

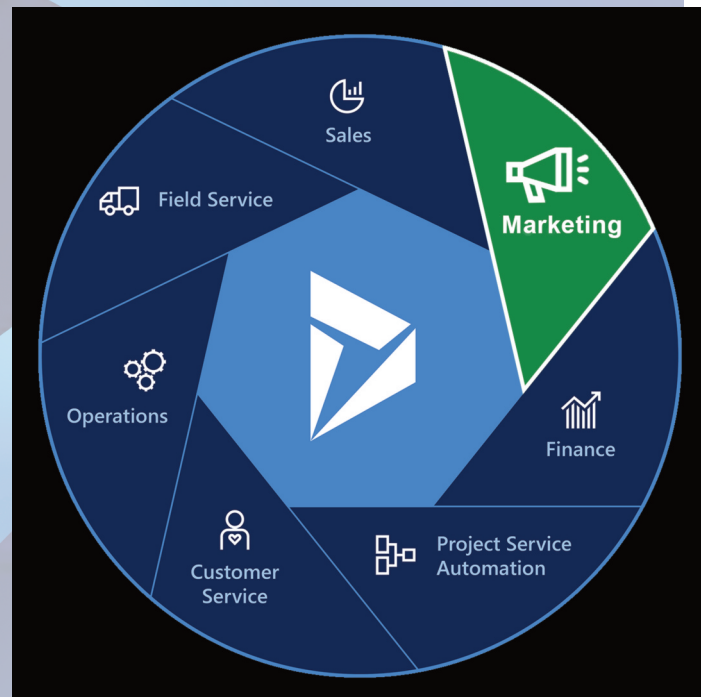


Personalized Customer Experience to Increase Demand

Dynamics 365 offers marketing automation for companies looking to increase demand with personalized customer journeys across multiple channels. Realize operational advantages and reduced costs when aligning sales and marketing with an integrated solution on same platform.

Customer Benefits

- **Orchestrate customer journey** to nurture more sales-ready leads using multi-channel campaigns. Connect to customers with the right message at the right time in the right channel.
- **Align sales and marketing** with common customer data and connected automated processes with sales and marketing teams. Use embedded intelligence like dynamic segmentation to target the right audience and multiple lead scoring models to prioritize leads.
- **Make informed decisions** with interaction insights, relationship analytics, and behavior tracking. Track and increase sales and marketing performance using configurable dashboards.
- **Grow with an adaptable platform** that is easy to tailor, extend, and connect to other apps and services you already use.



Summary of Key Capabilities

- | | |
|---------------------------|-------------------------------|
| ● Multi-channel campaigns | ● Insights and reporting |
| ● Lead nurturing | ● Unified platform |
| ● Event management | ● AI capabilities |
| ● Customer Voice | ● Social platform integration |

Gold
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For more information on this client use case, please contact David Friedrichs at DFriedrichs@mailctp.com.



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