ClickDimensions
The Marketing Cloud for Microsoft Dynamics™

Nonprofit
Industry Spotlight

The Leading Marketing Automation Solution for Microsoft Dynamics

As The Marketing Cloud for Microsoft Dynamics™, ClickDimensions is the only unified marketing technology, analytics and services platform made exclusively for organizations that use Dynamics.

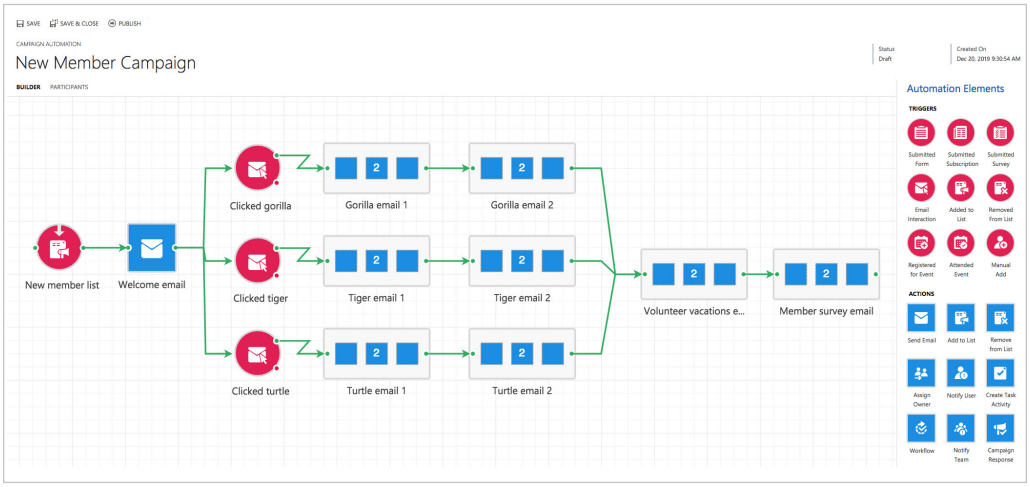
Natively built inside Dynamics, our multichannel marketing automation platform includes essential marketing tools like email marketing, campaign automation, web intelligence, web forms and landing pages, social posting, surveys and more so you can more effectively and efficiently find, nurture, convert and engage your ideal audiences.

Caring for the Customer Experience

Example Scenario: Nurturing Members with ClickDimensions

The International Wildlife Conservancy (IWC), as a global nonprofit that focuses on the conservation of various endangered species, wanted to tailor their messages to the individual interests of their members.

Using the ClickDimensions campaign automation builder, IWC created a nurturing campaign aimed at new members, which allows these members to select an animal of interest and then receive a series of messages about the organization's conservation efforts with that species.



