



# Microsoft Dynamics CRM

Power your marketing productivity

Optimize your marketing efforts using the familiar and intelligent marketing capabilities of Microsoft Dynamics® CRM business software. Use flexible segmentation tools, intuitive campaign management features, robust workflows, and insightful analytics to increase the effectiveness of your marketing programs.

The screenshot displays the Microsoft Dynamics CRM interface. At the top, there is a ribbon with various action buttons like 'Import', 'Export', and 'Filter'. Below the ribbon, there are navigation tabs for 'Leads', 'Accounts', 'Contacts', etc. The main area shows a 'Leads' list with columns for Name, Topic, Owner, Status Reason, and Created On. A pie chart titled 'Leads by Source 3D' is visible on the right side of the list, showing the distribution of leads from different sources.

Name	Topic	Owner	Status Reason	Created On
Jim Michaels	Internet Marketing - Interest	Service Manager	New	11/29/2010
Ben Wilson	Interested in CRM Online	Service Manager	New	11/28/2010
Scott Konesmann	Interested in our newer offerings (sam...	Service Manager	New	10/26/2010
Robert Ahlring	Some interest in our products (sample)	Matt Valentine	New	10/26/2010
Paul Alcom	Likes our products (sample)	Chad Hamblin	New	10/26/2010
Oscar Alpuerto	Follow-up with information regarding ...	Matt Valentine	New	10/26/2010
Orlando Gee	Store is expanding - send new literat...	Service Manager	New	10/26/2010
Yvonne McKay	New store opened this year - follow up...	Matt Valentine	New	10/26/2010
Wathalee Seuber	Mailed an interest card back (sample)	Chad Hamblin	New	10/26/2010
Teresa Alderson	New store opened this year - follow up...	Matt Valentine	New	10/26/2010
Stephanie Conroy	Interested in online only store (sample)	Service Manager	New	10/26/2010
Sidney Higa	Good prospect (sample)	Matt Valentine	New	10/26/2010

Improve lead generation and better visualize key metrics with comprehensive lead management and inline data visualization capabilities in Microsoft Dynamics CRM.

## Become a Dynamic Business

### Your People: Empower Your Marketers

Provide your marketers with a powerful CRM solution that works the way they do. With a native Microsoft® Outlook® client, embedded Microsoft Office features, and role-based forms, Microsoft Dynamics CRM minimizes busy work and gives your marketing staff more time for their core competency—driving effective marketing programs.

### Your Processes: Drive Marketing Efficiency

Automate tasks, ensure consistent follow-up, and enable greater synergy with sales. With powerful workflow capabilities and guided processes, Microsoft Dynamics CRM helps your marketing organization automate lead distribution, ensure consistent follow-up, simplify approvals, and implement marketing best practices.

### Your Ecosystem: Target the Right Prospects

Target the right prospects and direct more impactful communications and marketing programs. With a 360-degree customer view, powerful segmentation tools, and insightful analytics, Microsoft Dynamics CRM helps you create the right offer for the right audience.

*“With Microsoft Dynamics CRM we were able to dramatically improve our segmentation and targeting, streamline our campaigns and significantly increase our lead conversion rate.”*

CHRIS COOK  
Director of Database Marketing  
Portland Trail Blazers



*“With Microsoft Dynamics CRM, we can ensure that no leads fall through the cracks. And with more efficient and more targeted marketing, we’re better equipped to turn leads into loyal, long-term customers.”*

NIKOS PAPAGAPITOS  
Manager of Technological  
Development and Special Projects  
Travel Dynamics International



Travel Dynamics International  
Excellence in Small-Ship Cruising Since 1969

*“With Microsoft Dynamics CRM, we were able to match sales to leads 25% faster, and report on campaign results and ROI in real time.”*

JOHN JOHNSTON  
Marketing Manager  
Volvo



#### FAMILIAR: MARKETING THAT IS NATURAL AND PERSONAL

**Native Outlook Experience:** Improve efficiency by centrally managing email messages, appointments, tasks, contacts, and customer information right from within Microsoft Outlook.

**Improved Data Management:** Expedite data import jobs and improve data quality with the easy-to-use Data Import Wizard and embedded data cleansing capabilities.

**Microsoft Office Productivity:** Increase productivity with the many embedded Microsoft Office features such as Excel® export/import, real-time data filtering, and contextual ribbons.

**Pinpoint Segmentation:** Identify high-probability prospects and instantly create targeted marketing lists with powerful segmentation tools and conditional formatting rules.

**Quick Campaigns:** Enable your sales and marketing staff to rapidly create impromptu campaigns by using pre-built campaign templates and the guided Quick Campaign feature.

**Simplified Communications:** Simplify your communications with built-in mail-merge capability, email templates, and one-click conversion of email messages.

#### INTELLIGENT: INFORMATION THAT IS INSIGHTFUL AND ACTIONABLE

**Campaign Life Cycle Management:** Define and track campaign budgets, tasks, activities, and collateral with holistic campaign management capabilities.

**Intelligent Lead Management:** Seamlessly track lead details across the organization, zero in on high probability leads, and instantly route them to the most appropriate resource.

**Streamlined Processes:** Simplify lead qualification, budget approvals, and follow-up actions with flexible workflows and guided dialogs.

**Holistic Response Tracking:** Drive closed-loop campaign execution by easily tracking responses and converting email responses to leads or opportunities with just a click.

**Real-Time Insight:** Track key performance indicators (KPIs) and better articulate marketing return on investment with real-time dashboards, pre-built reports, and inline data visualization.

**Comprehensive Goal Management:** Instantly track key goals like lead generation, lead conversion, and response rates against pre-defined goals for greater insight.

#### CONNECTED: MARKETING THAT IS INTEGRATED AND COLLABORATIVE

**Permission Marketing:** Streamline your permission marketing efforts through automatic tracking of opt-in/opt-out preferences and the Internet Lead Capture feature.

**Insightful Connections:** Uncover new leads, identify influencers, and better understand social trends with the Connections feature and the Social Connector.

**Centralized Document Management:** Fast-track the creation of marketing plans, campaign collateral, and other documents with comprehensive document management capabilities.

**Improved Collaboration:** Foster greater team collaboration and improve campaign relevancy with powerful teaming capabilities and real-time communication tools.

**Seamless Event Management:** Improve the effectiveness of marketing events and easily track attendee data with built-in event management capabilities.

**Mobile Productivity:** Access campaign information, marketing budgets, and other information using any web-enabled mobile device or through the built-in offline capability.

#### GET STARTED TODAY

Try Microsoft Dynamics CRM today:

<http://crm.dynamics.com>

Explore the Microsoft Dynamics CRM Marketplace:

<http://www.microsoft.com/dynamics/marketplace>

Join the Microsoft Dynamics CRM Community:

<http://crm.dynamics.com/en-us/communities/crm-community.aspx>