

ExactTarget for Microsoft Dynamics™ CRM

ExactTarget®

Trust the Partner that Powers Communications for Thousands of Organizations

ExactTarget for Microsoft Dynamics™ CRM includes tools to create, deliver, and track compelling digital communications that leverage your Lead, Contact, and Account data. Create dynamic, timely content for subscribers and deliver messages on behalf of your Lead, Contact, and/or Account Owners to achieve true one-to-one relationship marketing.

The ExactTarget Difference: Marketing Solutions for CRM Users

Email Marketing Automation.

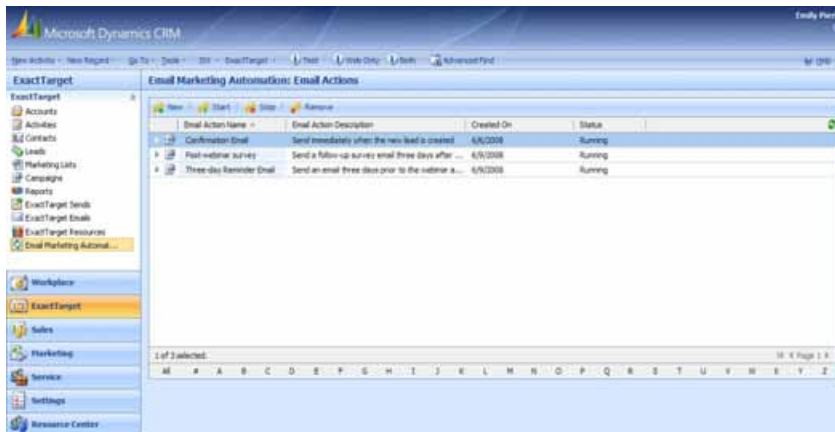
Microsoft Dynamics™ CRM 4.0 includes advanced business process automation based on Microsoft Windows Workflow Foundation to streamline marketing tasks. The easy-to-use Email Marketing Automation feature in ExactTarget for Microsoft CRM helps your organization create multi-step date and event-based Workflows that automatically execute marketing programs.

The time you save on manual sending can be used to analyze and further refine your marketing programs.

Don't Just Take Our Word For It.

“ExactTarget offers an add-on product for Microsoft Dynamics™ CRM that includes many additional email marketing features and benefits. Companies looking for more advanced email marketing in Microsoft Dynamics™ CRM should definitely consider the ExactTarget for Microsoft Dynamics™ CRM option.”

— Excerpt from *Working with Microsoft Dynamics™ 4.0* by Mike Snyder and Jim Steger, Microsoft Press, March 10, 2008



Figures 1 and 2: Sample Email Marketing Automation in ExactTarget for Microsoft CRM and workflow in Microsoft CRM

Granular Email Activity Tracking.

With the ability to track email activity back to Campaign Activity, marketers can clearly see which elements of a campaign drive the most traffic and which elements need to be optimized.