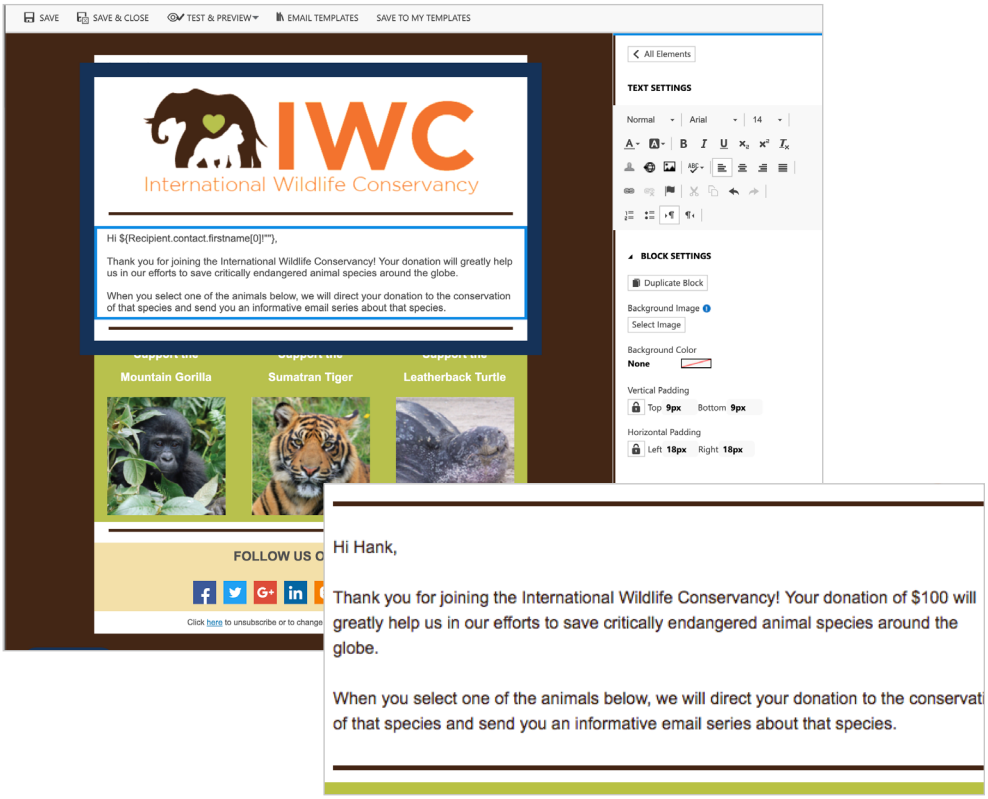
Personalized emails improve click-through rates by 14% and conversion rates by 10%

Source: Aberdeen Group

More than one-third of nonprofits do not send a single email to their subscribers within the first 30 days of sign up

Source: Dunham+Company

The messages within the campaign automation are all built with the ClickDimensions drag and drop email editor. This easy-to-use tool also allows for personalization, which IWC used to add each member's name and the amount of their donation.



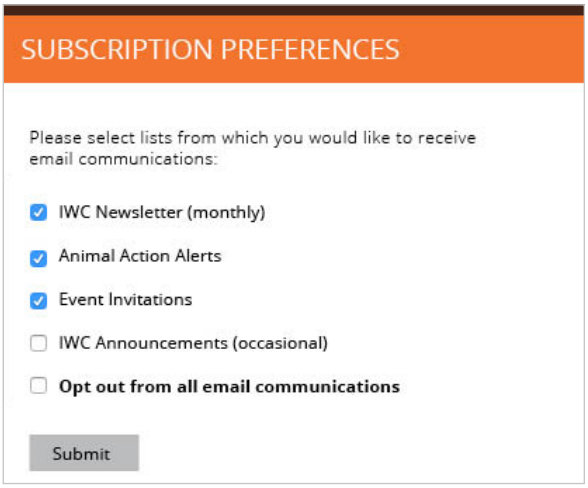
Within the campaign automation, email recipients are invited to download a catalog of volunteer vacation opportunities. Using ClickDimensions, the IWC team was able to create the landing page and form used for this download - no coding required!

IWC wanted to gauge member opinions on their membership benefits, so they used ClickDimensions to easily create and send a member satisfaction survey. When a respondent completes the survey, all of their responses are linked to their CRM record.

The open rate for nonprofit emails is between about 15% and 17.5%

Source: Blackbaud

The organization also gives members more control over email communications with subscription management, allowing members to choose the types of emails they receive and helping reduce the number of global unsubscribes.



In addition to campaign automation, email marketing, landing pages, forms, surveys and subscription management, ClickDimensions gives you a wide variety of tools that can be incorporated into member nurturing campaigns – or any other marketing efforts! – including social marketing, event marketing, SMS messaging and web intelligence.

See ClickDimensions in Action

Interested in seeing firsthand what ClickDimensions can do for your nonprofit? We are happy to show you examples like the one above and more during a personalized demo. Contact sales@clickdimensions.com or call us at +1.888.214.4228 today.