

# Market Smarter

Microsoft Dynamics Marketing enables your marketing team to plan, execute and measure campaigns across channels, from start to finish, bringing your marketing vision to life. You can engage customers one-to-one across channels, build your sales pipeline, and demonstrate the impact of your marketing investments in real time.

## Key Benefits



### Build Brand

- Deliver consistent, compelling experience across touch points
- Align branding, and plan across internal and external resources



### Engage One-to-One

- Personalize engagement via targeted, multistage campaigns
- Deliver targeted, relevant content at the right time



### Demonstrate Impact

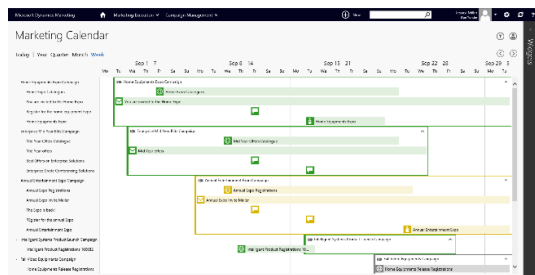
- Manage marketing operations across internal and external teams
- Understand marketing ROI and impact on pipeline and revenue



*"Microsoft Dynamics Marketing really has made us more efficient... It's helped us not worry about the data, but to think about the strategies that allow us to focus on the right things."*

*Brian Woyt, Senior Director, Global Brand Marketing, PGA Tour*

## Key Capabilities

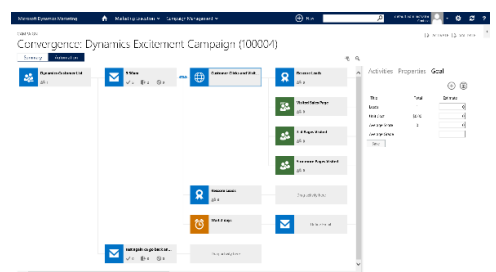


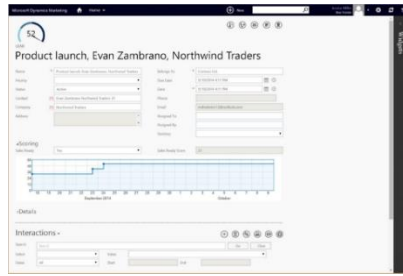
### Marketing Resource Management

Integrate planning, budgeting and tracking across all channels, including email, digital, social, and traditional. Collaborate and manage processes and workflows across your team — as well as other departments and agencies — from a single platform.

### Multichannel Campaigns

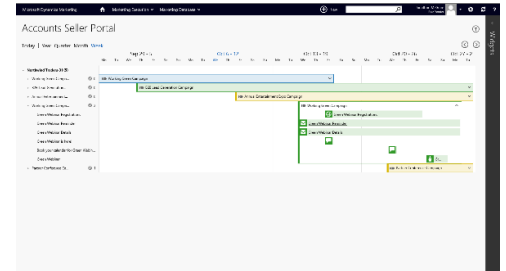
Engage customers with personalized, multichannel campaigns. Use our visual campaign designer to drag-and-drop to create and manage campaigns in a single window — across email, social media, events, and direct mail. Streamline campaign creation, segment customers and prospects, and test campaign messaging to improve conversion.





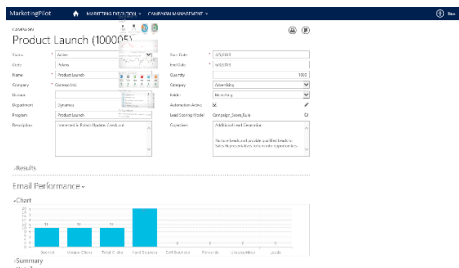
## Lead Management

Increase sales-ready leads with advanced segmentation and lead scoring. Boost prospect interest through multistage, trigger-based nurture programs that deliver personalized content and offers. Combine your sales and marketing funnel to better serve sales.



## Sales Collaboration

Strengthen your marketing and sales synergies by providing sales teams with visibility into the marketing calendar. Sales now can offer more insights into campaigns and targeting. Both sales and marketing can share the same view of the customer journey.

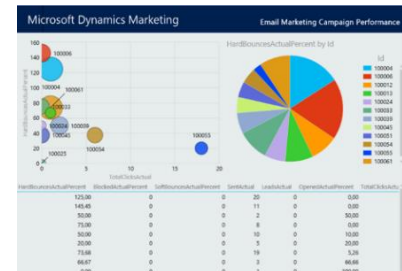


## Social Marketing

Connect with customers and prospects through embedded, contextual social tools. Measure campaign performance and impact across social channels. Track your share of voice across Twitter, Facebook, YouTube, and other social media. Monitor your global sentiment and brand presence.

## Marketing Analytics

Measure pipeline and revenue across every marketing investment to get a true view of your ROI. Empower your marketers with access to data through visual dashboards. Get a clear overview of campaign results so you can quickly judge performance. Make reporting easy by giving marketers familiar tools, Excel and Power BI, for real-time reporting.



## Global Availability

Microsoft Dynamics Marketing is available in 101 markets and 12 languages.

For more information, visit:

<http://www.microsoft.com/en-us/dynamics/crm-marketing.aspx>

# What's new in the 2015 Update of Microsoft Dynamics Marketing

### Sales collaboration

Sales Collaboration Panel gives visibility into marketing activities; enables input into targeting

### Marketing resource mgmt.

Interactive marketing calendar, Lync click-to-call, and webinars

### Languages and geos

Japanese and Russian

### B2B marketing

Webinar integration and improved lead scoring, including multiple lead-scoring models

### Multichannel campaigns

Graphical email editing, A/B testing, integrated offers, and approval workflows