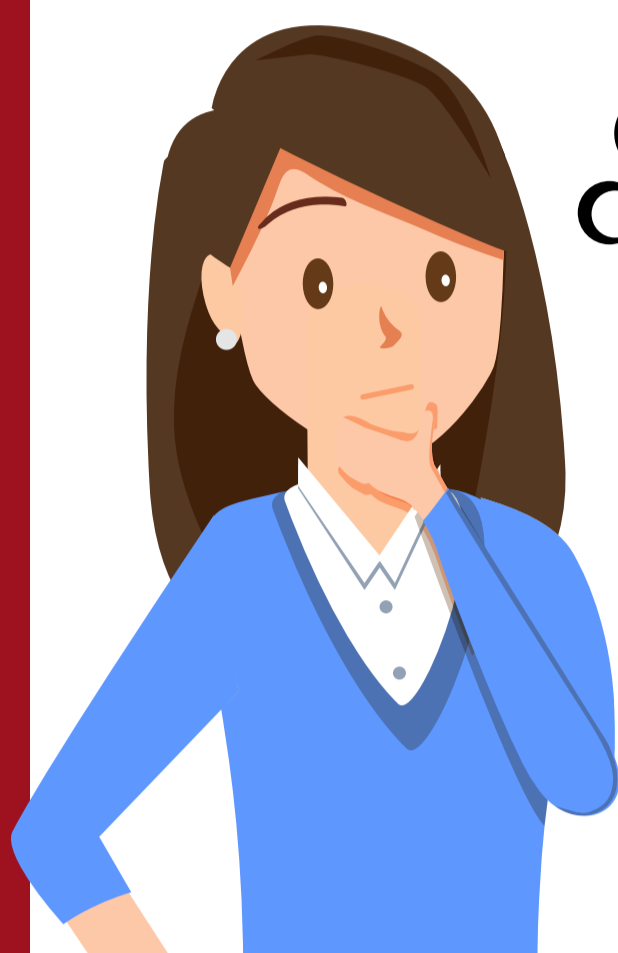


The Marketing Cloud:

A Love Story for Marketers
Who Use Microsoft Dynamics 365

There are **more than**
7,000
marketing technologies available today



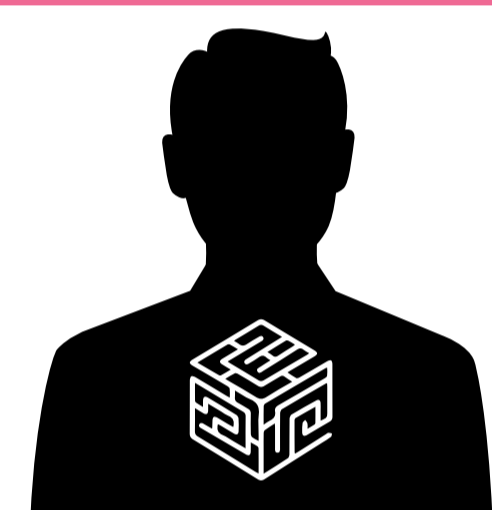
With so many options to choose from, it's hard for marketers at organizations that use Microsoft Dynamics to find the **RIGHT MATCH**.
Instead, they end up settling for a MarTech stack that doesn't meet their needs.

Too Expensive



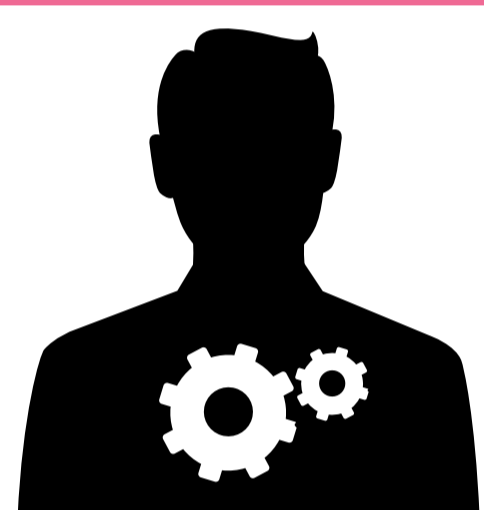
- ❗ Licensing all the tools in the MarTech stack is pricey
- ❗ Integrating all those tools is cost-prohibitive

Too Complex



- ❗ Hard to determine the right technologies with so many choices
- ❗ Integration challenges make it difficult to see what's working and what isn't

