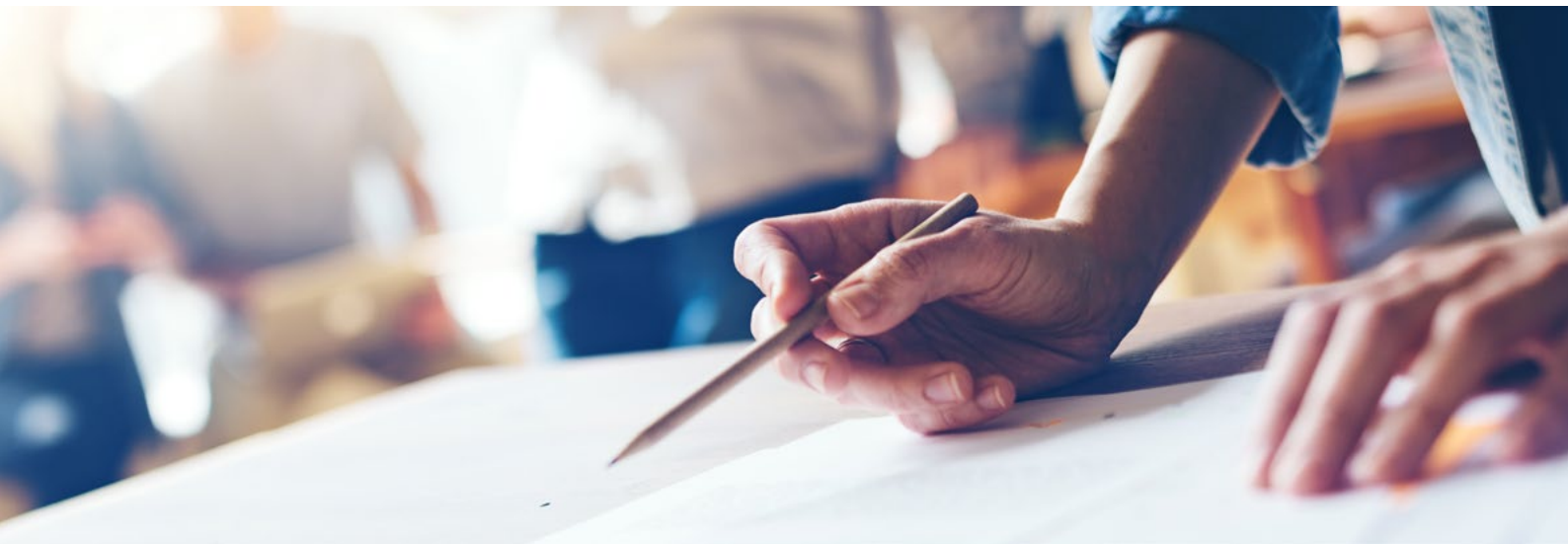


# Marketing Tool Comparison

Dynamics 365 Marketing



## Marketing Tool Comparison: Adobe Campaign, Microsoft Dynamics Marketing App & ClickDimensions



This comparison will look at three of the main contenders in the current Marketing arena which work with Dynamics 365. The comparison matrix will compare key features, for a brief overview and we'll dive a little deeper in this quick guide.

The three solutions we have looked into are the old favourite ClickDimensions, and the two newcomers to the marketing party, Adobe Campaign and Microsoft Dynamics Marketing App

### First up, Adobe Campaign

#### Architecture

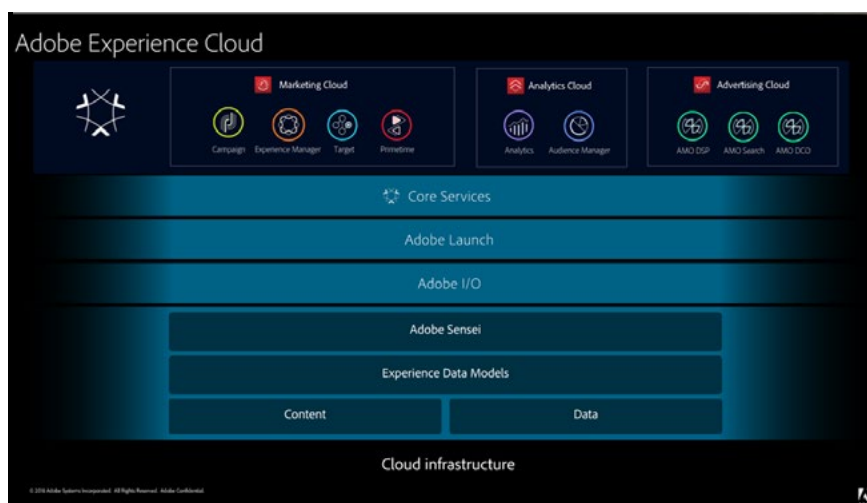
Adobe has created the Adobe Experience Cloud, which is essentially three cloud areas, as one complete cloud experience. The one we are interested in is Adobe Marketing Cloud, which contains Adobe Campaign.

There are two solutions within Adobe Campaign: Classic - which is the re-branded Neolane solution, and Standard, the new web interface. Adobe appear to have both to ensure current Adobe clients can remain on the same solution and grow with the new elements of the product. In doing this, however, they have created a solution that is ideal for large marketing teams, with the expectation of different roles interacting with both the Classic and Standard solutions.

One useful feature is that data is stored in Adobe Cloud, rather than within the Microsoft Dynamics 365 database, so keeping storage costs down.

