



Adobe Campaign: Microsoft Dynamics 365 Connector

Bridge the gap between marketing and sales systems to enable consistent messaging and execute highly effective marketing campaigns.

Organizations are losing out on opportunities because of disjointed data, campaigns, and activities.

Together, Adobe Campaign and Microsoft Dynamics 365 can address these challenges and better align sales and marketing; provide for a better customer experience; accelerate sales cycles and increase revenue opportunities.

In the past, sales and marketing departments tended to communicate with prospects and customers in isolation. This has led to inconsistent messaging across the organization as well as lost revenue from opportunities. The integration between Adobe Campaign and Microsoft Dynamics 365, via the Adobe Campaign CRM Connector, creates the link between sales and marketing. This enables sales and marketing teams to benefit from greater insight into all prospect and customer data as well as facilitating a consistent contact and content strategy.

Challenges

For many marketers, access to specific and detailed customer/prospect information has always been a challenge, especially when the information they seek exists in systems outside their control. Sales teams often have little insight into customer and prospect records regarding offers, promotions, invitations, or whitepapers sent out by marketing. Both situations can lead to poor engagement with the customer and lost revenue.

It is important that all customer and prospect interaction data is shared between departments and technologies. The Adobe Campaign and Microsoft Dynamics 365 integration allows companies to benefit from greater customer insight, consistent messaging and increased revenue opportunities.

The Solution

The Adobe Campaign and Microsoft Dynamics 365 integration enables synchronization of all available Contact data in the CRM system, making all relevant Contact data available for campaign activities.

Conversely, as profiles within Adobe Campaign interact with messages, those data (e.g.: sends, opens, clicks, and bounces) automatically flow into Microsoft Dynamics 365 to keep Contact records complete with marketing activity as well.

Key Benefits

Consistent messaging between sales & marketing

- The Adobe Campaign and Microsoft Dynamics 365 integration gives both systems access to customer insight and email marketing history allowing all messages to the customer to share the same consistent messaging.

Holistic view of all prospect and customer data

- By integrating Adobe Campaign with Dynamics 365 it is possible to share and access email marketing history on each Contact from within the CRM system.

Activate Dynamics data on any channel

- With contact data synchronized to Adobe Campaign, communications can be sent on any online or offline channel with Campaign including mobile push, in-app, email, or direct mail. Regardless of each Contacts' preferred channel, Campaign has you covered.