



SO INTUITIVE, YOU'LL SWEAR
IT WAS BUILT JUST FOR YOU.

Marketing Automation Software for Microsoft Dynamics That's Easy and Responsive.

The emfluence Marketing Platform is ranked by users as having the Highest Quality of Support and is the Easiest to Use marketing automation platform in the Microsoft Channel. See how we can make marketing automation with your Microsoft Dynamics easy, efficient, and as flexible as you need it to be.

The emfluence Marketing Platform includes:



Email



Social



Surveys



Landing
Pages



Analytics



Modals



Website
Tracking



Automation

WHY PICK THE EMFLUENCE MARKETING PLATFORM?

Because our world revolves around you, which is just how it should be. With support request times that are 5x faster than industry average and the ability to build new features and functionality to meet the needs of our marketers, we're one of the only marketing automation platforms that can truly say we're building this software for you.

We're top-ranked among marketing automation platforms in the Microsoft Dynamics 365/CRM space for:



Ease of Setup



Fastest Payback ROI



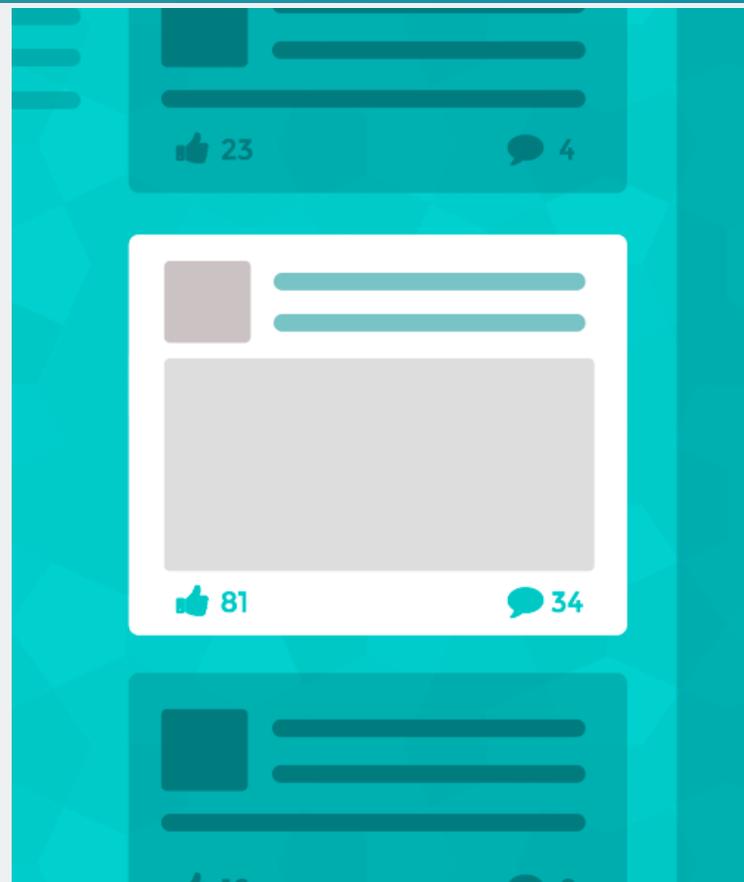
Responsive Support



Customizable Options

Our integration features:

- The ability to map to custom and standard entities in Dynamics
- No one-to-one licensing for Dynamics and the emfluence Marketing Platform required
- Digital marketing agency support if/when you need it
- Customized mapping for which fields you want to integrate, including custom fields





Key Uses for Marketing Automation Software

Move beyond a simple e-newsletter with:



LEAD NURTURES

UPSELL CAMPAIGNS 



CUSTOMER LOYALTY

RE-ENGAGEMENT 

 WIN-BACK CAMPAIGNS

Learn more or schedule a demo at www.emarketingplatform.com.

Calculating an ROI on Marketing Automation Software

According to Litmus, email marketing's return on investment is up to \$42 to every dollar spent. Here are a few ways to measure your ROI:

- **Improved conversion rates on paid search leads.**
Companies that automate lead management see a 10% or greater increase in revenue in 6-9 months, according to Gartner Research. Using your marketing automation platform, you can set up immediate follow-up email campaigns that nurture inbound leads through to conversion.
- **Improved close rates on all inbound leads.**
About half of all sales go to the company that responds first. Your platform can automate an immediate first touch that gets you in the door faster and helps you improve your chances at a new sale.
- **Measure increase in cross-sell/upsell business.**
Relevant emails drive 18 times more revenue than non-targeted emails. Use your CRM sales information to segment and automate campaigns to existing customers based on what they have already purchased from you.
- **Measure a decrease in cost per lead.**
Did you know event-triggered email marketing can help you save as much as 80% of your direct mail budget? Or that companies who nurture generate 50% more leads at a 33% lower cost?