Below we can see an overview of the Adobe platform:

- Adobe IO - development area for creating Apps
- Sensei - AI /audience segmentation/predictive subject line testing
- Core services available to all areas.



### Selling the dream against key competitors

The most important key competitors are IBM, Salesforce and Oracle Marketing Cloud - Adobe is working head-to-head with Microsoft to improve the offering relative to these key competitors.

Competitive Insights		Points to Emphasize and Recommended Actions
	The Salesforce Marketing Cloud supports digital marketing platform for email, social, web, mobile and advertising. They have effective demo techniques (visionary), as well as effective marketing messaging.	<p>ADOBE HAS...</p> <ul style="list-style-type: none"> <li>An integrated platform that includes best in class analytics for data-driven marketing and content management for experience management.</li> <li>Cross-channel expertise: online but also offline channels management</li> <li>Integrations that actually work and support a robust digital marketing ecosystem (vs. announcing partnerships and acquisitions).</li> </ul>
	Historically Leader in the database industry, Oracle Marketing Cloud (part of CX cloud) offers a BtoC solutions (Responsys) and a BtoB solution (Eloqua), both focusing mostly on email execution.	<p>ADOBE HAS...</p> <ul style="list-style-type: none"> <li>Momentum - customer growth, revenue, analyst validation, and a strong vision.</li> <li>Best in class content management, analytics and DMP, fully integrated with native integrations, as well as AEC core services.</li> <li>An Integrated Customer Profile that drives cross-channel marketing (beyond using just the email address).</li> </ul>
	IBM Watson Marketing offers a cloud-based digital marketing platform (relying mostly on Silverpop) that engage customers across digital channels. Their legacy CM solution, Unica, (part of this offering) has a loyal following as they are in the space for over 17 years.	<p>ADOBE HAS...</p> <ul style="list-style-type: none"> <li>An offering that can manage cross-channel campaigns from a single solution leveraging a single, accessible customer profile.</li> <li>Robust consulting and implementation services, as well as packaged services to facilitate advancement along our campaign maturity framework.</li> <li>Native integrations with other AEC solutions and an innovative marketing vision.</li> </ul>

Adobe does not sit natively within Microsoft Dynamics 365, but connects via workflows and Rest interface to give bi-directional data syncing, as data is updated. Currently only 'Classic' is compatible with Microsoft Dynamics 365 - via the below connectors, though there are plans to make standard compatible in the future:

Target	Connector
MS Dynamics	Soap API - On-premise: 2007, 2015, 2016
	Soap API - Online: 2015, 2016
	Web API - On-premise and Online: 365, 2016, 2016 Update 1

#### Data connector architecture





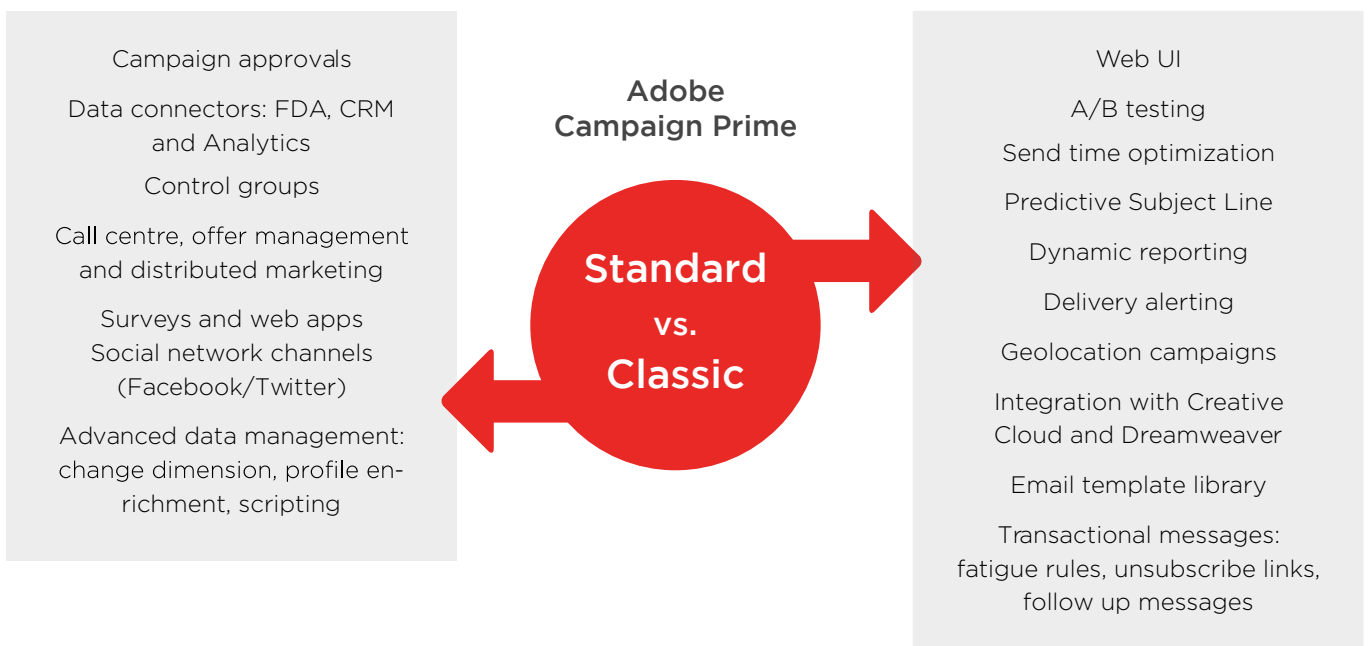
Data shared bi-directionally via the following areas:



### Go classic or standard?

As mentioned only classic currently has a connector to D365, though here is a new offering named Adobe Prime, which gives you both as one package, gaining the functionality offered by both options.

