# CleverReach Connector: Newsletter integration for Dynamics

### How it works

Dynamics to Cleverreach

1. Specify for all leads and contacts which newsletter types they have approved (if nothing is specified, they will receive no newsletter)
2. Create a campaign, campaign activity or a marketing list (either dynamic or static)
3. Select a newsletter type for the created campaign, campaign activity or marketing list
4. Start the synchronization from the dynamics form
5. All related leads, contacts or primary contacts of accounts for the synchronized campaign, campaign activity or marketing list will be verified, if they have agreed for that newsletter type
6. All matching leads, contacts or primary contacts of accounts will be transferred as recipient to the related group in Cleverreach (see field assignment below)
7. Whenever a specified field of leads, contacts, accounts, campaigns, campaign activities or marketing lists is changed, an update to Cleverreach happens (see field assignment below)

Cleverreach to Dynamics

1. A Power Automation Flow will transfer bounces, clicks and opening events as campaign reactions to Dynamics every hour and will also track unsubscriptions from the newsletter

### Configuration

1. Configure CleverReach REST API for OAuth
2. Import and configure our Cleverreach Connector Solution to Dynamics 365
3. Import our Cleverreach synchronization flows to Power Automation
4. Customize the behavior for the synchronization using numerous configuration parameters, such as:
   a. Newsletter types
   b. Group prefixes
   c. Deletionsettings

### Benefits and Features

- Manual data transmission is no longer necessary
- dynamic and static marketing lists can be transferred
- Bounces, unsubscriptions are synced back into Dynamics
- fully unified interface compatible
- GDPR-compliant handling, e.g. when unsubscribing from the newsletter
- different newsletter typescan be supported
- Prevents email accounts landing on spam lists
- Use the latest technology through power automation
- address the contacts personally

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