

# Dynamics 365 Marketing

Want to generate more leads? With Dynamics 365 for Marketing you can turn prospects into profitable customers by creating personal experiences across each channel.

Dynamics 365 Marketing allows you to generate multi-channel marketing campaigns and nurture sales-ready leads. You can access a huge range of reports and align sales and marketing teams with planning and tracking tools that integrate with your existing apps and services.

## Key Features

- Deliver multi-channel campaigns featuring email marketing, web content, and events
- Target matched audiences based on LinkedIn interactions using Dynamics 365 Connector for LinkedIn Lead Gen Forms
- Personalise the buyer experience by customising customer journeys based on user engagement
- Automate processes for enhanced engagement with prospects and customers
- Use artificial intelligence (AI) to guide your business decisions and drive innovation
- Gain insights through real-time data analysis
- Prioritise leads using multiple lead scoring models
- Build custom dashboards to analyse data

## Get in touch



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