



Brett Meyer

Director of Product Management and Services, StratusLIVE



Launched in 2008 by three individuals with decades of software development and nonprofit management experience, StratusLIVE was built to satisfy the technology needs of today's nonprofit industry with an eye toward their future needs. Their end-to-end, cloud-based solution is capable of meeting virtually any nonprofit need while also scaling to satisfy emerging trends and requirements. StratusLIVE has been proudly partnering with ClickDimensions since 2012.

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

The Benefits of Partnering With ClickDimensions

"Partnering with ClickDimensions allows us to talk to our customers about one seamless solution. They don't need to take their data out of Dynamics 365 to another disparate database. That is not the case for most of our competitors, which gives us a tremendous advantage. The ClickDimensions marketing automation application also offers our clients exactly what they need to execute on their marketing initiatives. And since ClickDimensions handles everything related to their solution throughout the sales process and beyond, we get all the benefits without our internal team spending a lot of time and effort on the solution."

How Partnering with ClickDimensions Has Made an Impact at StratusLIVE

"Because marketing automation is so ingrained with what nonprofits need to do, we must have a solution that works within the same system they use for fundraising. With ClickDimensions, we have something to offer that most other systems can't do in one solution. This has made us more competitive and has increased our value to our customers, resulting in outstanding retention. ClickDimensions has become an essential part of our business. More than 70 percent of our clients have ClickDimensions installed and we discuss it with every prospect."

How ClickDimensions Benefits StratusLIVE Customers

"Without a doubt, ClickDimensions' email marketing capabilities are what always sells the product. Servicing the nonprofit space, there is a need for ongoing communication with donors as the organization recruits additional support for their cause, and email marketing tools help them deliver. Our clients really appreciate the campaign automation functionality, especially for major gift and grant processes. They really have to nurture those relationships and ClickDimensions helps them to get their message out there exactly at the right time. Website tracking is also an important tool for our customers, allowing them to determine the most effective pages and content and helping them to identify potential donors."

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

"Before we partnered with ClickDimensions, we conducted a due diligence review of the available solutions at the time and selected the ClickDimensions marketing automation platform over the others. At StratusLIVE, we have always taken a best of breed approach and typically only select one partner in a functional category. We have done reviews over time but have always stuck with ClickDimensions when we need to make a recommendation. In our view, you won't find a better solution or a more committed team in the Dynamics space."