

# AVAN 365 Quick-Start > Marketing

Having a successful Dynamics 365 Implementation is possible

September 2021 v1



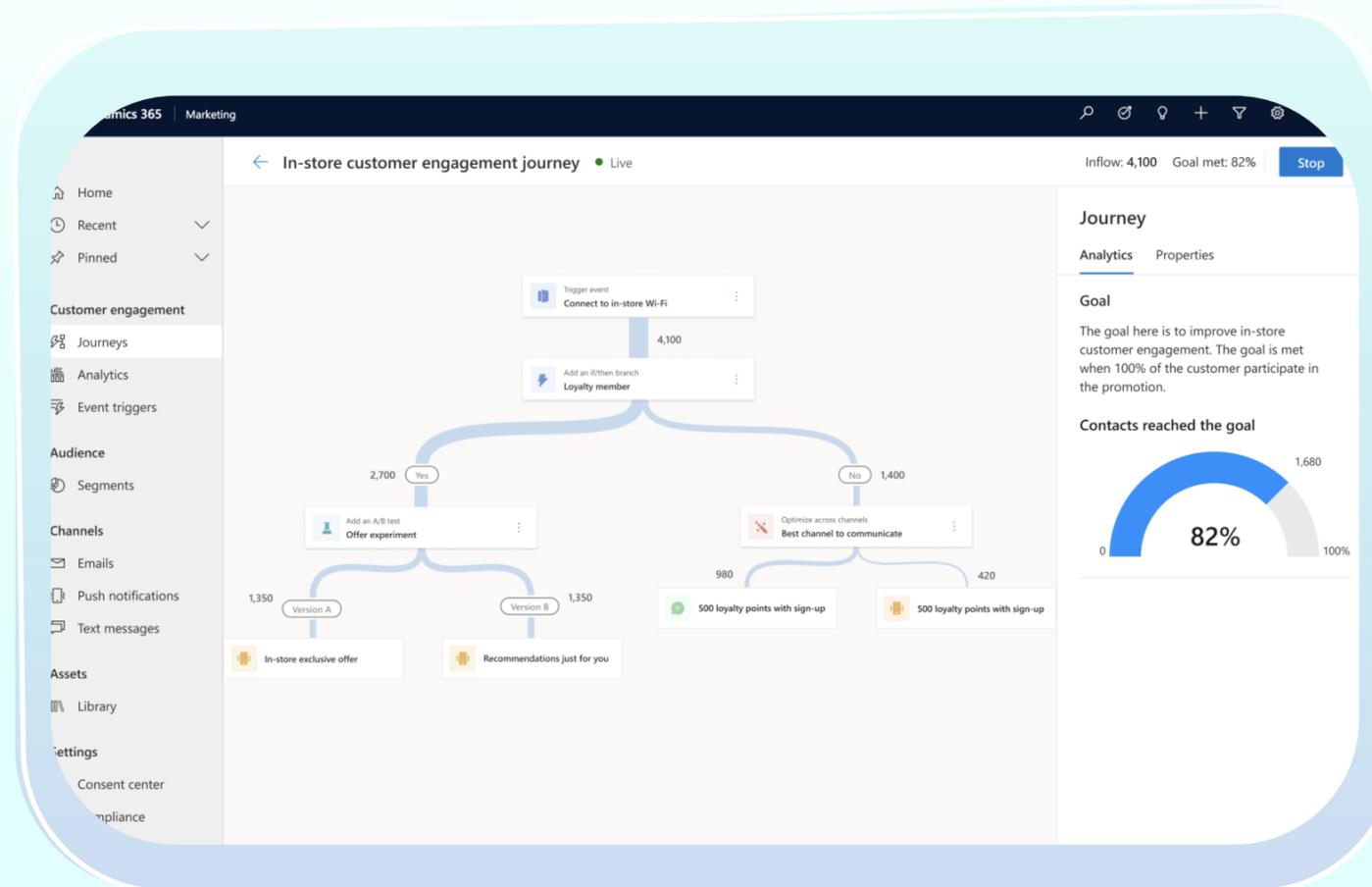
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# Improve the effectiveness of marketing campaigns by getting to know your customers better.

Customers are becoming more demanding and more impatient when it comes to buying, which is why knowing our customers better will allow us to increase the effectiveness of our marketing campaigns and improve the customer experience, offering valuable content adapted to their needs and interests.



## CHALLENGES

- Get a 360-degree view of all customer interactions with marketing campaigns.
- Focus your efforts on relevant leads
- Get to know your customers' preferences and interests

