



# Microsoft Dynamics CRM

Power your marketing productivity

Optimize your marketing efforts using the familiar and intelligent marketing capabilities of Microsoft Dynamics® CRM business software. Use flexible segmentation tools, intuitive campaign management features, robust workflows, and insightful analytics to increase the effectiveness of your marketing programs.

## Become a Dynamic Business

### Your People: Empower Your Marketers

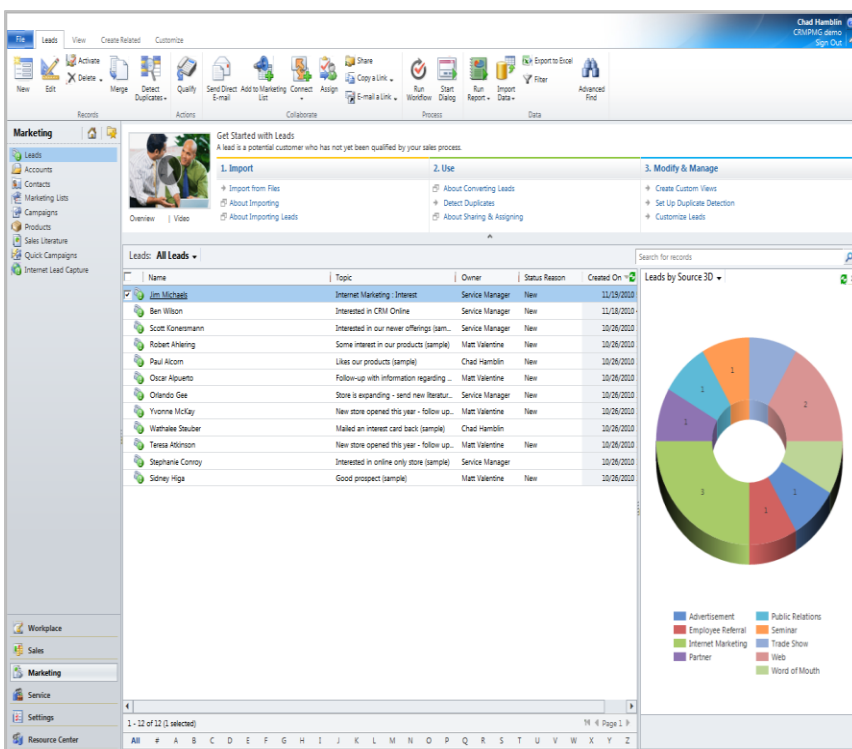
Provide your marketers with a powerful CRM solution that works the way they do. With a native Microsoft® Outlook® client, embedded Microsoft Office features, and role-based forms, Microsoft Dynamics CRM minimizes busy work and gives your marketing staff more time for their core competency—driving effective marketing programs.

### Your Processes: Drive Marketing Efficiency

Automate tasks, ensure consistent follow-up, and enable greater synergy with sales. With powerful workflow capabilities and guided processes, Microsoft Dynamics CRM helps your marketing organization automate lead distribution, ensure consistent follow-up, simplify approvals, and implement marketing best practices.

### Your Ecosystem: Target the Right Prospects

Target the right prospects and direct more impactful communications and marketing programs. With a 360-degree customer view, powerful segmentation tools, and insightful analytics, Microsoft Dynamics CRM helps you create the right offer for the right audience.



Improve your lead generation and better visualize key metrics with comprehensive lead management and inline data visualization capabilities in Microsoft Dynamics CRM.

*"With Microsoft Dynamics CRM we were able to dramatically improve our segmentation and targeting, streamline our campaigns and significantly increase our lead conversion rate."*

CHRIS COOK  
Director of Database Marketing  
Portland Trail Blazers



*"With Microsoft Dynamics CRM, we can ensure that no leads fall through the cracks. And with more efficient and more targeted marketing, we're better equipped to turn leads into loyal, long-term customers."*

NIKOS PAPAGAPITOS  
Manager of Technological  
Development and Special Projects  
Travel Dynamics International



Travel Dynamics International  
*Excellence in Small-Ship Cruising Since 1969*

*"With Microsoft Dynamics CRM, we were able to match sales to leads 25% faster, and report on campaign results and ROI in real time."*

JOHN JOHNSTON  
Marketing Manager  
Volvo



#### FAMILIAR: MARKETING THAT IS NATURAL AND PERSONAL

**Native Outlook Experience:** Improve efficiency by centrally managing email messages, appointments, tasks, contacts, and customer information right from within Microsoft Outlook.

**Improved Data Management:** Expedite data import jobs and improve data quality with the easy-to-use Data Import Wizard and embedded data cleansing capabilities.

**Microsoft Office Productivity:** Increase productivity with the many embedded Microsoft Office features such as Excel® export/import, real-time data filtering, and contextual ribbons.

**Pinpoint Segmentation:** Identify high-probability prospects and instantly create targeted marketing lists with powerful segmentation tools and conditional formatting rules.

**Quick Campaigns:** Enable your sales and marketing staff to rapidly create impromptu campaigns by using pre-built campaign templates and the guided Quick Campaign feature.

**Simplified Communications:** Simplify your communications with built-in mail-merge capability, email templates, and one-click conversion of email messages.

#### INTELLIGENT: INFORMATION THAT IS INSIGHTFUL AND ACTIONABLE

**Campaign Life Cycle Management:** Define and track campaign budgets, tasks, activities, and collateral for the entire campaign life cycle with comprehensive campaign capabilities.

**Intelligent Lead Management:** Automatically score and route leads to the most appropriate resource based on pre-defined rules, and qualify leads with a single click.

**Guided Dialogues:** Enable more consistent marketing communications, streamlined lead qualification, and call scripting with guided dialogues.

**Holistic Response Tracking:** Drive closed-loop campaign execution by easily tracking responses and converting email responses to leads or opportunities with just a click.

**Real-Time Insight:** Track key performance indicators (KPIs) and better articulate marketing return on investment with real-time dashboards, pre-built reports, and inline data visualization.

**Comprehensive Goal Management:** Instantly track key goals like lead generation, lead conversion, and response rates against pre-defined goals for greater insight.

#### CONNECTED: MARKETING THAT IS INTEGRATED AND COLLABORATIVE

**Permission Marketing:** Streamline your permission marketing efforts through automatic tracking of opt-in/opt-out preferences and the Internet Lead Capture feature.

**Streamlined Processes:** Simplify lead distribution, budget approvals, campaign execution, and follow-up actions with powerful yet flexible workflows.

**Insightful Connections:** Uncover new leads, identify influencers, and better understand social trends with the Connections feature and the Social Connector.

**Centralized Document Management:** Fast-track the creation of marketing plans, campaign collateral, and other documents with comprehensive document management capabilities.

**Improved Collaboration:** Foster greater team collaboration and improve campaign relevancy with powerful teaming capabilities and real-time communication tools.

**Seamless Event Management:** Improve the effectiveness of marketing events and easily track attendee data with comprehensive event management capabilities.

**Mobile Productivity:** Access campaign information, marketing budgets, and other information anytime using any web-enabled mobile device or through the built-in offline capability.

#### GET STARTED TODAY

Try Microsoft Dynamics CRM today:

<http://crm.dynamics.com>

Explore the Microsoft Dynamics CRM Marketplace:

<http://www.microsoft.com/dynamics/marketplace>

Join the Microsoft Dynamics CRM Community:

<http://crm.dynamics.com/en-us/communities/crm-community.aspx>