



Seth van Ouwerkerk

CCO, Ifunds



With smart solutions, Ifunds helps their nonprofit customers maximize their social impact. Ifunds enables organizations to build multichannel customer journeys with Microsoft Dynamics 365 Fundraising solutions. From donation management to personalizing campaigns, Ifunds provides marketing automation tools that help their customers succeed. Ifunds has been proudly partnering with ClickDimensions since 2016.

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

The Benefits of Partnering With ClickDimensions

“The biggest benefit of partnering with ClickDimensions is being able to offer our customers a marketing automation solution that is native to Microsoft Dynamics 365. Furthermore, Ifunds customers need to be able to access the donor data while performing marketing campaigns. Our customers need a solution that can deploy email campaigns, newsletters and surveys all from a single platform, and we are able to offer them that with ClickDimensions. An added advantage is that ClickDimensions’ UX design aligns perfectly within other Dynamics processes. This makes it an easy transition for new customers to learn and use. We also appreciate that ClickDimensions continues to release new features, which helps our customers stay on the cutting edge and makes it easier for us to sell potential customers on the solution.”

How Partnering with ClickDimensions Has Made an Impact at Ifunds

“Since marketing automation is an integral part of what nonprofits do, we needed to offer a solution that aligns with the technology our customers already use for fundraising. ClickDimensions more than satisfies this need with great value for money. ClickDimensions’ pricing and overall value puts marketing automation technology within reach for nonprofit organizations. It also provides our customers with a net savings in the long run, by enabling them to receive more donations with an easier process. With ClickDimensions, we have a proven technology for B2B markets and B2C markets with capabilities that most other systems don’t have all in one solution. And all of this amounts to more business for us at Ifunds.”

How ClickDimensions Benefits Ifunds Customers

“Without a doubt, ClickDimensions’ marketing automation capabilities and native integration is what sells the product. For our nonprofit customers, there is a need for ongoing communication with donors, as they are always seeking support. Our customers use ClickDimensions to create high-volume personalized email campaigns. The campaign automation functionality allows them to easily set up different donor journeys and deploy them on various channels, such as email, SMS, forms and landing pages. They also really appreciate the reporting dashboards, which makes it easy to see the results of their campaigns, including clicks, opens and other important engagement metrics.”

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“We genuinely enjoy working with the ClickDimensions team. We partner with a select few other organizations and carefully chose the ClickDimensions marketing automation platform over others. The ClickDimensions support team is helpful and response times are very quick. We know firsthand that our customers are able to get their marketing efforts up and running in a very short timeframe. We are satisfied with not only the solution, but also with the wealth of learning materials that are available, like the ClickDimensions Academy. We would recommend ClickDimensions as the superior native solution to anyone who uses Microsoft Dynamics.”