## Comparison of Classic vs. Standard Campaigns

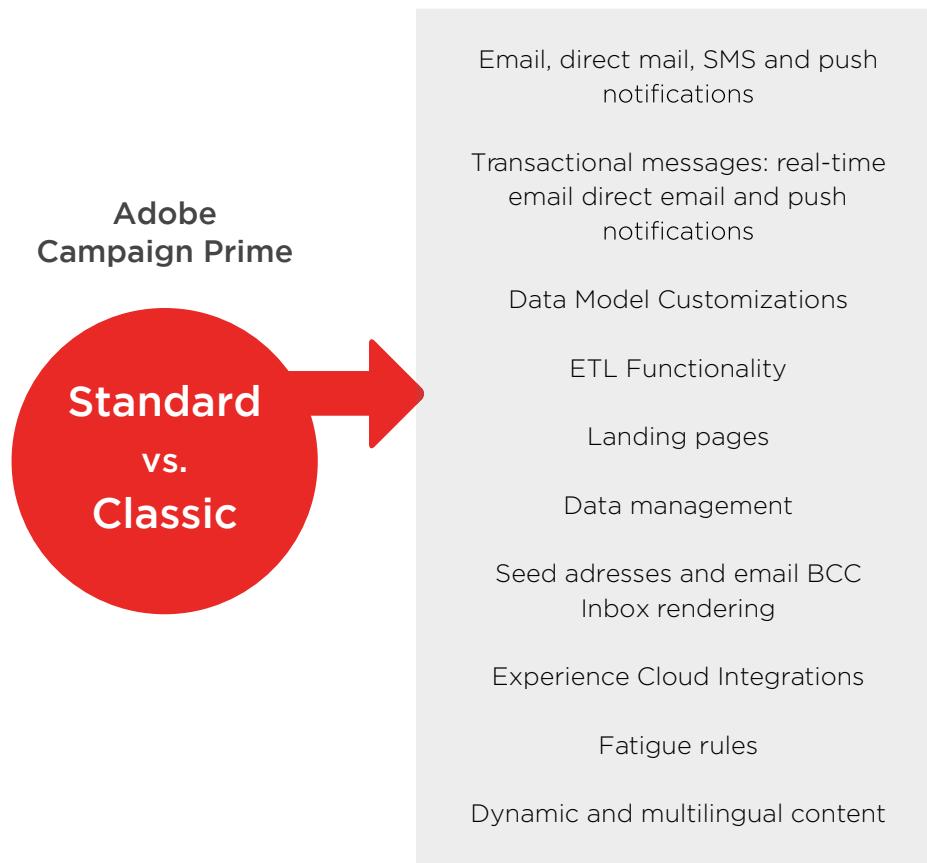


**Adobe Prime: the best of both worlds**

Prime is the new offering from Adobe which combines both Classic and Standard, so offering the marketing team the advantage of the functionality available from both versions, as seen in the depiction above.

The data for the contacts needs to be created on the Classic side and will then sync across to Standard for email creation and sending. There is bi-directional data syncing between Classic and Standard – to leverage both sets of functionality – and bi directional data syncing with Adobe Campaign with D365 CRM. Campaign Prime uses an ACS connector to pre-connect both Classic and Standard.

If you only have one option, there are some features only available in either Standard or Classic. Data is held in the cloud safely, with Classic being the final data repository if you have both.



**Downsides of Adobe**

The current integration between Adobe Campaign Classic and Dynamics 365 / CRM needs to be carefully considered as it relies on data synchronization – feeling a little akin to the deprecated Microsoft Dynamics Marketing MDM – although there are advantages to having marketing data held in a separate system, certainly for larger organizations. One concern is that marketing lists are not synchronized, which means that the segmentation and audience building really needs to happen in Adobe Campaign, and that Dynamics 365 users will no longer be able to use Advanced Find to define lists for marketing campaigns and the use of dynamic marketing lists. It’s a useful feature between CRM sales and marketing, but to meet with Adobe, the data sets would need to be created in Dynamics 365 and exported to Adobe Campaign.

One great feature is marketing interactions originating from Adobe Campaign are ‘iFramed’ into Dynamics 365, this gives a very funky view of the history of customer journey interactions within the contact record. However, any behavioural information, such as email opens and clicks, would need to be viewed in Adobe. Within CRM this data could be shown via a marketing analytics Power BI report.

## Next up, MS Dynamics Marketing App

This is of course Microsoft's second foray into launching a marketing product. Microsoft acquired and launched MarketingPilot in 2012, and unfortunately it just didn't get the support to make it a long-term winner. Microsoft Dynamics Marketing App is a result of the new collaboration with Adobe, hence it's a well-rounded, great alternative to ClickDimensions, whilst giving a few advantages. It's a great option for any size organization, except the very largest. It's simple to set up and has all the features that we know from ClickDimensions.