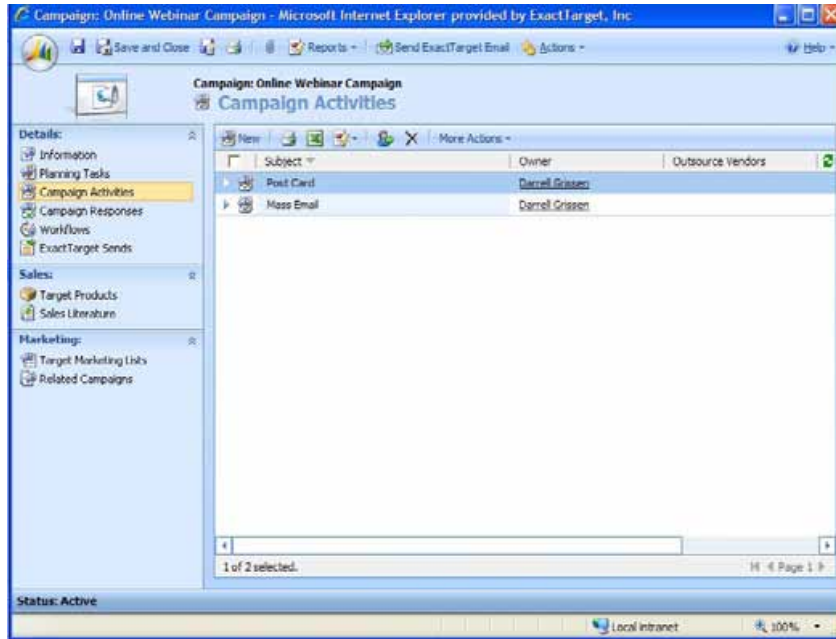


Figure 3: Sending to a Campaign Activity

Landing Pages and Microsites.

ExactTarget’s Landing Page functionality allows anyone—regardless of technical background—to build a consistent, branded web presence. From pages built for email campaign support to those designed as information-gathering tools that populate your Microsoft CRM account, the ExactTarget Landing Pages add-on helps you extend personalized, one-to-one, relevant communications from email to the web. *An additional annual fee applies for use of this feature.*

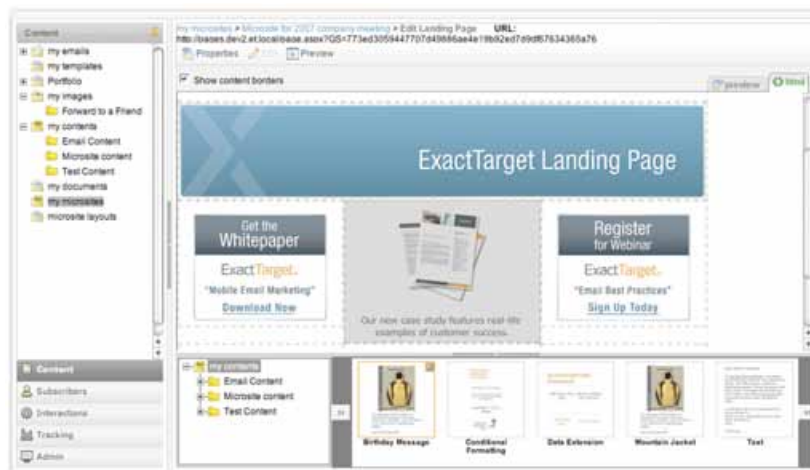


Figure 4: ExactTarget Landing Page Example

Seamless Integration

Stop and think about how powerful this statement is—you get to keep your data where you want it. To leverage your data across systems, you are required to move the data back and forth, which begs for data synchronization issues.

With ExactTarget for Microsoft Dynamics™ CRM, there's no need for data synchronization. Keep your data where you want it. We access your data directly from Microsoft Dynamics™ CRM to create, deliver, and track your email messages. You can even edit a message directly from the CRM user interface—there's no need to log into ExactTarget. (See Figure 5 below.)

