

# Microsoft Dynamics 365 Marketing

Create a customised marketing strategy

Take marketing one step further. Generate more sales opportunities and nurture your customer relationships more effectively. Create a seamless customer or prospect experience with a smartly designed shopping route and visually appealing emails.



Shopping routes



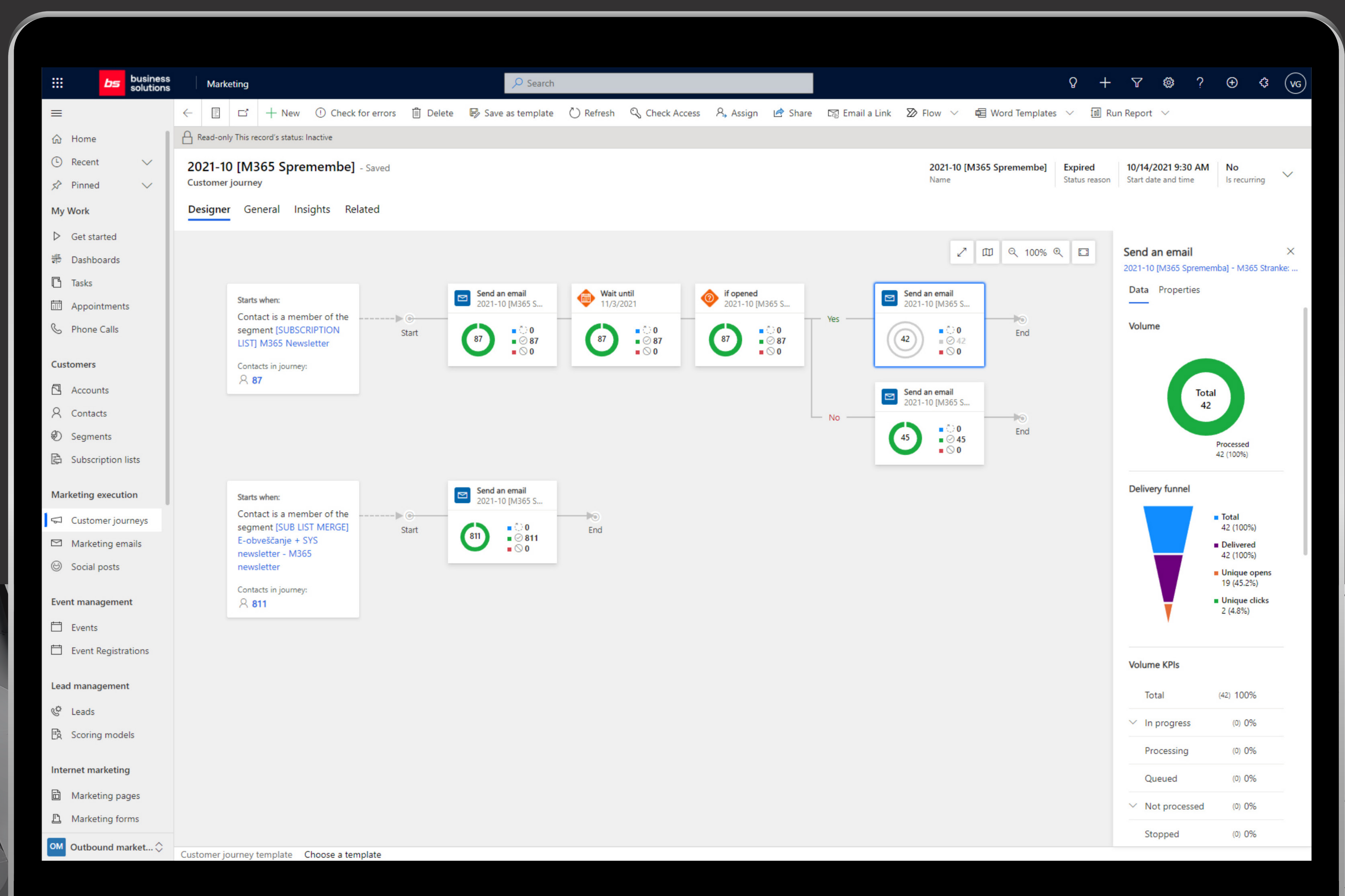
Marketing campaigns



Performance testing



Data monitoring





# How will the solution help you?



## Engage your prospective buyers

Create a buying journey with lead scoring data and behavioural patterns that help you craft winning messages at the right time and through the right channel. Take advantage of multi-channel marketing tools with solutions such as email, events, telemarketing, SMS integration, and LinkedIn connectivity.

## Align marketing and sales

Connect your marketing and sales departments with Microsoft 365 tools and get a cross-team view of marketing campaigns, shared calendars, and other tools. Identify prospective buyers faster and better with multi-channel scoring models. Provide sales with more comprehensive information and reduce the cost of acquiring a new prospective buyer.

## Make informed decisions

Check the effectiveness and efficiency of your campaigns, run A/B tests on your content or improve the open rate of your emails with integrated tools.

## Customise your working environment

Control your data via a dashboard that can be adapted to the way you work and customise your workflows with Dynamics 365 integration solutions.

- + B2C and B2B marketing
- + Artificial intelligence
- + Personalised experience
- + Simple flexibility

