



HCL-PowerObjects MARKETING ACCELERATOR

Extend and Enhance Dynamics 365 Marketing from Day One

HCL-PowerObjects has extensive experience implementing Dynamics 365 Marketing for our clients. We created the Marketing Accelerator to streamline the implementation process and ensure our clients are realizing all the benefits of their Microsoft investments.

What is it?

The Marketing Accelerator is a collection of customizations and enhancements to Dynamics 365 Marketing that have universal application and utility. These tools are relevant for any organization across all industries.

And it's getting better all the time! We are continually adding new features and functionality to address the needs of our customers. Plus, it is quickly installed by an HCL-PowerObjects team member and is functional in just a few minutes.

FEATURES

URL Shortener for Redirect URLs

Redirect URLs are one of the unsung heroes of Dynamics 365 Marketing, allowing click tracking on any link anywhere and anytime. However, the link generated for tracking is extremely long, making it less than optimal for social posting, traditional marketing mediums, and SMS campaigns.

The Accelerator includes an automatic API call to the URL shortener of your choice on Save of the Redirect URL record to create an easy-to-use short URL suitable for print, tv, social, or any other advertising medium. It provides the ability to customize both the domain and the back end of links to match branding needs.

Redirecting URL	https://a489de5d849f4e6fa3323a7456de350f.svc.dynamics.com/t/r/Zq6KvDU1EJ0ntaprWtaL...
Shortened Url	bit.ly/36rLsSC

Figure 1 Redirect Link before and after shortening (bitly integration)

Redirect URL Google Analytics

A toggle has been added to Redirect URLs that allows organizations to choose whether they want Google Analytics included in their tracking. When toggled On, the Google Analytics tracking can be built directly in Dynamics 365 Marketing.

Use Google Analytics	<input checked="" type="checkbox"/> Yes
UTM Source	source
UTM Medium	medium
UTM Campaign (Name)	campaign
UTM Term	term
UTM Content	content

Figure 2 Google Analytics

FEATURES



Campaign and Campaign Response Implementation

One of the core marketing pieces missing from a vanilla installation of Dynamics 365 Marketing is campaign management. The Accelerator brings this into the application, enabling the tracking of ROI for any advertisement, as well as taking next step actions for future market segmentation based on lead source.



RSS Feeds

Automatically pull RSS Feed items into Dynamics 365 Marketing with Microsoft Power Automate and send timed emails with relevant content to RSS Feed subscribers.

Value

The customizations included in the HCL-PowerObjects Marketing Accelerator will save your organization weeks of work and time, significantly reducing the overall cost of your Dynamics 365 Marketing implementation. By reducing your time-to-market, the Accelerator gets you very quickly on the road to realizing maximum value on your investment in Dynamics 365.

Availability

The Marketing Accelerator is available exclusively to HCL-PowerObjects clients. As a Finalist for the 2021 Microsoft Dynamics 365 Marketing Partner of the Year Award, we are on the cutting edge of this exciting and evolving product.

When you're ready to get started, so are we! Please [contact us](#) to learn more about implementing [Microsoft Dynamics 365 Marketing](#) using the HCL-PowerObjects Marketing Accelerator.



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HCL-PowerObjects is a global Microsoft Business Applications Partner with large CRM and ERP practices. Repeatedly recognized in the Microsoft Global Partner of the Year Awards for excellence in Financial Services, Dynamics 365 Customer Service, Dynamics 365 Sales, and Dynamics 365 Marketing, our holistic approach is built around improving the ROI of our clients' Microsoft investments through solutions designed to increase productivity, streamline business processes, and build better relationships.