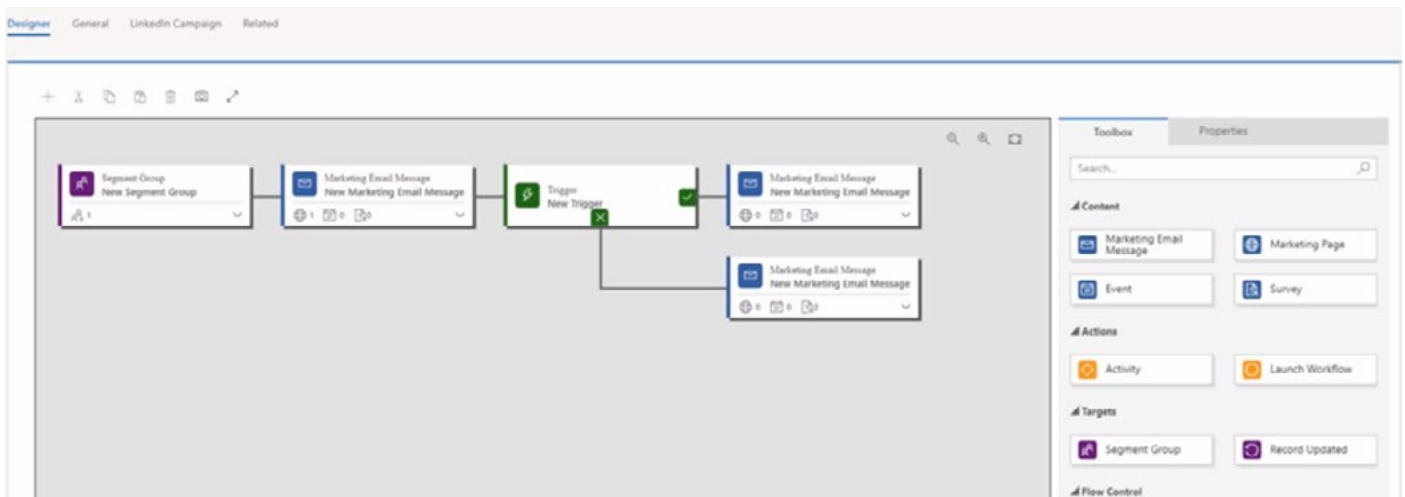
The solution is built on the Microsoft Azure Platform and aimed to be a single platform to bring Big Data, Machine Learning and Artificial Intelligence to business users.

### Data storage

Instead of storing behavioural data within the Dynamics 365 database, it instead uses an embedded version of Dynamics 365 Customer Insights, like Adobe Campaign, which keeps escalating storage costs at bay.

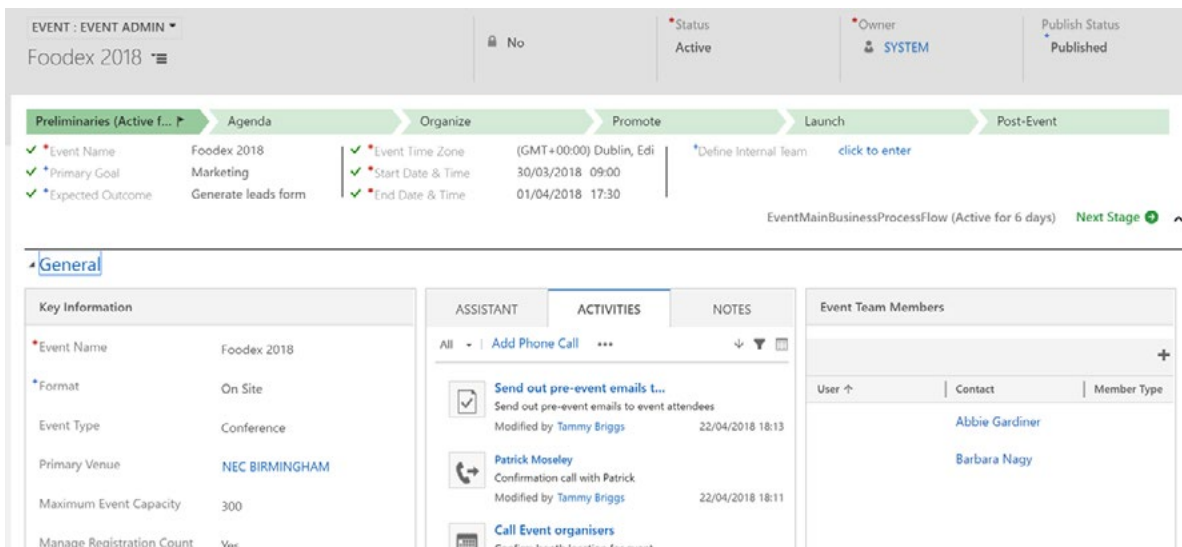
### Easy campaign and customer journey creation for both pure marketers and the sales team

Easy campaign and customer journey creation for both pure marketers and the sales team, with drag and drop campaign and customer journey creation.



### Event management

Event management is native within Dynamics 365 and easy to follow across teams, with the familiar D365 interface for event management, and use of business process flows. As this is native functionality this makes it a winner in terms of creating custom event fields and having the data within CRM.



### Campaign and event hierarchies

Campaigns and events are easy to create, as are custom campaign-related fields. The familiar Dynamics 365 activities tracking shows the online history of campaign interactions.

