Founded in 1922, Conquest Graphics is one of the largest and oldest privately-held printing companies in the United States. Today, as a fourth-generation family business, the company takes pride in offering a fast turnaround, cutting-edge technology and excellent value to their print and digital communications clients nationwide.

**More Technology, Less Results**

For more than 90 years, Conquest Graphics has helped businesses connect with their customers through a wide variety of marketing materials. But in 2012, the printing company was struggling to do the same with its own customers and prospects and to measure the performance of its marketing efforts.

“At the time, we were using several disparate marketing tools that promised to either improve visibility into your existing traffic or help promote new traffic but didn’t really provide any real ROI. Additionally, because these systems were separate from our sales and ordering system, we found it harder to deploy new campaigns, train employees, report on key metrics – the list of headaches seemed to go on and on,” said Andrew Wood, Marketing Specialist at Conquest Graphics.

With an efficient and hardworking but small team, Conquest Graphics also lacked the bandwidth to achieve their marketing goals. Email marketing was an essential part of their efforts, but they also wanted to try new tactics that weren’t available to them through their existing systems.

In addition, it was expensive to implement and maintain multiple marketing technologies. “We were paying a significant amount for systems that just weren't giving us the results we needed,” recalled Wood.

**Integration is Essential**

When Conquest Graphics decided to switch their marketing technology, the company was in the process of transitioning every aspect of the organization to Microsoft Dynamics. Marketing was a key function for them with regards to that transition.

“While there were a handful of other marketing automation solutions that integrated with Microsoft Dynamics CRM in 2012, ClickDimensions was the only one that solely focused on Dynamics and was also natively...
integrated with CRM. This gave us the confidence that we would be in
good hands while we implemented ClickDimensions into our production
environment,” Wood remarked.

At the time, they were primarily interested in email marketing, but
according to Wood, “We appreciated the additional features offered by
ClickDimensions as it gave us room to grow without worrying that we may
need to find a different solution if our needs expanded. In addition to email
marketing, we now use campaign automation, form captures, lead scoring
and web tracking, and we plan to implement SMS marketing soon.”

After they got up and running with ClickDimensions, Conquest Graphics
also started utilizing the system’s tracking and reporting features – all
available directly within Microsoft Dynamics – to measure, test and
optimize their campaigns.

**Targeted Results**

“Because of how disparate our pre-ClickDimensions marketing efforts
were, it is hard to provide actual metrics to compare with ClickDimensions,
but that is one of the most fundamental improvements we have
experienced by using CD: easily identifiable results,” Wood commented.

He added, “ClickDimensions has allowed us to become more agile
in our marketing strategies by using real-time result tracking from
ClickDimensions, alongside analysis done through Google Analytics, to
continually test and deploy new campaigns.”

The Conquest Graphics team has built several campaign automations in
ClickDimensions that allow them to easily market to specific prospects
with individualized messaging. Explained Wood, “This has made it possible
for us to uniquely target potential customers using digital and printed
marketing methods and has resulted in a highly successful marketing
effort with little additional investment costs. By having a varied marketing
approach, we had a much better response than we had in the past when
just utilizing one avenue of marketing at a time.”

Conquest Graphics has also realized cost savings while still expanding
their marketing efforts with ClickDimensions. Wood said, “The overall
cost of ClickDimensions was about 20 percent less than comparable
marketing solutions and offers all the features we need in a cost-effective,
user-friendly package. We’ve been able to more effectively reach our target
audience more often and with less overall expense.”

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“For anyone using
Microsoft Dynamics,
we have found no other
solution that offers this
level of functionality,
support and value.
ClickDimensions frequently
updates their marketing
automation platform
with new and improved
features and they provide
a fantastic level of support
and service.”

Andrew Wood
Marketing Specialist
Conquest Graphics

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our solutions can help your organization.