

# The Value of Native Microsoft Dynamics and Marketing Technology Integration for Marketing Teams

There is a significant difference between a marketing solution that is merely integrated with and one that is natively built within Microsoft Dynamics. These differences in architecture make for vast differences in results, which can have a tremendous impact on entire organizations – but particularly for marketing departments, as they have a direct role in using the solution.

Marketers today rely heavily on data and technology to reach their audiences, achieve their goals and meet executive expectations. As pressures to prove ROI on marketing efforts mount and as marketers are increasingly held to revenue contribution expectations, marketing technology that natively integrates with Microsoft Dynamics will become a necessity that delivers significant benefits.

According to a recent ClickDimensions survey, marketing automation natively integrated with Microsoft Dynamics was very or somewhat important to 96% of respondents.

The top three benefits that organizations have realized from integrating their marketing technology with Microsoft Dynamics are the ability to create more personalized marketing (54%), sales and marketing alignment (50%) and increased productivity (50%).

## Better sales and marketing alignment.

Today's business climate requires sales and marketing organizations that are not just aligned, they are integrated. As more businesses adopt and embrace the concept and practice of an integrated sales/marketing revenue organization, it is essential that sales and marketing share the same solution and database.

Marketing technology that is natively built in CRM delivers built-in alignment with sales because all sales and marketing activities are on the lead, contact and account records. All leads, whether generated by sales or marketing, are tracked end to end in a single platform, delivering visibility, accountability and access for all team members. This enables reporting on the impact of sales and marketing activities at every stage of the pipeline from one database, including marketing sourced leads, marketing influence on revenue and the effectiveness of integrated sales/marketing campaigns.



## More robust personalized marketing.

Consumers today expect personalized experiences from brands. A marketing solution that is natively integrated with CRM can deliver more robust, effective and efficient personalization than a non-native solution.



Native marketing technology has access to all the data in CRM, enabling advanced targeting and personalization utilizing any data from any entity. With Microsoft Dynamics and a native marketing solution, users can take advantage of the full Power Platform ecosystem to strengthen marketing initiatives – extend, customize and create workflows on sales and marketing data to execute classic Dynamics workflows, Power Automate, Power Apps and more. Users can also integrate sales actions such as assignments and sales activities based on marketing activity or as part of a marketing campaign. This creates the ability to have a single Dynamics campaign track sales and marketing activity – online and offline – for a complete picture of all activity and effectiveness that is not possible without native marketing technology.

## No syncing means no breaking or waiting.

Data silos and moving data between systems can be one of the most significant, frustrating and persistent challenges for modern marketers. As the marketing technology stack has grown in recent years, the integration and assembly of the stack has become too complicated, resulting in disparate and disconnected systems and processes.



A CRM-native marketing technology solution eliminates those challenges. It provides all the robust functionality marketing teams need without the time, stress and cost associated with integrating data between marketing solutions and CRM. An easy integration for IT is in turn easy for marketing. Upgrades are simple and automatic. Long mapping integration projects, data syncing error conversations and time-consuming software upgrade initiatives become a thing of the past.

## What Our Customers Say About ClickDimensions' Native Integration

**“The ClickDimensions marketing automation platform is very easy to use and the training time was minimal because it works the same as Dynamics 365. The benefits of ClickDimensions were realized almost immediately after implementation due to rapid user adoption company-wide and the seamless visibility and use of data between our marketing automation and CRM solutions.”**

*- Robin Scobell, Marketing Specialist, SePRO*

**“With ClickDimensions' native integration with Microsoft Dynamics and the company's established reputation among Dynamics marketers, we didn't consider any other marketing automation solutions. That level of integration was essential for us and has played an important part in our marketing success over the years.”**

*- Anna Patterson, Marketing Manager, WU Executive Academy*

**“After using ClickDimensions, I have no interest in ever using a marketing automation tool that isn't natively built in Microsoft Dynamics.”**

*- Lindy Belley, Marketing and Communications Manager, Integrity Data*



The Marketing Cloud for Microsoft Dynamics™

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