<b>CAMPAIGN</b> Spring 2018 Campaign	Template No	Estimated Revenue £0.00	Status Details Proposed	Owner Tammy Briggs
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Summary

<b>CAMPAIGN</b> Name: Spring 2018 Campaign Campaign Code: AP21390 Currency: Pound Sterling Campaign Type: Advertisement Expected Response(%): 96	<b>ASSISTANT</b>   <b>ACTIVITIES</b>   <b>NOTES</b>  There are currently no actions waiting to be completed.	<b>MARKETING LISTS</b> Name ↑   Members Cou...   Spring Event   1
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<b>SCHEDULES</b> Proposed Start: 26/04/2018 Proposed End: 31/05/2018	<b>LEADS</b> Name ↑   Owner   Status   Chadwick   Tammy Briggs   Open
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### Marketing Portal

Something which has really impressed the team at AlfaPeople is the marketing portal, which provides a very easy-to-brand portal for event registrations, for contacts to update their own account details and preferences, for passing information and for speaker and session details. It is great for assisting with GDPR compliance and visualizing your events, not to mention it can be embedded into your website for a very slick and professional interface to the marketing app.

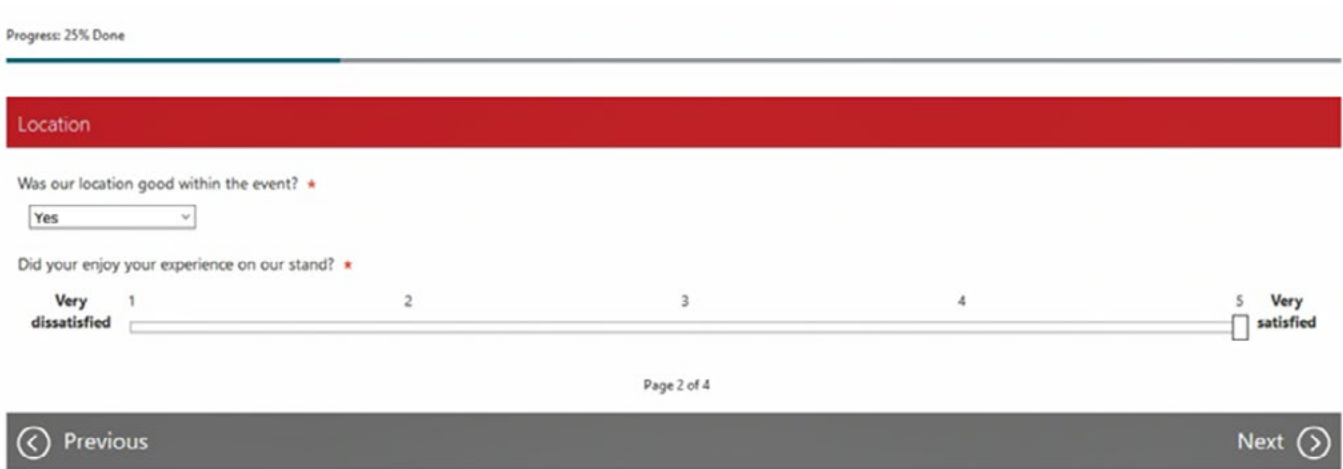


#### Speakers



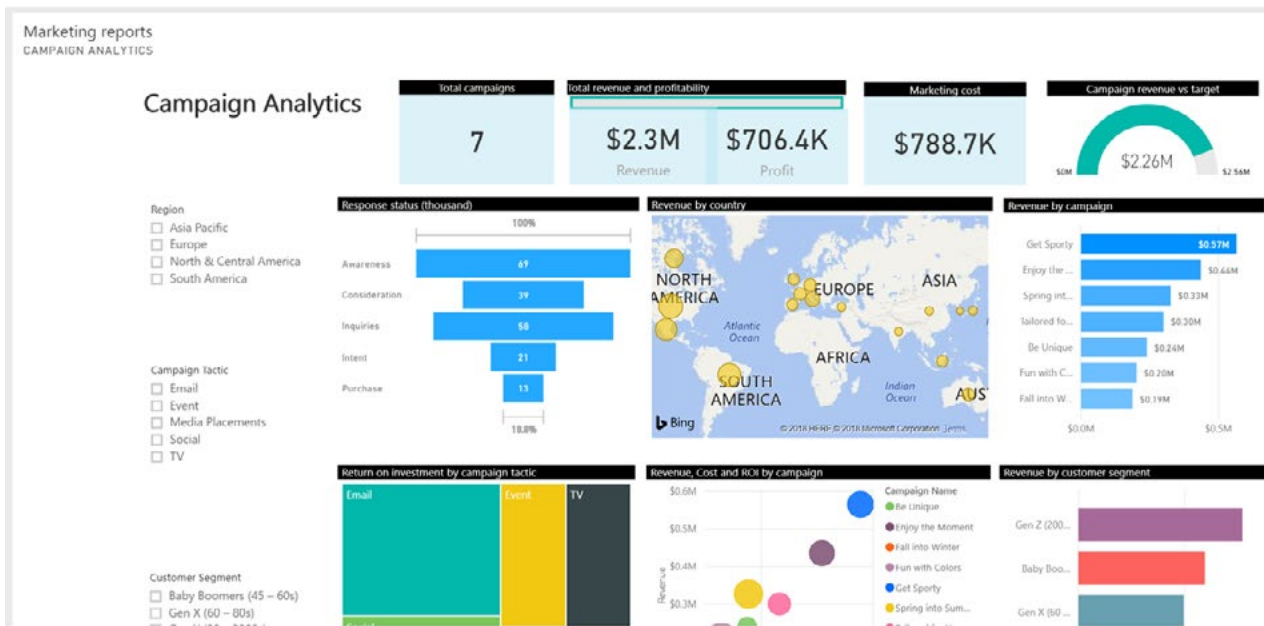
### Integrated Surveys

The surveys and survey questions offer an excellent, professional-looking survey, which can be embedded into the portal or the link send via the campaign automation.



