

# How Wellbeats Used ClickDimensions to Increase Engagement Throughout the Buyer's Journey



## Wellbeats

Wellbeats is dedicated to making fitness affordable, simple, fun and accessible for everyone. Founded in 2008, Wellbeats is a pioneer in the virtual fitness category and a leading provider of on-demand fitness solutions for businesses. The company's worldwide clients include Fortune 500 corporations, major health club chains, residential housing, schools and U.S. military bases.

## Key Outcomes

- Improved lead and customer experience throughout the buyer's journey
- Streamlined lead generation and customer retention processes
- Increased sales and marketing alignment
- Gained better insights into campaign performance

As the Marketing Cloud for Microsoft Dynamics™, ClickDimensions has helped organizations around the globe redefine how they work, attain results and drive continual improvement. Wellbeats has been a ClickDimensions customer since 2018.

## Challenge

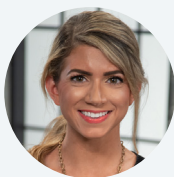
Prior to becoming a ClickDimensions customer, Wellbeats was unable to easily connect their CRM data and marketing campaigns, making effective outreach a challenge. Their previous marketing automation solution did not seamlessly integrate with Microsoft Dynamics, making data syncing a time-consuming manual process. This meant the Wellbeats marketing team spent more time on execution than strategy.

## Solution

Wellbeats began the search for a reliable marketing automation solution that would flawlessly integrate with Microsoft Dynamics to streamline and align their sales and marketing efforts. They explored a variety of marketing technologies, but found that ClickDimensions offered the best training, features and Dynamics integration. The solution's quick setup and configuration also made it easy to get started right away.

## Results

Since becoming a ClickDimensions customer, the Wellbeats marketing team has been able to spend more of their time and energy on strategy and improving their marketing efforts. From email marketing to web forms and surveys to campaign automation, Wellbeats uses ClickDimensions in a variety of ways and has found that having these essential marketing tools at their fingertips right alongside their CRM data has made a significant difference in their marketing efforts throughout the buyer's journey. Using ClickDimensions' lead scoring, the Wellbeats marketing team can now better evaluate and grade the leads they generate to ensure they are the most qualified before submitting to their sales team. Cross-functionally, this has helped benefit other departments by providing more effective and reliable customer insights. With ClickDimensions, Wellbeats is now better able to understand the needs of their prospects and customers, gain insights into which campaigns resonate the most, and tailor their marketing accordingly to increase engagement and close more sales.



*"Since our ClickDimensions integration, we have saved countless hours of manual work each week capturing data from leads and existing customers, so we can better define campaign performance. It has allowed us to monitor real-time results so we can provide a better experience at every touchpoint with our prospects and clients. We are very satisfied not only with the platform, but the training, resources and support offered by ClickDimensions."*

- Tiana Emery  
Associate Marketing Manager, Wellbeats