



## Warren Butler

*Marketing Director,  
Preact*



Preact is a specialist customer relationship management consultancy and has been a Microsoft CRM Gold Partner since 2010. The company is built on helping customers leverage outstanding success from their CRM while also delivering excellent value for money. Preact has been proudly partnering with ClickDimensions since 2015.

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

### The Benefits of Partnering With ClickDimensions

“Because ClickDimensions is built for Dynamics and lives natively in Dynamics, it makes selling, implementing and supporting the solution much easier for our teams as it uses technology that they are very familiar with. Our partnership with ClickDimensions has also enabled us to fill a functional gap that has existed in Dynamics for a long time, making the proposition of the two solutions combined far more able to compete with other CRM solutions on the market.”

### How Partnering with ClickDimensions Has Made an Impact at Preact

“ClickDimensions has made a direct contribution to our bottom line, not only generating tens of thousands of dollars in referral commissions, but also making the difference in a number of client wins. We estimate it has enabled us to close in excess of 10 percent more deals in volume, not to mention the Dynamics implementations it has saved by replacing other failing marketing automation solutions when customers of those solutions have approached us for help.”

### How ClickDimensions Benefits Preact Customers

“As a partner, Preact has always achieved the most success with products that it actively uses. ClickDimensions is one of the strongest examples of this. In virtually all cases, our core marketing activities are connected to ClickDimensions which has helped us increase scale. We have also seen tangible benefits from the ease of executing email marketing and the unified reporting and insights. The intuitiveness of the product has allowed our marketing function to be largely self-sufficient without needing the input of technical help. Over the years, our own positive experiences using the solution have been crucial in Preact securing new ClickDimensions customers and the marketing results they achieve by using the ClickDimensions marketing automation application mirror our own.”

### To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“The ClickDimensions marketing automation application is simple to use yet powerful and the features are developed in such a way that demonstrate that its architects really understand the needs of marketing teams. This is a significant selling point for any Dynamics partner. In addition, ClickDimensions’ willingness to assist in deals has been instrumental in securing the success that we have jointly achieved. Their wonderful, knowledgeable and friendly team are probably the company’s greatest asset – and as a ClickDimensions partner, they are our greatest asset too.”