

How Morton Buildings Increased Their Marketing Efficiency and Effectiveness with ClickDimensions



Case Study



Morton Buildings

Morton Buildings is the industry leader in post-frame manufacturing and construction. From the company's cutting-edge innovations and best-in-class warranty to their craftsmen in the field, they are dedicated to surpassing expectations. Morton Buildings' legacy of excellence in construction spans more than a century and more than a quarter-million satisfied customers.

Key Outcomes

- Increased efficiency by eliminating manual processes
- Created segmented audiences and communications for greater marketing effectiveness
- Improved sales and marketing alignment
- Increased lead conversions and insights

As the Marketing Cloud for Microsoft Dynamics™, ClickDimensions has helped organizations around the globe redefine how they work, attain results and drive continual improvement. Morton Buildings has been a ClickDimensions customer since 2017.

Challenge

Before implementing ClickDimensions, Morton Buildings utilized an email marketing system that simply wasn't capable of the level of sophistication the company needed to effectively engage their audiences. The solution's lack of functionality beyond email marketing hindered Morton's ability to create a great customer experience. In addition, zero integration between their marketing technology and Microsoft Dynamics made for data siloes and inefficient manual processes.

Solution

Knowing it was time for a full marketing automation solution, Morton Buildings assembled a team consisting of members from marketing, IT and customer service to select a system. The selection process included a thorough review of a number of solutions, but ultimately integration with Dynamics was the deciding factor. Natively built inside Dynamics and featuring a complete suite of essential marketing tools, ClickDimensions was the obvious choice for all the decisionmakers.

Results

Thanks to ClickDimensions' native integration with Dynamics, Morton Buildings was able to implement the solution and get users trained on it quickly. They have since transformed their marketing efforts and, in turn, their customer experience. They can now easily and efficiently segment audiences – without time-consuming data imports or exports – to ensure that customers get the most relevant communications, which has helped the company significantly increase both their lead conversion and customer retention rates. With sales and marketing data now living in the same system, Morton Buildings also now enjoys greater sales and marketing alignment. Their large salesforce can see the marketing history of a lead or contact and all the emails and campaigns that have been sent to that individual so they can have more productive sales conversations. In addition, with ClickDimensions, the marketing team has a tremendous level of insight into analytics, where they previously had none. This has allowed Morton Buildings to create and adjust their marketing plans according to actual performance data, leading to greater marketing success.



"ClickDimensions took us from a manual, small business-oriented solution to a fully-integrated and modern platform that is expected from a company of our size and reputation. Morton Buildings is an industry leader that prides itself on quality and exceptional customer service, and now our outbound communications reflect that as well. ClickDimensions has helped us stay nimble and provide the best experience and most timely information to our prospects and customers."

– Danielle Scott,
Marketing Specialist, Morton Buildings