

GetResponse MAX and Microsoft Dynamics 365 for organizations wanting to market at scale



GetResponse MAX and Microsoft Dynamics integration

The perfect solution for marketers. The new GetResponse MAX and Microsoft Dynamics integration pairs together two powerful solutions. Now, both your marketing and sales teams can collaborate seamlessly and improve their overall effectiveness as GetResponse and Microsoft Dynamics synchronize together to **see data and analytics become useful and actionable.**

Built using Common Data Service Architecture and hosted in Azure, our integration gives you a secure and cloud-based way to store and work with vast amounts of marketing and sales data. It provides an efficient way to access and manage it with rich metadata tools and logic and process flows for increased productivity.

We combined powers to empower you

GetResponse integration allows both on-premise and cloud users to take advantage of a wide variety of marketing tools available all within one marketing platform to craft smooth workflows with everyone literally on the same page. With GetResponse MAX integration, you can benefit from:



24/7 dedicated support
for your GetResponse MAX
account



Synchronized contact data
between the two platforms



Email marketing campaign
deploy management
from the CRM



Officially Accredited GDPR
and data compliance



Advanced marketing
automation capability



Visibility of prospect-level
activity within the CRM



Increased productivity
and collaboration between
marketing and sales



Drag-and-drop visual editor
functionality with no coding
necessary



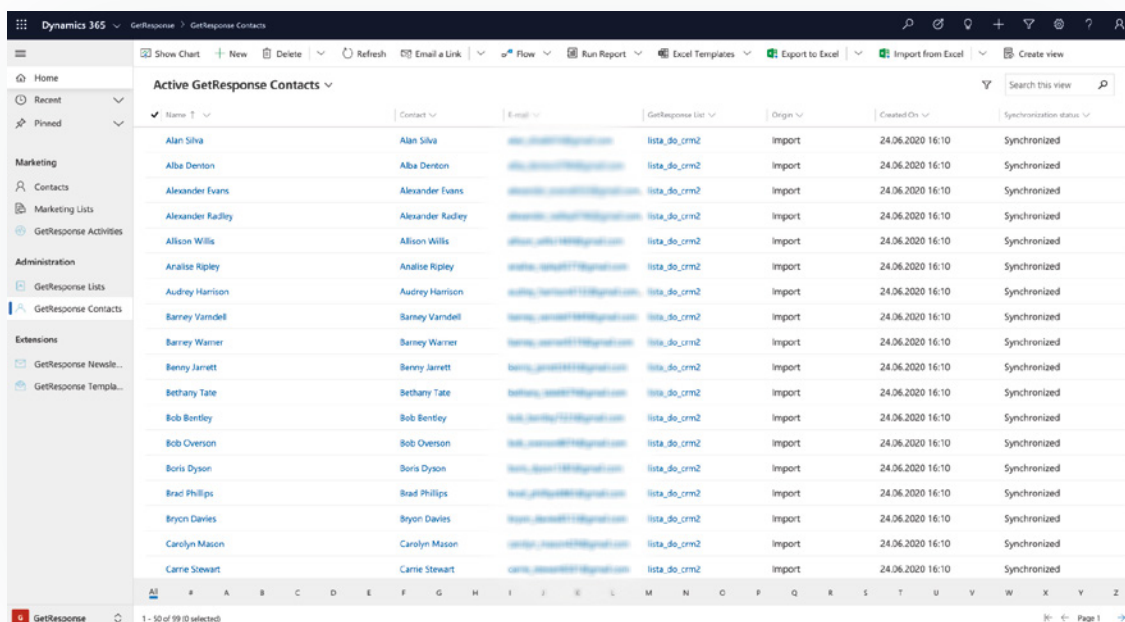
Readily available to activate
and included with your
GetResponse MAX account

Seamlessly synchronized

Whilst maintaining your segmentation processes within Microsoft Dynamics CRM, you can evolve your marketing and sales processes beyond guesswork and unify your view of contacts to sharpen the teamwork and enhance your ability to personalize account-based content. Fine-tuned lead scoring and updates on the customer journeys inform both your marketing and sales team in tandem for an efficient and frictionless flow.

Get leads, know when and how to turn them into customers, and retain them by understanding their needs and staying relevant to their interests.

Since marketing campaigns run outside of Microsoft Dynamics, your CRM database will perform faster and smoother because IT resources are uninterrupted by marketing database activities. Additionally, because the cores of the two systems work independently any issues with the IT infrastructure on one side will not really impact the other.