### Reporting and analytics

In addition to the sales pipeline reports, you can view all the campaign and event data in one easy-to-view Power BI report, as below.



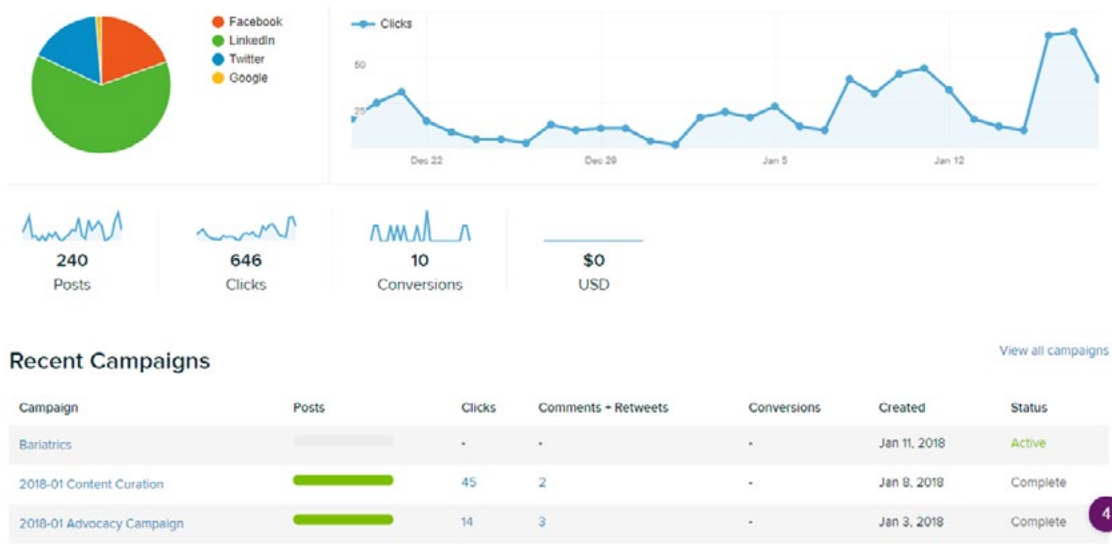
### And finally, ClickDimensions

ClickDimensions has been an old-time favourite for organizations seeking a marketing functionality that interacts directly with Microsoft Dynamics 365. ClickDimensions works natively with Dynamics 365 with seamless integration of functionality and combined reporting and analytics.

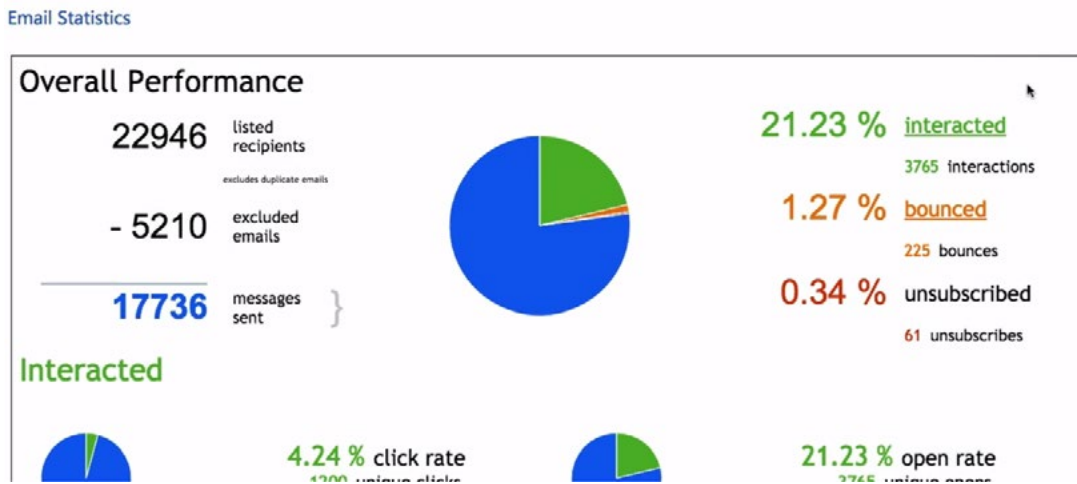
### Campaign Reporting Dashboard

The strong interface between ClickDimensions and the Microsoft Dynamics 365 platform enables a great reporting function, through interactions with dashboards and Power BI. Dashboards and Power BI can combine data from Microsoft Dynamics 365 and ClickDimensions, creating powerful combined dashboards for monitoring and tracking key metrics. The dashboards below show a range of examples of how these will look for email tracking, social channel tracking and campaign statistics.





