BE-terna

Maximize your marketing result with Microsoft Dynamics 365.

Dynamics 365 Marketing brings the intelligent technology to help you create multi-channel campaigns, find and nurture more leads, and create personalized buyer experiences.

◊ **Lead gen** – increase conversion by focusing on your best prospects; enrich customer data with external data such as brand affinity or preferences to better predict which prospects are most likely to convert

◊ **Campaigns/segmentation** – create more accurate and micro-targeted segments to better reach prospects and customers; send segments to executional tools for email campaigns, mobile messaging, etc.; use a combination of events, location, user profile attributes, and historical data from Customer Insights to deliver personalized information, content, and offers

◊ **Website/content personalization** – surface personalized and relevant content to develop an authentic and emotional connection with customers.

Multi-channel campaigns
Attract the right prospects. The new release has built-in A/B testing to help determine which of your campaign approaches gets the most receptive customer response.

Lead nurturing
Personalize each customer's journey including integration with Dynamics Customer Insights. Automated business process flows keep the journey flowing smoothly.

Event management
Use a wide array of user-friendly tools including registration and attendance tracking from an events portal that can be created within Dynamics 365 Marketing.

Insights and reporting
Integrated Microsoft Forms Pro surveys capability helps you to achieve a 360-degree view of your leads.

Unified platform
Providing you with ready-built integration with other Dynamics 365 products such as Dynamics 365 Sales, as well as other content managements systems.

AI capabilities
AI-driven insights, lead scoring, and custom dashboards improve automated marketing performance. Features include automated scheduling and spam score.

Licenses and Starter Pack

Dynamics 365 Marketing - For organizations without any other Dynamics 365 application

Customers who are new to Dynamics or have fewer than 10 full users of Sales or Customer Service may purchase the Marketing (standalone) application with an entitlement of 10.000 contacts.

◇ from 1.265,00 EUR (per tenant/month)

Dynamics 365 Marketing - For organizations with a qualifying Dynamics 365 application

Customers with at least 10 full users of Sales or Customer Service Marketing Attach application with an entitlement of 10.000 contacts.

◇ from 421,70 EUR (per tenant/month)

Dynamics 365 Marketing Starter Pack

Dynamics 365 Marketing set-up | Integration with Outlook | User training | Administrator training | Support

◇ 4.500,00 EUR

Additional services & functionalities

Customer feedback survey	**1.200,00 EUR**
Relationship sales	**1.200,00 EUR**
Approval process	**1.200,00 EUR**
Document Management	**600,00 EUR**
Collaboration tools training	**1.200,00 EUR**
FIle drop	**1.900,00 EUR**
DocMan	**2.900,00 EUR**
Visit report	**2.900,00 EUR**

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