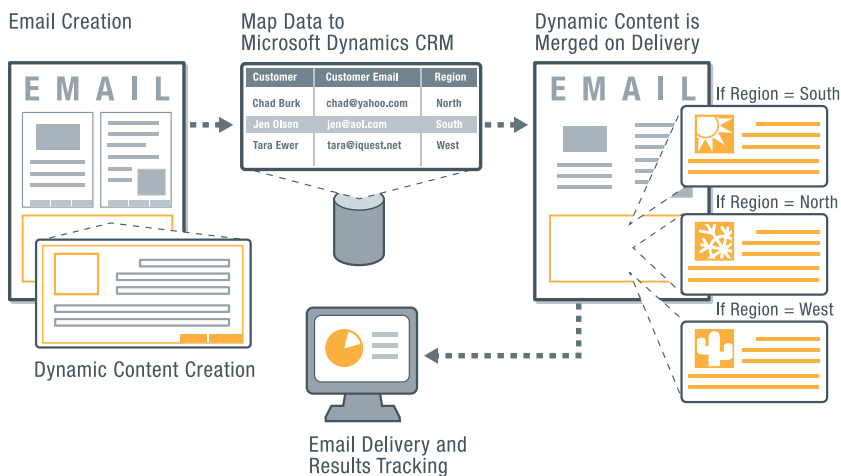


Figure 5: Diagram of Data Transfer from Microsoft Dynamics™ CRM

ExactTarget for Microsoft Dynamics™ CRM Highlights

100% Microsoft Technology.

At the heart of our SaaS application is Microsoft SQL Server 2005, which provides highly scalable and reliable services to handle mission-critical email communications 24/7 for thousands of organizations around the globe. With well over one billion emails sent per month, ExactTarget knows how to deliver.

Reinforce Relationships.

Send emails on behalf of your Lead, Contact, and Account owners. Marketing creates the content, personalizes the email to reflect the local sales rep or other relationship owner, and sends the email; the from name and email address are that of the owner.

CRM Data Accuracy and Efficiency.

Data synchronization within multiple systems can be frustrating, time-consuming, and most importantly—inaccurate.

With ExactTarget for Microsoft Dynamics™ CRM, your data is accessed directly from your CRM system, so there's no need to worry about data synchronization.

Accurate data ensures your messages are reaching the right subscriber—every time.

View Real-Time Tracking Results.

Open, bounce, and click-through data is available at the individual Lead, Contact, or Account level, as well as an aggregate level. Results can be analyzed using Microsoft Reporting Services to evaluate the effectiveness of your Campaigns. Granular results are available, too. Drill down to individual responses from aggregate tracking to determine a subscriber's level of engagement. The Quick Copy to Marketing List feature makes it easy to send a follow-up message to an engaged group. Just sort by behavioral data, copy to a new list, and send.

Manage Profile Changes Automatically

All emails sent with ExactTarget for Microsoft Dynamics™ CRM contain a link to a Profile Center where Leads, Contacts, and Accounts can manage their profile. With our Profile Center add-on, any profile changes will be made available to your Microsoft CRM installation.

Honor Opt-Out Requests.

Master unsubscribe requests are captured, stored, and honored at time of send to ensure compliance with CAN-SPAM. You can also manage marketing list level subscriptions using a combination of Microsoft CRM custom fields, ExactTarget attributes, and the Profile Center. And if someone accidentally unsubscribes, you can simply resubscribe them via the Microsoft CRM user interface.

Unparalleled Deliverability.

Leads, Contacts, and Accounts are automatically marked as undeliverable after a threshold of acceptable bounces are met. ExactTarget is the leader in deliverability; partner with us and benefit from our ISP relationships and expertise.

Extending the Integration

The flexible design of the Microsoft Dynamics™ CRM allows those looking for an additional level of control to utilize powerful additions to the out-of-the-box solution.

ExactTarget offers a suite of add-ons to manage Profile Pages, Subscription Centers, and automated marketing campaigns using the Microsoft CRM workflow engine. These additions, which are freely available to all integrated clients, are just a few of the many ways you can extend ExactTarget for Microsoft Dynamics™ CRM.

A Solution Tailored to Your Business Problem

ExactTarget for Microsoft Dynamics™ CRM is a robust solution that lets you both manage and automate a wide variety of marketing campaigns. Whether you want to implement a lead nurturing campaign, invite prospects to marketing events (on behalf of their sales reps), or automate a subscription renewal process, you can rely on the integration of Microsoft's data management tools and ExactTarget's powerful send engine and email creation tools to deliver messages that deliver results.

The Bottom Line

ExactTarget for Microsoft Dynamics™ CRM is included with all ExactTarget Editions. Learn more at www.exacttarget.com.



You've got data. Use it.

ExactTarget lets you put your Microsoft CRM data into action with a powerful, seamless integration.