



## Microsoft Dynamics 365 for Marketing

Bring your marketing content, data, and processes together with Dynamics 365 and Adobe Marketing Cloud—to deliver engaging customer experiences across all touchpoints.

“...the integration of digital experience delivery and digital marketing, ecommerce, and customer support systems is paramount. This expanded partnership seems poised to capitalize on that requirement.”

Melissa Webster  
IDC



## Key Benefits

### CONNECT SALES AND MARKETING

Leverage intelligent insights and business processes to increase revenue while reducing acquisition cost.

### DELIVER PERSONALIZED EXPERIENCES

Provide consistent, personalized experiences wherever you find your customers, across all touchpoints and channels.

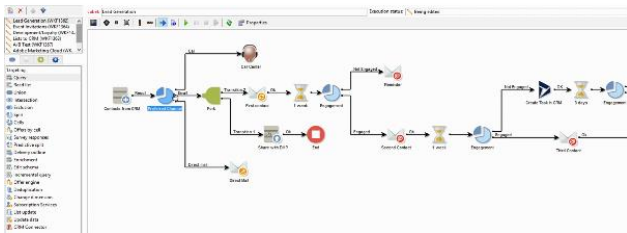
### SELL FASTER AND MORE EFFICIENTLY

Help close deals faster and drive more revenue with personalized campaigns and analytics.

### DRIVE REVENUE AND MARKETING ROI

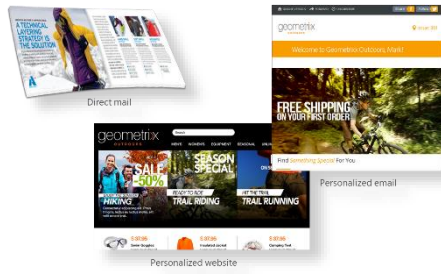
Deliver sales results and proven marketing return on investment (ROI) with smarter decisions driven by data and insights.

## Key Capabilities



### CREATE A 360-DEGREE VIEW OF CUSTOMERS

Enable a common view and consistent execution across channels and touchpoints with shared data across Dynamics 365 and Adobe Campaign. Ensure marketing activities and sales efforts are aligned. Deliver consistent messages and content across sales and marketing with full visibility to customer interactions.

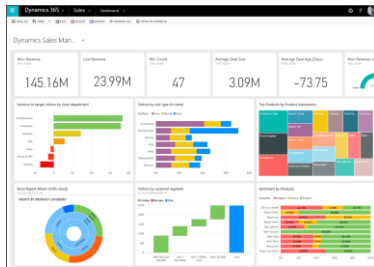


## DELIVER BETTER CUSTOMER EXPERIENCES

Personalize content and offers across Adobe Campaign and Dynamics 365 with common customer view across all customer touchpoints. Deliver relevant content and real-time experiences that align with customer interests across marketing, sales and service. Attain higher response rates and customer engagement.

## DRIVE BUSINESS FORWARD

Close the sales and marketing loop with lead, tracking and information from Adobe Campaign surfaced in Dynamics 365. Deliver qualified leads and help sellers prioritize opportunities and shorten sales cycles with lead scoring and nurture. Create a single funnel between marketing and sales to stay connected, understand what is working, and optimize processes.



## RELY ON A TRUSTED PARTNERSHIP

Support your digital transformation strategy with the experience and innovation of Microsoft and Adobe— at a global scale using an industry-leading cloud. Build on Microsoft Azure, the trusted cloud with the most comprehensive compliance coverage of any cloud provider. Create additional value with Microsoft's and Adobe's robust partner ecosystem.

# Dynamics 365

Microsoft Dynamics 365 is the next generation of intelligent business applications that enable your organization to grow, evolve and transform. These applications unify CRM and ERP capabilities with purpose-built applications that work seamlessly together to help manage specific business functions and allow your organization to transform to meet customer needs and capture new opportunities.

For more information, visit: <https://www.microsoft.com/en-us/dynamics365/marketing>