

CDM Advanced Campaign Management

Inserted in Microsoft Dynamics CRM



Better results, more options and access from Outlook

Get an intuitive and simple CRM system for your sales representatives, and optimize and automate all your marketing campaigns with the CDM Advanced Campaign system.

Dynamics CRM can now be extended with advanced marketing functionality such as advanced and dynamic target group selections, early warnings indicators, in/outbound call center and the handling of asynchronous multichannel campaigns (SMS, emails), dialogue based marketing, web-based questionnaires, etc.

The combination of Dynamics CRM and CDM Advanced Campaign enables sales and marketing departments to work closely together, always being fully up to date on their respective activities. Sales representatives and managers can monitor marketing activities directly from their Outlook, quickly, easily and intuitively.

You get better results

The Advanced Campaign Management system helps plan and execute even complex campaigns. At the same time, you are enabled to optimize the response and results of your campaign.

CDM Advanced Campaign allows you to break down your campaigns into steps while systemizing and automating the execution of the campaign. This allows you to monitor, compare and optimize the efficiency of your different channels – and adjust your efforts in real-time.

As sales reps and product specialists work with their contacts using Dynamics CRM and Outlook – which they actually like to use – invaluable contact data will always be available for marketing, significantly sharpening your campaigns.

You increase your campaign successes

The campaign template function in CDM Advanced Campaign allows you to copy the “recipe” from your campaigns and reuse it in future campaigns. When you have a success at hand, all you need to do is copy and adjust it – and soon you will have two successful campaigns.

It is really as simple as Copy/Paste.

Features

- Event Driven Marketing
- Advanced target group management
- Multichannel communication:
 - HTML e-mails
 - SMS
 - Direct mail
 - In/Outbound telephony
- Integration of web-based questionnaires
- E-mail response tracking and automatic response handling
- Smart campaign result measurement and advanced campaign design
- Automatic mail bounce handling
- Possible campaign execution through CDM Server
- Visual Designer for building campaigns
- Advanced campaign and campaign step configuration
- E-mail preview function
- Campaign test function

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Exact knowledge helps you make better decisions

CDM Advanced Campaign gives you facts where you would usually have had to guess.

For example, how many direct mails it takes to raise product awareness. You can also measure the loyalty and satisfaction of your target contacts, and always be sure that you will automatically get in contact with the unsatisfied ones.

It really gets interesting when you ask the system to do prognosis and budgets:

- I want to achieve product sales of 10 million Euro. Tell me what I should do and what the costs are?

You will get answers to all this and much more with CDM Advanced Campaign. You will be able to forecast on campaign results and resources even before the campaign has begun.

More time for the fun stuff

With CDM Advanced Campaign Management you will have more time to work in depth with creative tasks. Time make your campaign materials more appealing and better selling, time to think out of the box. Repeated, trivial activities and processes are automated using the system, enabling you to minimize the time and efforts used on them. For example, you no longer need to spend valuable time on executing e-mail based campaigns, measure the response and follow up on the respective sales reps to ensure that they coordinate their meetings and appointments with your campaign.

You just need to tell the system once, who should be responsible for what – and when – and the Advanced Campaign system will remember this and do the appropriate reminders automatically.

Microsoft Dynamics CRM

- Inserted in Microsoft Outlook
- Intuitive sales management functions
- Advanced pipeline management
- Easy appointment and activity management
- Easy management of delivered brochures and other samples/materials

After the implementation of the CDM system, we can see that our campaigns have a greater effect.

- Jesper Schou-Nielsen, YX Energi

CDM A/S

CDM is an international, strategic Microsoft Gold Certified partner with more than 20 years of CRM experience. We build innovative sales and marketing systems in and for Microsoft Dynamics CRM.

Our solutions strengthen the relations between your company and your clients, suppliers and partners, and are thus a vital ingredient in the success of many international companies.