



COSMO CONSULT
Business-Software for People



Business
software
for people

Marketing Management

MARKETING AUTOMATION

LEADS

KPIs

CRM

BUSINESS INTELLIGENCE

CUSTOMER RETENTION

DIRECT MARKETING

REACTIONS

MICROSOFT DYNAMICS 365 FOR MARKETING DATA PRIVACY

NEW CUSTOMERS

MARKETING PROCESSES

CAMPAIGN MANAGEMENT

COMPETITIVENESS

Microsoft
Partner



Gold Enterprise Resource Planning
Gold Cloud Customer Relationship Management
Gold Collaboration and Content
Gold Data Analytics
Gold Cloud Platform

Marketing Management

With Microsoft Dynamics 365 for Marketing

FINDING NEW CUSTOMERS. RETAINING LOYAL CUSTOMERS.

Measurability, sales orientation and customer focus are the objectives becoming more and more important for marketing departments. In other words, the objectives could be as follows: generating leads, realising measurable campaigns, integrating third-party applications and merging insights.

CHALLENGES

Target group overview

You want to maintain your marketing lists, e.g., for Christmas cards, dynamically not only in November but throughout the year?

Measurability of activities

You want to know how much your campaigns really cost and how much added value they actually generate?

Central point of information for all systems

You are looking for a central place to merge all of your marketing information from social media or e-mail marketing systems?

Lead management

You want to map your lead management process consistently within a system and regulate handovers to sales by KO criteria?



WITH OUR PROCESS KNOW-HOW AND THE POWER OF MICROSOFT DYNAMICS 365 CRM, WE INCREASE THE EFFICIENCY AND EFFECTIVENESS OF MARKETING OPERATIONS WHILE MAKING THEM MEASURABLE FOR OUR CLIENTS AT THE SAME TIME.

PATRICK WEILCH
General Manager,
COSMO CONSULT SI GmbH, Austria and Germany

SOLUTION

Range of marketing solutions

- ▶ give-away management
- ▶ event planning & controlling
- ▶ lead management
- ▶ campaign management

Integration of third-party systems

- ▶ ClickDimensions integration
- ▶ mailworx integration
- ▶ Inxmail integration
- ▶ social listening
- ▶ CTI integration for telemarketing
- ▶ cc|bi for dynamics crm (BI dashboard)



BENEFITS

Making marketing measurable

Measuring campaigns, mailings and leads

- ▶ Centrally planning costs and resources for marketing operations
- ▶ Integration of all outbound and inbound marketing operations in one system
- ▶ Recording the results (e.g., number of attracted leads) per campaign and channel (marketing effectiveness)

Reactions

Recording campaign and mailing reactions directly in the system

- ▶ Automatic generation of campaign reactions through seamless integration (e.g., in your newsletter system or your website)
- ▶ Evaluation of campaigns based on the positive or negative reactions
- ▶ Generating automatic or manual follow-ups from reactions (generating leads or activities)

Generating leads

Connecting marketing and sales

- ▶ Continuous generation of leads from your marketing operations
- ▶ Generation of sales opportunities and orders
- ▶ Evaluation of campaigns from a sales point of view (e.g., sales opportunities derived from campaigns)

Dynamic target group management

An easy way to manage lists – without losing much time

- ▶ Simple tagging of your target groups via drag & drop
- ▶ Automatic segmentation based on tagging
- ▶ Planning and executing target group-independent campaigns



IT IS CRUCIAL THAT, WITH THE INVESTMENT IN THE CRM-SYSTEM, WE ULTIMATELY INVEST IN OUR OWN KNOWLEDGE. IT IS THIS KNOWLEDGE FROM WHICH WE GENERATE A REAL BENEFIT FOR OUR CUSTOMERS. THIS IS THE ACTUAL RETURN ON INVESTMENT.

DAVID MINER

CRM Project Manager, Mayer & Co Beschläge GmbH

Data privacy

Complying with country-specific data protection guidelines

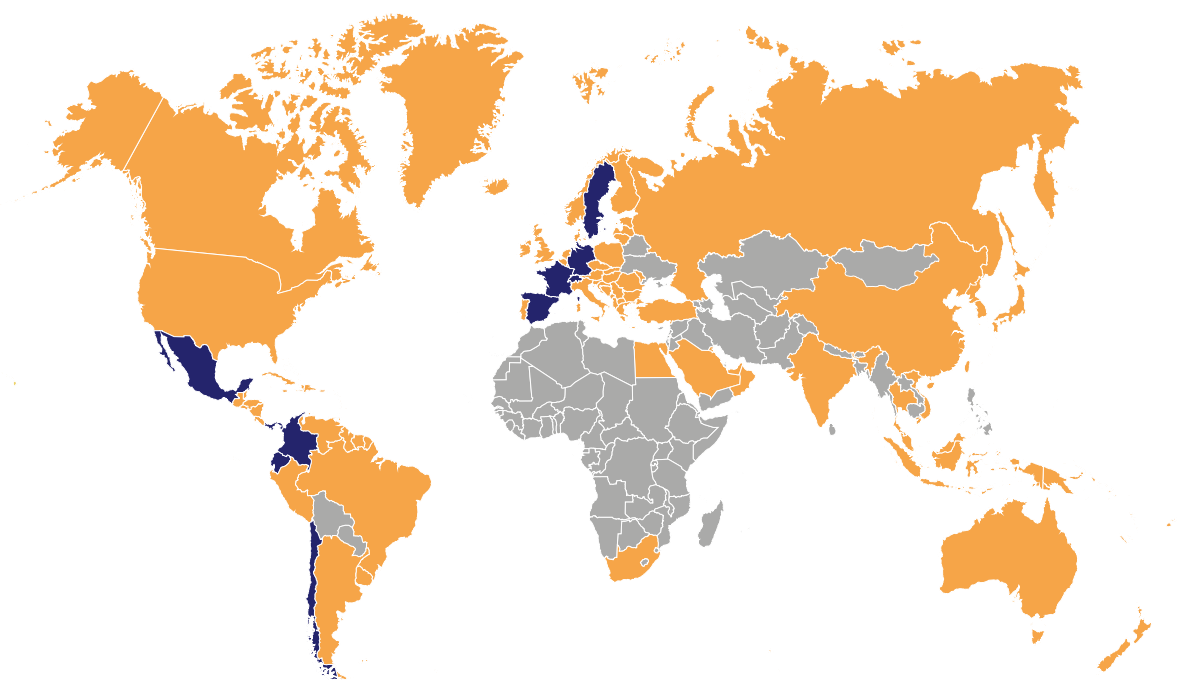
- ▶ Documentation of agreements to marketing operations or newsletters (e.g., double opt-in)
- ▶ Automatic registration of unsubscriptions from newsletters
- ▶ Automatic consideration of data protection provisions for mailings

Increasing competitiveness

Inspiring prospects and retaining customers

- ▶ Each target group receives exactly the marketing and sales information relevant for them
- ▶ Products and services can be tailored exactly to the customer's wishes
- ▶ Customer satisfaction surveys are planned and carried out directly in the CRM





GERMANY | FRANCE | SPAIN | SWEDEN | SWITZERLAND | AUSTRIA
CHILE | COLOMBIA | ECUADOR | MEXICO | PANAMA

www.cosmoconsult.com