



Chris Capistran

President, Cobalt



Cobalt is a Dynamics 365 partner that specializes in serving associations, certification organizations and small to midsize businesses. The company is dedicated to client success and works tirelessly to ensure that their products and services allow clients to achieve their business goals. Cobalt 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 Chris Capistran of Cobalt to talk about that commitment and their experiences as a ClickDimensions partner.

The Benefits of Partnering With ClickDimensions

“For us, the biggest benefit of partnering with ClickDimensions is offering our customers a marketing automation solution that is native to Microsoft Dynamics 365. At Cobalt, we exclusively focus on D365, so having a marketing technology partner with the same focus is a no-brainer. We bring in ClickDimensions on every deal and our customers are always impressed by the broad range of marketing features the ClickDimensions marketing automation application puts right at their fingertips.”

How Partnering with ClickDimensions Has Made an Impact at Cobalt

“ClickDimensions really helps us in our sales efforts. We present Dynamics 365, our industry solutions and ClickDimensions as a unified offering, and the ability to do that is huge. Our customers don’t like custom. They don’t like complex and costly integrations. They like turnkey solutions and, through our partnership with ClickDimensions, we deliver. The time to implement ClickDimensions is also a big selling point. Knowing that they can be up and running with a marketing automation solution in a matter of hours is a gamechanger. It’s just one less thing customers have to worry about and one less hurdle for us in the sales process.”

How ClickDimensions Benefits Cobalt Customers

“At Cobalt, we are all in on ClickDimensions. We use their marketing automation application and marketing services. As a ClickDimensions partner, it is a tremendous benefit that we are also customers because we can speak from firsthand experience. Being a ClickDimensions customer has enabled us to become more sophisticated in our marketing efforts, and we see that with our customers too. While email marketing is the immediate draw for most of our customers, they quickly grow into other features like forms, landing pages and campaign automation. And they appreciate that ClickDimensions constantly has new product enhancements for them to take their marketing to another level.”

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“We had a prospect whose current system was a hodgepodge of disconnected tools and we went in with ClickDimensions and demonstrated an integrated solution. The fact that someone from ClickDimensions was by our side in this presentation really helped seal the deal because they could see that we are true partners with a strong relationship. They were accustomed to finger pointing with vendors, and they knew we were different. We are very picky about the companies we form alliances with at Cobalt, but ClickDimensions is at the top of that very short list. We know that we always have back up from ClickDimensions and they always make us feel like we are their most valuable partner.”