Requires Too Many Skillsets

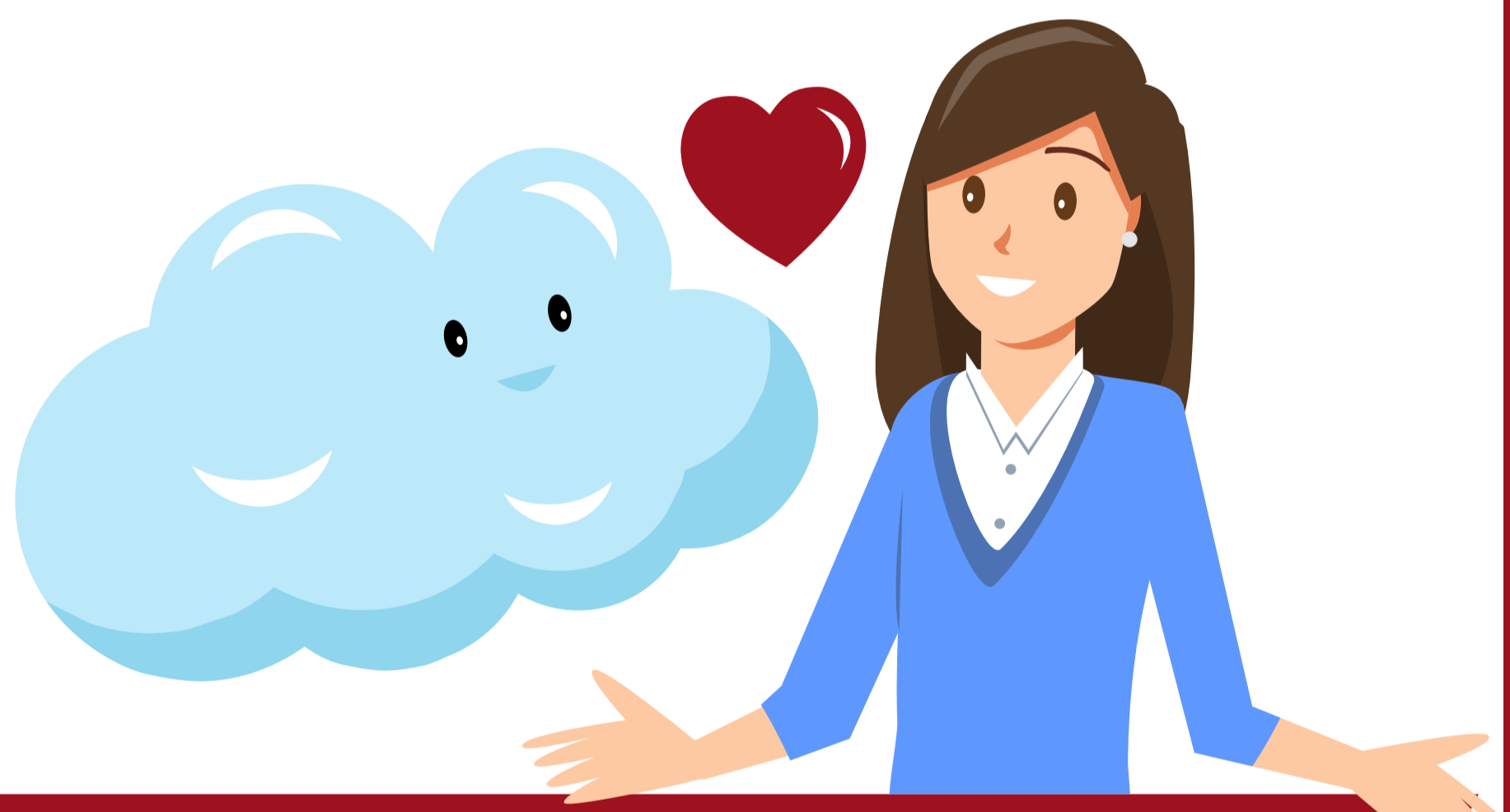


- ❗ Most marketing teams are too small to include all the required specialized skillsets
- ❗ Staffing the necessary team is too costly for most businesses

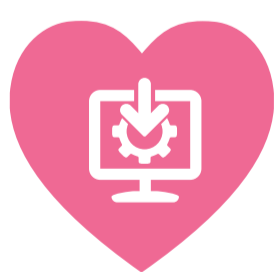
1/3 of marketing's budget today is spent on technology

52% of marketers say integrating disparate systems is the most challenging barrier to marketing technology success

47% of B2B marketers report using a combination of in-house and outsourced resources to implement marketing technology



Now, with a marketing cloud solution, marketers that use Dynamics have found **THE ONE** — one solution that combines everything they've been looking for in their MarTech stack.



100% Native

Multichannel marketing applications that work natively as "one solution" with Microsoft Dynamics

- ♥ Sales and marketing together on one platform
- ♥ No integrations or syncing
- ♥ Maximize your Microsoft investment



Services-Enabled

Services to optimize performance and deliver better outcomes

- ♥ Comprehensive marketing services
- ♥ Expertise in both marketing and Microsoft Dynamics



Results-Focused

Data-driven analytics to measure what activities are driving business results

- ♥ Intelligent marketing analytics to measure, unify and connect marketing, sales and customer data
- ♥ Connect marketing activity to sales pipeline and revenue

Learn more at clickdimensions.com



ClickDimensions

The Marketing Cloud for Microsoft Dynamics™