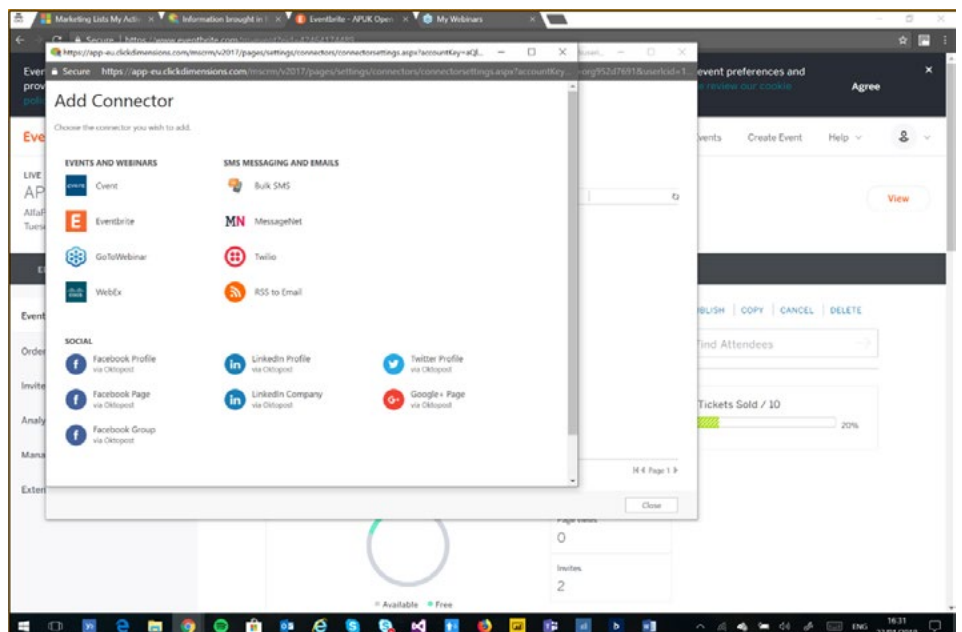
### Sample Campaign Email Statistics Tracking Dashboard



### Marketing Connectors

Something which has long empowered ClickDimensions as a preferred marketing tool is its ability to connect with other popular third-party applications and bring these closer to the Microsoft Dynamics platform - with ClickDimensions acting as a proxy. It is worth noting however that connectors will not be native in the platform.

ClickDimensions Settings easily enable new connectors to solutions for EventBrite, GoToWebinar etc, multiple connectors can be added and take just a few minutes to connect.



Many marketing teams have preferred tools they use for particular things such as events and webinars. The IT department's desire to shift to new tools and the marketing department's desire to stick to what they love can lead to a blocker in the digital transformation of an organization. With the ClickDimensions connectors, marketing departments can continue working with many of the tools they are most familiar with, leading to ease of adoption. There is the ability to record webinar sessions and share via links post-event for those who were not able to attend on the day.

### Event Manager

Events are quick and simple to create in ClickDimensions and can be handled either by ClickDimensions' native functionality using form builders, or via the EventBrite connector. By using the native functionality, forms for registration can be easily built into your website and the event participation end-to-end remains within your domain. Event participant records can also automatically generate a lead in Microsoft Dynamics for Sales for your Sales team to follow up on.

If you are currently using EventBrite to manage events, and this is a particularly good tool for paid events, the connector in ClickDimensions is highly powerful. The EventBrite connector pulls data into Microsoft Dynamics 365, combining with Campaigns or other sub-events.

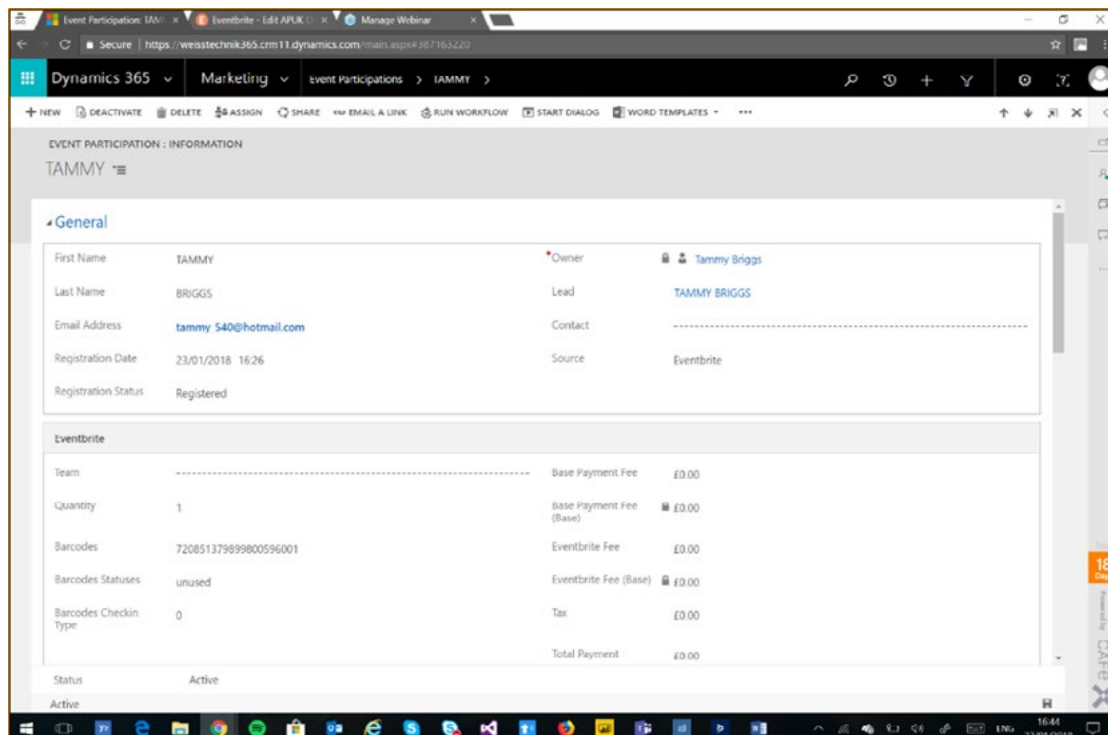
The EventBrite connector enables additional event functionality, such as great automated scheduling processes for inviting attendees to events.

