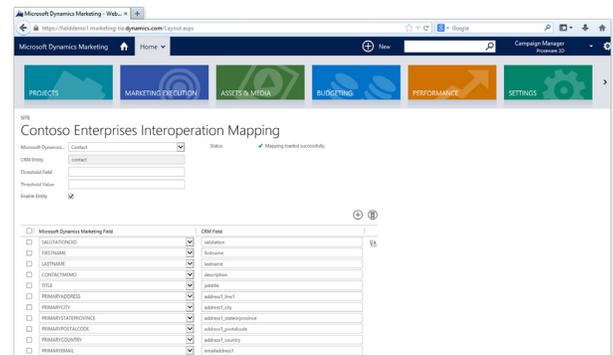
- **Planning built in from the start.** With Microsoft Dynamics Marketing, your plan becomes the campaign, ensuring every interaction is tracked back to its source and marketers can easily measure the impact of their campaigns.
- **Everyone on the same page.** Microsoft Dynamics Marketing lets you easily manage multiple campaigns and resources across teams and geographies.
- **Easy campaign creation and management.** Drag-and-drop campaign designer and automated marketing triggers make it easy to execute campaigns and create an optimal customer experience.
- **Built-in events.** Microsoft Dynamics Marketing includes event management so you can track costs, venues, events, and registrations, and measure marketing ROI, just like any other marketing tactic.
- **Powerful analytics.** Power BI make it simple to calculate campaign performance and marketing ROI.

Notable Features

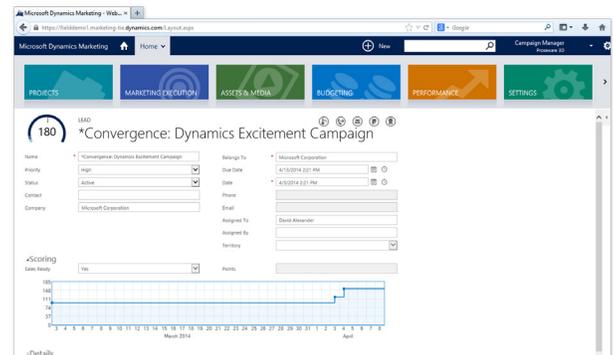
- **Visual campaign design console.** Drag-n-drop, multi-stage, multi-channel campaigns
- **Lead management & scoring.** Score prospect engagement and pass leads automatically
- **Microsoft Dynamics CRM sales connector.** Pre-built, easy-to-use integration passes leads quickly between marketing and sales
- **Marketing resource management.** Unify your team around the strategy and capture costs
- **Marketing analytics.** Dashboards, reports, and Excel Power View measure ROI



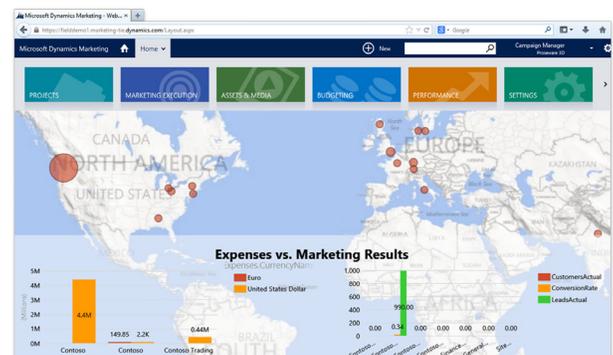
Marketing Resource Management makes planning easy



Microsoft Dynamics CRM Integration brings sales and marketing together



Lead management and advanced lead scoring for increased conversions



Marketing Analytics let you track marketing Return on Investment