



Iain Wicks

*Director,
Rocket CRM*



Rocket CRM is a Microsoft Dynamics Partner with more than 25 years of CRM experience. Their focus is on keeping things simple to increase user adoption. Rocket CRM has been proudly partnering with ClickDimensions since 2018.

At ClickDimensions, we are 100 percent committed to helping our partners find and win more Dynamics business. We connected with Iain Wicks of Rocket CRM to talk about that commitment and their experiences as a ClickDimensions partner.

The Benefits of Partnering With ClickDimensions

“When my co-founder and I started Rocket CRM, we were very keen to partner with ClickDimensions. We had both been aware of ClickDimensions for some time, thanks to working with the company at other Microsoft Dynamics partner organizations and knew the massive benefits a partnership could bring to our business and our customers. By including ClickDimensions as part of our lineup of solutions, we are able to meet our customers’ needs for user-friendly, feature-rich marketing technology that is natively integrated with Dynamics and backed by marketing and Dynamics expertise.”

How Partnering with ClickDimensions Has Made an Impact at Rocket CRM

“We close 60 percent more of the demos we do when ClickDimensions is part of the demo as opposed to just demoing Dynamics 365. The ClickDimensions marketing automation application, as part of an overall sales proposal, makes a very compelling case for Dynamics. ClickDimensions provides the missing piece of the puzzle. As you can imagine, this has had a very positive impact on our business at Rocket CRM. It allows us to provide our clients with a more holistic solution that meets more of their business needs while also providing us with a new revenue stream and helping us close more Dynamics deals.”

How ClickDimensions Benefits Rocket CRM Customers

“For organizations that want to go beyond basic email and campaign automation, it can be very rewarding to use ClickDimensions. We find that customers really appreciate having a full range of essential digital marketing tools right at their fingertips and right inside Microsoft Dynamics. For most customers, just being able to get a full picture of how engaged their prospects are is a real eye-opener and they can then use that data to drill down and focus on their most engaged prospects with well-thought-out campaign strategies and journeys. At Rocket CRM, we know this firsthand because we use ClickDimensions for our own internal marketing initiatives and couldn’t be happier with the results.”

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“The benefits of a partnership with ClickDimensions go well beyond financial gains, and I think that’s important for other Dynamics partners to consider. Commission is always nice, but ClickDimensions has a great team and everyone is really friendly and fun. We love that it’s an easy product to sell. We also really appreciate that the team is always so eager to jump in and help out with demos and sales calls. ClickDimensions is our preferred marketing automation solution to sell because of the expertise and support they bring to the team and our customers prefer the platform because it is so user-friendly, and they have access to the same helpful and knowledgeable team when they need it.”