Name	Contact	E-mail	GetResponse List	Origin	Created On	Synchronization status
Alan Silva	Alan Silva	alan.silva@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Alba Denton	Alba Denton	alba.denton@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Alexander Evans	Alexander Evans	alexander.evans@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Alexander Radley	Alexander Radley	alexander.radley@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Allison Willis	Allison Willis	allison.willis@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Analise Ripley	Analise Ripley	analise.ripley@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Audrey Harrison	Audrey Harrison	audrey.harrison@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Barney Vandell	Barney Vandell	barney.vandell@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Barney Warner	Barney Warner	barney.warner@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Benny Jarrett	Benny Jarrett	benny.jarrett@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Bethany Tate	Bethany Tate	bethany.tate@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Bob Bentley	Bob Bentley	bob.bentley@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Bob Overson	Bob Overson	bob.overson@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Boris Dyson	Boris Dyson	boris.dyson@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Brad Phillips	Brad Phillips	brad.phillips@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Bryon Davies	Bryon Davies	bryon.davies@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Carolyn Mason	Carolyn Mason	carolyn.mason@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized
Carrie Stewart	Carrie Stewart	carrie.stewart@getresponse.com	lista_dto_crm2	Import	24.06.2020 16:10	Synchronized

Data synchronization

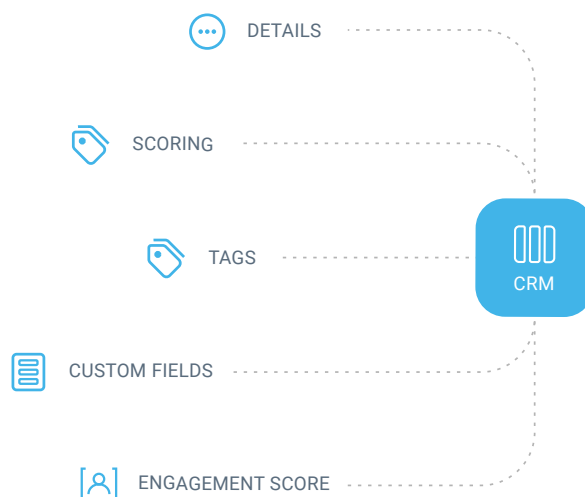
The synchronization between GetResponse MAX and Dynamics CRM transfers details from contacts and their marketing activities on the GetResponse platform to update contact details in the CRM at predefined intervals. Our integration allows the following data to be transferred between the two systems:

Contacts details on GetResponse platform

- ✓ Name
- ✓ Email
- ✓ Scoring
- ✓ Engagement Score
- ✓ Origin
- ✓ Created On
- ✓ Tags
- ✓ Custom Fields from GetResponse

Activities

- ✓ Type
- ✓ Created On
- ✓ Title
- ✓ URL (optional, depending on type)
- ✓ Shipping ID



Contact details on Microsoft Dynamics CRM

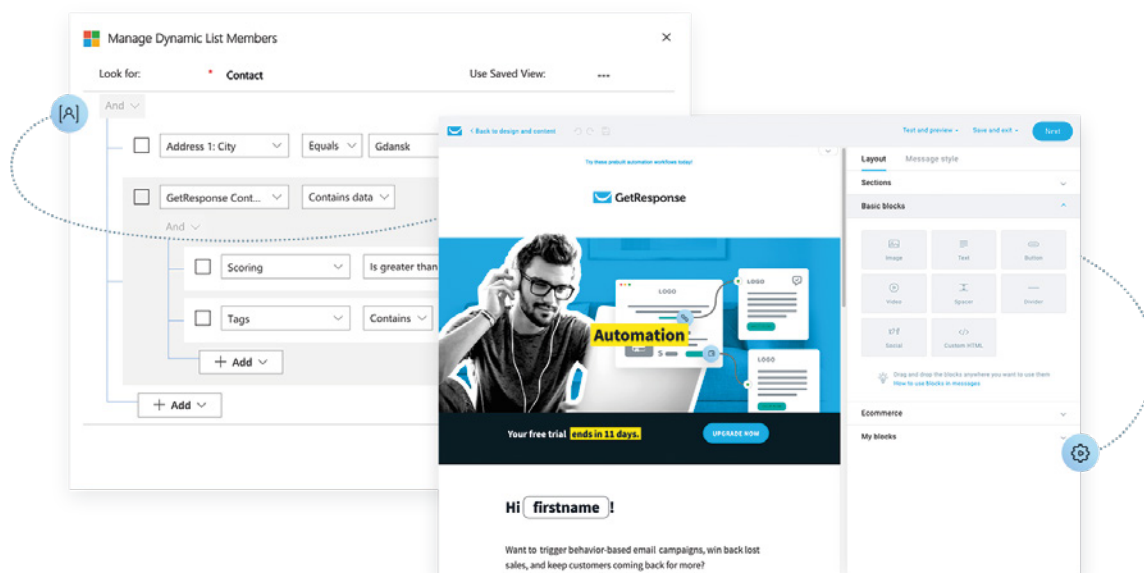
- ✓ Name
- ✓ Email
- ✓ Contact Configuration is not synchronized as it's read-only and used for segmentation

Contact segmentation happens in your CRM and not in the email platform, which greatly helps to keep the entire database clean and without the need for the CRM users to learn how to manage two different processes. This separation of the two systems allows for an elastic approach to bespoke IT and programmatic changes based on individual requirements.

