

# Microsoft Dynamics 365 for marketing

Sales productivity +14.5%

Overhead -12.2%



Marketing automation drives a 14.5% increase in sales productivity and a 12.2% reduction in marketing overhead.<sup>1</sup>

Only half of marketing and sales decisions are based on data.<sup>2</sup>

74% of marketers say targeted personalization increases customer engagement.<sup>3</sup>

## Business pains



Customers often leave email marketing unread; it's no longer enough to rely solely on email marketing to nurture leads.



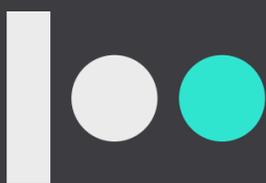
Sales and marketing teams use different tools to track customer interactions and update opportunities, resulting in siloed customer data.



Marketers often rely on guesswork and intuition rather than intelligent insights when targeting customers and making decisions.



Marketing efforts may require several platforms and nonintegrated apps to manage projects and campaigns.



## Benefits of marketing automation



Find and nurture more leads across multiple channels and turn them into long-term, profitable relationships.



Align sales and marketing to share information across teams. Use common information about leads across your business to ensure sales and marketing have the latest data.

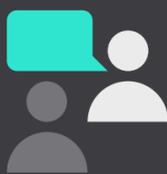


Maximize marketing ROI with clear, concise dashboards that help you track marketing activities versus performance, prioritize the hottest leads, and know what works with your best customers.



Drive innovation with an application that is easy to tailor, extend, and connect to other apps and services you already use.

## Capabilities of marketing automation



Attract the best leads and nurture leads gained from email marketing, landing pages, events, phone calls, and custom channels.



Set up multiple leads scoring models to prioritize leads who are ready to buy.



Easily set up and view campaigns with marketing calendars showing campaign timelines and activities.



Utilize account-based marketing to target specific accounts that are most likely to generate the largest revenue.

## Proof points



Microsoft Dynamics 365 is the next generation of intelligent business applications, helping organizations engage customers, empower employees, optimize operations, and find new ways to provide value to their customers.



What makes Dynamics 365 unique is that it harnesses the power of One Microsoft. Data has become the new currency, and organizations create and have access to more of it—and faster than ever before.



Dynamics 365 for marketing provides your business a 360-degree view of customer interactions. This helps align sales and marketing operations with common information, connected business processes, and Office 365 for collaboration.

For more information, visit the [Microsoft Dynamics 365 for Marketing website](#).

<sup>1</sup> CMO, 2017  
<sup>2</sup> Dun & Bradstreet, 2018  
<sup>3</sup> eConsultancy, 2013