

**WU Executive Academy**  
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## Challenges

- Utilizing multiple marketing technologies with only limited features decreased productivity
- Minimal reporting features in existing technologies provided little to no insights into marketing performance
- A lack of Microsoft Dynamics integration made it difficult to get a complete picture of contacts

## Solution

- Implemented ClickDimensions to take advantage of the solution's native integration to Microsoft Dynamics
- Utilized a broad range of ClickDimensions' marketing automation features
- Gained insight into marketing performance through ClickDimensions' reporting and tracking capabilities

## Benefits

- Eliminated manual processes, improving efficiency and accuracy
- A threefold increase in email open rates due to improved segmentation
- Increased relevance of communications to various audiences through personalization

WU Executive Academy is the business school of the Vienna University of Economics and Business, bringing more than 100 years of experience and excellence to the field of executive education. Offering MBA, Master of Laws, certificate and short programs, WU Executive Academy is among the leading providers of executive education in central and eastern Europe.

## An Incomplete Picture

As a leader in providing executive education, WU Executive Academy has a number of important audiences they need to connect with – current students, prospective students and alumni to name a few. And yet, prior to 2014, they had difficulty connecting with these audiences effectively and efficiently.

“At that time, we were using Outlook and a very basic mailing program for our newsletter,” said Anna Patterson, Marketing Manager at WU Executive Academy. “Neither program met our marketing needs and we were hindered by not having insights into the performance of our campaigns and the reactions of our contacts. We didn’t know what was working and what wasn’t, so it was difficult to determine if our marketing efforts were having the impact we hoped for and what our next steps should be.”

With no integration between Microsoft Dynamics and their marketing initiatives, WU Executive Academy did not have insight into all the touchpoints – marketing and otherwise – that their individual contacts might receive. That made it difficult to understand the customer journey and what messaging might be needed or had already been received by each audience.

In addition, their existing marketing technologies only gave them email marketing capabilities. The WU Executive Academy team knew they needed a broader array of marketing tools to keep up with their competitors and fully engage their audiences.

## Graduating to Native Integration

As the need for new marketing technology became more apparent and urgent, the marketing and IT teams at WU Executive Academy came together to evaluate potential solutions. However, that process was short-lived.

“Our Dynamics partner recommended ClickDimensions, and we were sold right away on the native integration to Dynamics and the company’s established reputation in the Microsoft ecosystem. So, we didn’t end up considering any other solutions for long,” explained Patterson.

The new system allowed WU Executive Academy to expand their marketing



*“With ClickDimensions’ native integration with Microsoft Dynamics and the company’s established reputation among Dynamics marketers, we didn’t consider any other marketing automation solutions. That level of integration was essential for us and has played an important part in our marketing success over the years.”*

Anna Patterson  
Marketing Manager  
WU Executive Academy

efforts beyond email. According to Patterson, “Having our first marketing automation solution gave us the ability to grow our marketing efforts in incredible ways and to experiment with new ways of connecting with our audiences. In addition to email, we were excited to get started with landing pages, forms, surveys and automated campaigns.”

Once they were up and running with ClickDimensions, the WU Executive Academy team also started using the platform’s tracking and reporting features – all available directly within Microsoft Dynamics – to measure, test and optimize their campaigns.

## Better Insights, Better Results

For WU Executive Academy, one of the benefits of using ClickDimensions that they most immediately achieved was increased efficiency by eliminating manual processes.

“We have been able to integrate our email campaigns and customer database in one tool, which was a huge leap for our organization,” Patterson elaborated. “Our newsletters are able to go out much quicker and the post-email process is reduced to zero. The marketing mailings automatically get connected to our contacts, unlike before where we would have to manually add a new marketing action to contacts in our database. It was very time-consuming and not always accurate.”

**After implementing ClickDimensions, WU Executive Academy also realized a threefold increase in email opens thanks to improved audience segmentation.**

Patterson remarked, “With the ClickDimensions campaign automation builder, we can now segment our audience and nurture them based on their reactions to emails. This allows us to increase the relevance of our campaigns and the individual mailings within them.”

The team at WU Executive Academy was also able to further the relevance of their communications with personalization.

“We’re happy that we can personalize emails by adding country of residence, job titles, etc. in our communications because it makes for a more customized experience,” Patterson stated. “One area that is now particularly smooth is our annual alumni data update. We send an email with the information we currently have on file for an individual, making it easy for alumni to see what’s outdated and what’s current. They can then use a ClickDimensions form to update their information automatically in our CRM. It’s easy for us and easy for them, which is exactly what we were missing before ClickDimensions.”



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