Data and combined analytics can create detailed reports and dashboards. The event participation record shows the link to the event and will be set to include campaign data.

### Event Participation

The event participation record captures all the data completed by the attendee and creates a lead record relating to the attended event.

### Sample Event Participation Record



### Webinars

Through the connectors, users can create quick and immersive webinars which can easily be integrated to automated campaigns to share the link to join by post, survey or email. You can then follow up with automated guidance through the campaign flow to ensure the right level of fulfilment and feedback is made to enable the customer journey. Below shows an example GoToWebinar, one of the ClickDimensions third party connectors.

## To sum up

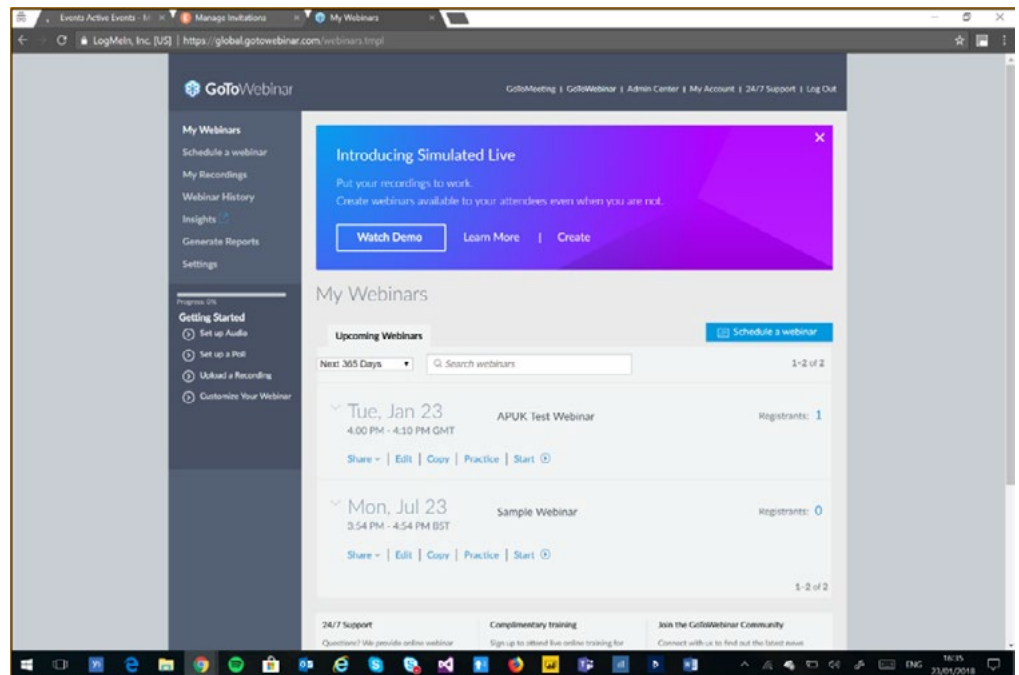
Each of the three options have pluses and minuses: ClickDimensions has the advantage in that it's been around for approximately six years, it's a very well-established solution and has great training and support. It's relatively easy to understand and set up, and can be used for marketers and non-marketing teams alike.

On the minus for this solution is the fact that connectors are not always native to Dynamics 365, and require an EventBrite or Cvent account; this also applies to set up of webinars, with connectors required for Webex or GoToWebinar. Whilst the connectors are ready to go and Apps like EventBrite are ideal to use and easy to set up, it can feel a little counter-intuitive to recommend to clients to move away from apps like Campaign Monitor and Survey Monkey, whilst requiring them to set up additional EventBrite and webinar provider accounts. Data is also limited to sync back from EventBrite to ClickDimensions, so the flow of data needs some configuration or lacks in this area. Another slight minus is having been around for a while, it was built for older technology and so needed to accommodate earlier CRM limitations.

Dynamics 365 for Marketing is built on the new collaboration between Microsoft and Adobe using the latest cloud technologies with data stored in Customer Insights, as opposed to ClickDimensions storing directly in Dynamics 365; a distinct bonus here on Dynamics 365 storage costs, which can be pricey.

Both Microsoft Dynamics Marketing App and ClickDimensions offer very similar functional solutions, with analytics and reporting also quite similar, both viewable in Power BI and Dashboards. Microsoft Dynamics Marketing has got its own minus in that Microsoft obviously needs to eclipse the legacy of the deprecation of the old MDM solution.

## Sample GoToWebinar



Adobe Campaign is really a different beast to the other two: it is aimed at large organizations, with dedicated large marketing teams – ideally with separate roles for data and email design etc. We were impressed with its features for creating in-depth customer journeys and being able to leverage the power of Adobe analytics and the Creative Cloud for creating emails. This is ideal for pure marketers, but we found the access is currently rather confusing with both Classic and Standard applications for Adobe Campaign. There is Adobe Prime, which leverages both sets of functionalities, but they remain separate silos of functionality within the Prime package.

In addition to setting up workflows to sync data from Dynamics 365, setup also requires a data sync between Classic and Standard, and the inevitable complex allocation of who does what in which place. Between the three, Adobe certainly has benefits for enterprise marketing teams, and we do like ClickDimensions, but we are definitely edging towards the Microsoft Dynamics Marketing App as the better offering due to its one platform approach and more future-proof technology. Well done Microsoft!

*Do you want to know more? It's is easy to get in touch!*

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