Send and track email campaigns from Microsoft Dynamics

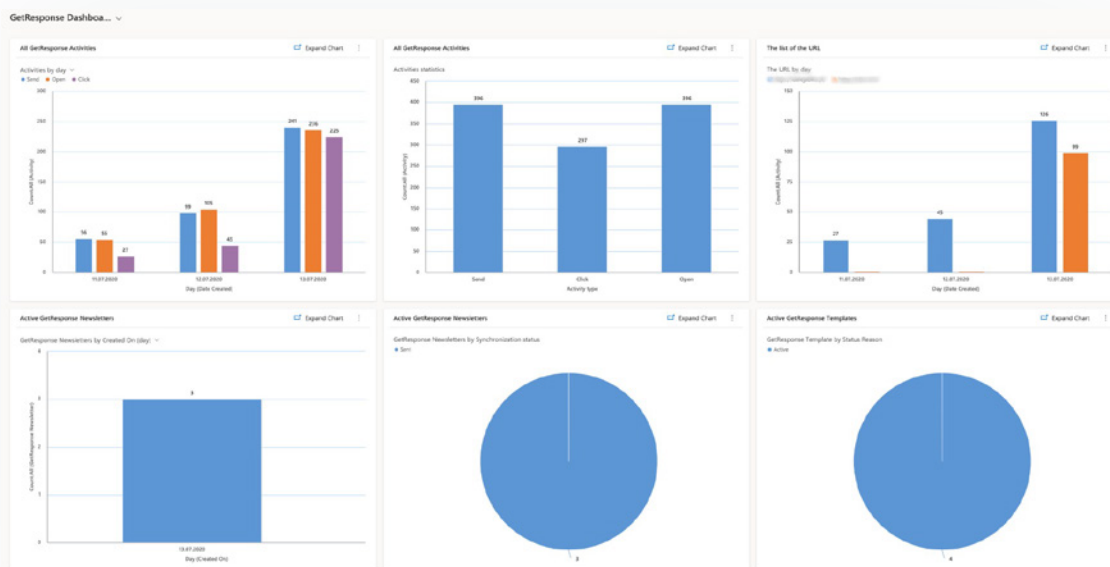
One of the main advantages of our integration is the ability to create modern and mobile responsive emails in your GetResponse MAX marketing platform, but manage the sending and tracking in Microsoft Dynamics 365. This ensures that your teams get to use best of both worlds in email marketing and contact data segmentation. This will enable you to:

- ✓ Allow your teams to use one central system to manage the deploy and tracking of email marketing campaigns
- ✓ Utilize GetResponse's intuitive drag-and-drop email creator to build pixel-perfect and mobile responsive emails without any HTML skills
- ✓ Display statistical information, within the familiar Microsoft Dynamics interface, about various aspects of email performance and customer engagement
- ✓ Launch and analyze A/B test campaigns in Microsoft Dynamics to better inform marketing decisions



What functionality does the integration include?

- ✓ A single and unified reporting view of email marketing history in Microsoft Dynamics
- ✓ A central marketing campaign scheduling and management from Microsoft Dynamics CRM
- ✓ Tracking and synchronization of email and click actions
 - Opens, bounces, unsubscribes
- ✓ Prioritizing leads across the entire user journey
- ✓ Contact list and segmentation building based on user behavior
 - Ability to segment GetResponse contacts in the CRM
- ✓ Ability to trigger automated acquisition and lead nurture campaigns based on user behavior and predefined CRM actions
- ✓ Automated contact subscription preferences management
- ✓ Automatic opt-in/opt-out preference management
- ✓ Scoring and segmentation rules to identify sales qualified leads
- ✓ Transfer leads' marketing history to the sales team when moving it from the marketing to sales pipeline
- ✓ A/B testing functionality to optimize campaign effectiveness



Scale and align your sales and marketing

Data can be difficult to define in ways that seem relevant, especially when more and more of it is available. No matter your business size now and where you're headed in the future, both GetResponse and Microsoft Dynamics scale along with you. The Microsoft Dynamics and GetResponse MAX give you multiple lead-scoring models and scoring grades that provide insights with precision that you can actually understand and use, so you know exactly where a contact is in your buying cycle and funnel.

Brands that trust GetResponse





Questions?

Let's talk! sales@getresponse.com

www.getresponse.com/max