



## Marketing Automation

Your competitive edge to maximizing lead generation and rapid conversions

Are you disappointed by the lack of momentum in taking advantage of marketing automation for your business? Think again. Recent data reveals a promising trend, suggesting both the opportunity for widespread adoption and significant benefits.

### Rapid adoption:

HubSpot's State of Marketing Report (2020) indicates that 20 percent of marketers utilize automated email campaigns, while a staggering 90 percent of leading marketers deem marketing automation crucial for success.

### Cost savings, improved sales:

ased on the findings of Nucleus Research, marketing automation results in a 14.5 percent boost in sales efficiency and a 12.2 percent cut in marketing costs.

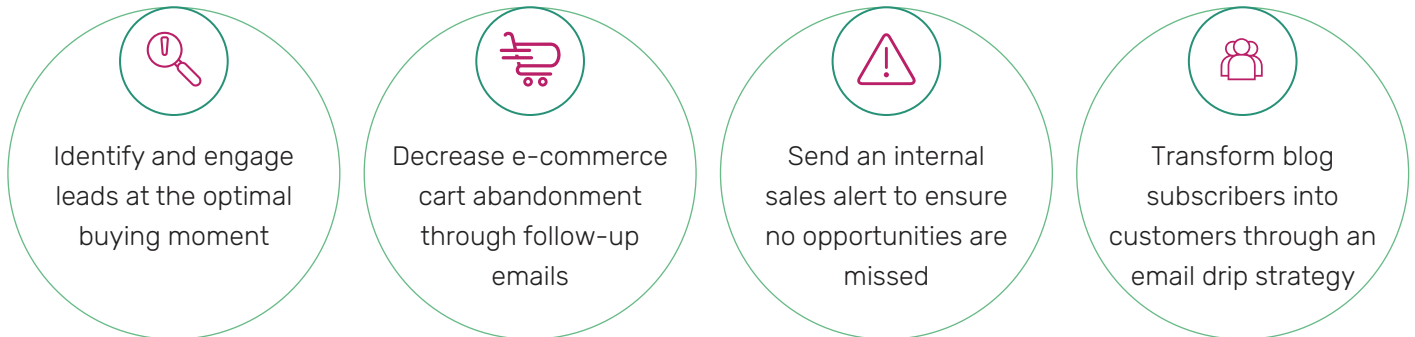
### Increased profits:

Data indicates that businesses employing marketing automation achieve 25 percent more profits compared to those that do not.

### More leads, greater conversions:

VentureBeat's research revealed that 80% of marketing automation users experienced an uptick in leads, with 77% witnessing increased conversion rates.

## Marketing Automation Potential: Use-Cases for Your Business



## The Many Benefits of Marketing Automation

### Improved efficiency:

Marketing teams can achieve higher output levels within shorter time-frames by automating labor-intensive manual tasks.

### More precision:

Automating recurring marketing tasks minimizes the risk of human inaccuracies and guarantees a uniform, top-tier experience across various channels.

### More ROI:

Personalized campaigns yield greater effectiveness and generate more sales-ready leads.

### Relationship-focused marketing:

With comprehensive insights into customer, market, and trend data, it becomes simpler and more efficient to transform prospects into valuable business connections.

### More insight into campaign performance:

In-depth metrics highlighting successes and areas for improvement offer the necessary insights to refine strategies. Marketing automation tools even integrate AI features, accelerating the process of implementing changes and enhancements.



## Maximize Your Marketing Automation with Microsoft Dynamics 365 CE Sales Insights



### Relationship Insights

Give precedence to customers using an AI-derived health score, indicating relationship status, risk, and optimal next steps



### Predictive Lead Scoring

Predictive Opportunity Scoring: Concentrate on prime opportunities to boost success rates by recognizing and prioritizing sales opportunities with the greatest chance of closure using predictive intelligence.



### Predictive Opportunity Scoring

Boost conversion rates and success rates by identifying and prioritizing prospects most likely to purchase using predictive intelligence.



### Connection Insights

Locate colleagues who can facilitate introductions to contacts and leads. Keep abreast of engaging topics from previous email exchanges.

## Build Seamless Experiences Powered by Integrated AI

Boost revenue with advanced solutions like Microsoft Dynamics 365 Sales, Dynamics 365 Sales Customer Insights, and Microsoft Copilot for Sales, all driven by AI technology. Strengthen customer connections and increase deal closures through the power of advanced AI and actionable insights.

### Enable your sales workforce

**Maximize deals in less time:** Boost seller efficiency with AI-driven opportunity scoring and automated data capture, seamlessly integrated into workflow.

**Address customer requirements instantly:** Interact effectively with customers using AI-driven guidance and relationship insights, precisely timed.

**Lead your sales team to achieve success:** Enhance seller performance and expand the reach of top strategies through automated sequences, insights, and depicted visual data.

### Understand your customers

**Understand your customers:** Leverage AI to consolidate and enhance data, crafting comprehensive customer profiles and uncovering preferences and future prospects.

**Interact based on their preferences:** Maximize journeys with AI-recommended content and instant triggers.

**Improve productivity and foster collaboration:** Simplify tasks with Microsoft Copilot for Dynamics 365—transform prompts into content and insights.

## Get Unmatched Control Over Every Lead: The ClickDimensions advantage

ClickDimensions is a marketing automation platform that leverages Microsoft Dynamics 365 to consolidate all marketing activities, including emails, social media, and events. The integrated platform incorporates crucial marketing utilities like email marketing, campaign automation, web intelligence, surveys, web forms, landing pages, and social marketing. Achieve every sales and marketing goal through marketing applications, revenue analytics, social marketing, sales applications, and more.

### Why Trust Korcomptenz as Your Marketing Automation and CRM Implementation Partner?

Korcomptenz helps you deploy and manage innovative platforms and strategies to nurture, convert, and engage ideal customers. We offer budget-friendly services to uncover and employ marketing automation technology power-packed with robust features. Our qualified experts enable seamless CRM implementation and optimization, enhancing marketing and related processes with built-in automation and Artificial Intelligence. We also provide CRM advisory and consultation, upgrade and migration, support and maintenance, and training to align with your business goals. Collaborating with top technologies such as Microsoft, Salesforce, and SAP, we adopt a technology-neutral approach to recommend the optimal solution for your business.



[Book a free consultation now](#)



#### Campaign Automation

Create dynamic campaigns and triggers based on prospect actions.



#### Web Tracking and Analytics

Gain insights at the user level regarding behaviors such as clicks, time spent on web pages, and beyond.



#### Web Forms

Build web forms effortlessly using tools for websites/ landing pages.



#### Landing Pages

Develop custom landing pages designed for specific purposes, facilitating opt-in subscriptions, content distribution, and other functions.



#### Email Campaigns

Generate and distribute mass HTML emails while receiving comprehensive reporting on sends, open rates, clicks, and bounces.



#### Social Media

Use Social CRM to schedule, discover, and oversee social content, accompanied by analytics from diverse social media platforms.



# Korcomptenz

Korcomptenz is a total technology transformation provider that partners with clients to improve their digital experience and insight. We unlock the power of technology in the areas of ERP, CRM, infrastructure management, cloud, data and AI to empower our clients with intelligent and experiential solutions. We **#FocusOnYou**

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