



- 1 ClickDimensions is SaaS marketing automation solution that is native inside Microsoft Dynamics 365 Sales, providing a seamless marketing, sales and customer relationship experience for our customers
- 2 User interacts with ClickDimensions Marketing Automation App which is built to run exclusively on the new UCI for Dynamics 365 applications.
- 2 ClickDimensions uses the customer Azure Active Directory for validating the user identity
- 3 Assuming the user has appropriate authentication, they are navigated to the ClickDimensions' page initially interacted with.
- 4 When a customer request requires a job that includes CPU-intensive, I/O intensive, long-running jobs, a message is being sent to ClickDimensions' messaging infrastructure for further processing.

- 5 The associated background process/service will retrieve the message from the queue and begin processing of the request.
- 6 Data stores are used for calculation and aggregation of data as it relates to the specific request.
- 7 Additionally, the background process/service may need to update Microsoft Dynamics 365. Once again, Azure Active Directory will validate the user's identity and provide any/all authentications to the user's Dynamics 365 environment.
- 8 Data synchronization to Microsoft Dataverse environment of the user. ClickDimensions stores Profile Data, these include common entities like contacts, leads, events. In addition, ClickDimensions stores also Interaction Data that includes information about how our customers' contacts interacted with our Marketing Automation app, including email, opens, email clicks, event registration, page submissions, and more. The Profile Data and Interaction Data synchronization make the ClickDimensions solution fully native on top of Dynamics 365 Sales.