ClickDimensions

ClickDimensions Expands Micro-Vertical Focus with TekStack Joint Development and Distribution Agreement

Unified marketing, analytics and services platform completes strategic acquisition of TekStack IP related to sales engagement and relationship management, making strides towards a full revenue marketing platform

ATLANTA (March 1, 2022) – ClickDimensions, The Marketing Cloud for Microsoft Dynamics™, and TekStack, a provider of business applications for B2B SaaS companies built on Microsoft's Power Platform, have announced a joint development and distribution agreement. With this partnership, ClickDimensions has acquired broadly applicable sales engagement and relationship management functionality that can be applied to their small and midsized market focus; while with ClickDimension's marketing cloud, TekStack deepens their solution set to a micro-vertical offering.

As a result of this distribution agreement and IP acquisition, TekStack will integrate ClickDimensions marketing components into its complete SaaS bundle, and ClickDimensions will represent TekStack in the micro-vertical of Microsoft partners.

"ClickDimensions is paving the path forward for small and midsized businesses looking to recoup revenue lost during the pandemic," states Mike Dickerson, CEO of ClickDimensions. "We know continued business success rests on the unification of sales and marketing. Our joint development and distribution partnership with TekStack will enable us to create enhanced technology solutions that support unification and drive overall revenue marketing objectives. Complemented by TekStack's experience scaling and building solutions in a vertical market, this collaboration equips us to serve the SMB ecosystem in Microsoft more efficiently and holistically."

In today's digital-first era of buying and selling, ClickDimensions knows it's more important than ever to have solutions that foster interdepartmental unification, tie marketing and sales activities directly to revenue and provide real-time performance information. By democratizing its suite of products and increasing accessibility for B2B buyers in small and midsized businesses, ClickDimensions remains committed to helping companies navigate an ever-evolving business landscape and meet post-pandemic revenue goals.

"Our mission at TekStack is to help SaaS companies fulfill their goals, make data-driven decisions and spend less time and money on tools so they can dedicate more effort catering to customers," Marc DiGiorgio, Co-founder and Managing Director of TekStack. "Fixing the marketing and sales revenue operations process is key to this. Our partnership with ClickDimensions gives us this. We're ready to help ClickDimensions build a strong solution that caters to today's digital buying journey and meets an urgent need in the small and midsized business landscape."

For more information about ClickDimensions and its suite of solutions, visit www.clickdimensions.com.

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About ClickDimensions:
Founded in 2010, ClickDimensions is the leading marketing platform for Microsoft Dynamics, with more than 3,700 customers around the globe and a partner network that spans 76 countries today. As The Marketing Cloud for Microsoft Dynamics™, ClickDimensions is redefining how marketers work and attain results with the only unified marketing technology, analytics and services platform in the market. Made exclusively for and natively built within Dynamics, ClickDimensions allows marketers to leverage technology to its full potential by providing built-in measurable results and insights into revenue impact with world-class services to drive continual improvement. For more information, visit www.clickdimensions.com, follow @ClickDimensions on Twitter or email press@clickdimensions.com.

About TekStack
TekStack is built to give B2B software and service companies every competitive advantage. Sales, Customer Success, Subscription Management, Billing & Invoicing, Professional Services Automation, and Helpdesk from one platform. Powered by the Power Platform, TekStack is a certified Microsoft app and fully integrates to modern work tools like Outlook, Office 365, Teams, and Power BI.

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