

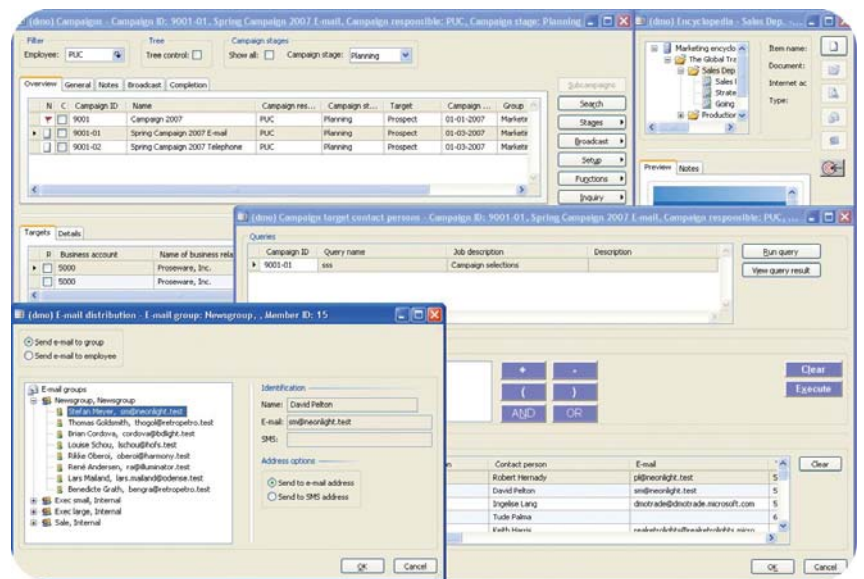
# Marketing Automation

## BENEFITS:

- Helps you leverage your customer knowledge to increase the effectiveness of your marketing activities
- Easily gather and use customer feedback to build more effective campaigns
- Helps you easily and credibly measure the profitability of campaigns

## Marketing Automation in Microsoft Dynamics AX

Marketing Automation in Microsoft Dynamics™ AX gives you the necessary insight to create targeted, personalized campaigns across all your company's communication channels.



Marketing Automation in Microsoft Dynamics AX helps make effective campaign planning, execution and analysis easy by placing all relevant marketing information at your fingertips. Campaigns can be based on back office and front office information and are easily organized, executed, tracked and analyzed.

Marketing Automation lets your entire business work with your marketing campaigns within the same user-friendly application—from accounting, production and logistics to sales and marketing. Marketing Automation is part of our Sales and Marketing solution, which includes Sales Force Automation, Sales Management and Telemarketing.

## **Increase the effectiveness of marketing activities**

The key to successful direct marketing is to give your contacts the information they need—how and when they need it. Marketing Automation helps you easily identify the registered customers and prospects that will act favorably to your marketing campaigns. You can quickly plan and execute personalized campaigns using a campaign window that consolidates all the information and functionality needed to communicate via direct sales, call centers, e-mail, fax and the Internet.

Defining and selecting a campaign target group can be both the most difficult and the most important phase of campaign planning. With Marketing Automation you can segment your target audience into meaningful profiles to facilitate personalized campaigns targeted at specific customers' needs. Selection criteria are based on information stored in the Microsoft Dynamics AX database and results can be modified and filtered to meet your exact requirements. These selections can then be saved and re-used for future campaigns.

Campaigns are organized in a hierarchical structure, indicating relationships between different marketing efforts. In order to keep the process as simple as possible, one employee has overall responsibility for each campaign, but numerous employees can be assigned tasks within multiple campaigns.

## **Easily gather and use customer feedback**

You can learn from your customers by using questionnaires in conjunction with your campaigns. Web-based functionality helps you to interact easily with your customers over the Web and Web integration helps make it both faster and easier for customers to respond to your questionnaires. Marketing Automation can also save Internet responses directly into the Microsoft Dynamics AX database, and is instantly propagated to users throughout your company. When responses start flowing in, your users can have complete access to all details provided by any specified target group, which lets them easily examine answers given to particular questions. Easy-to-use answer registrations are designed to enable effective follow up. You can also use customer responses to get market insight and a head start on planning for future demands.

Integration between sales, marketing and customer service departments is key to meeting customer expectations. By enabling resources from one department to be relayed to a common encyclopedia, these departments can use a wider scope of information and are better equipped to support each other.

## **Measure the profitability of campaigns**

You can monitor your return on investment (ROI) by linking a campaign with a project, and view revenue, costs and the work put into your marketing efforts. Income and expenses related to each campaign can be laid out in the campaign form, so you can quickly compare the cost of the campaign with the revenue it has generated.

## FEATURES:

**Campaign overview**

- Create campaigns based on any information registered and related to your customers and prospects
- Campaign administration and distribution
- Campaign window with all relevant information at your fingertips
- Connection between campaigns and questionnaire, projects and Web response
- Correspond with large groups of existing or potential customers or vendors by broadcasting the campaign via e-mail, Web, fax, letter, call lists

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**Marketing encyclopedia**

- Common repository for all of your sales and marketing collateral
- Exchange sales and marketing knowledge
- Review sales material such as information on product line, products and price lists
- Access information in the encyclopedia which supports Web links, audio/video clips, presentations and graphical software

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For more information about Marketing Automation for Microsoft Dynamics AX, visit [www.microsoft.com/dynamics/ax](http://www.microsoft.com/dynamics/ax).

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