## IDEAL SOLUTION

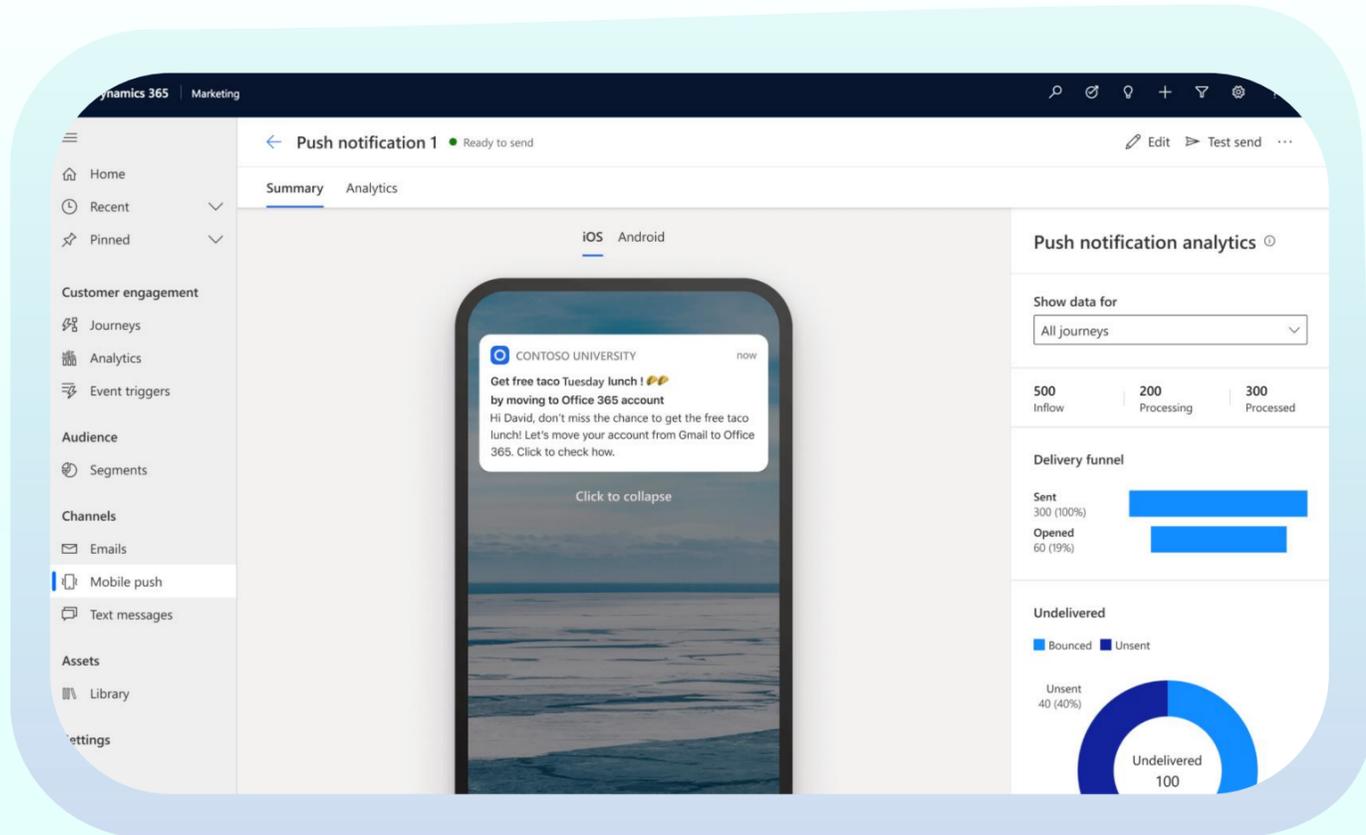
Holistic solution that covers the main functionalities of a marketing automation tool and fully integrated with Dynamics 365 sales, allowing complete traceability from the lead capture stage to the sales conversion phase.

## DESIRED OUTCOMES

- 360 view of customers marketing interactions
- Personalisation of marketing campaigns
- Marketing insights and KPIs

## AVAN 365 Quick-Start

Dynamics 365 Quick-Start Implementation it's an agile approach to securely and efficiently implement Dynamics 365 solutions in the way that fits your organization.



### 1 FAST TIME-TO-MARKET

In a matter of weeks, it will be possible to have your first Dynamics 365 implementation. By applying this iterative approach, you will be adding value to business in a quick and secure way, helping your teams to easily adopt the solution while shaping how it should be.

### 2 AGILE APPROACH

The agile approach allows us to work with your teams on an ongoing basis in order to ensure the success of the project. Your priorities will define the roadmap and we will ensure that Dynamics 365 meets your needs.

### 3 ALIGNMENT WITH DYNAMICS 365 ROADMAP

As part of the project, we will identify which of the Dynamics 365 Marketing capabilities are most relevant to your business, and what the roadmap for implementation and adoption will be. From the bulk emailing strategy to the lead capture and lead management process with dynamic segmentation and customer journeys, we will tailor the implementation to your needs with a focus on adding value to the business.

# INFOAVAN, AVAN 365 QUICK-START & DYNAMICS 365 Marketing

Dynamics 365 Marketing is a powerful application with tons of features and capabilities, which makes really easy to feel overwhelmed when you are facing a new implementation. Dynamics 365 Quick-Start implementations are conceived and designed based on the experience of having successfully implemented more than 300 projects, with the objective of bringing real value to the business through an easy and secure transformation of your organization.

## MORE THAN 18 YEARS OF EXPERIENCE

We have grown alongside Microsoft's business applications, which allows us to know in detail the best way to implement Dynamics 365 to get the most out of the solution.



## MORE THAN 300 SUCCESSFUL PROJECTS

Our best reference is our satisfied customers.



## DYNAMICS 365 & POWER PLATFORM SPECIALISATION

We are 100% focused on Microsoft technology, offering Dynamics 365 and Power Platform solutions integrated with Office 365 and Azure to deliver the highest value to our customers.





## > Customer testimonial: DANOBATGROUP

“Danobatgroup had valuable customer information located in different databases. Thanks to the implementation of Dynamics 365 Marketing, with the help of Infoavan, a successful migration was carried out, centralising all the information in a single database for its subsequent exploitation through the segmentation and customer journey features. Furthermore, a continuous consultancy stage was carried out by infoavan's marketing expert consultants, which made the difference during the adoption process of the solution. This led to more effective marketing campaigns as they were targeted at the right customers, taking advantage of all the solution's functionalities to maximise delivery and increase conversion rates ”

Javier Mongelos - CIO at Danobatgroup





## Contact us to learn more about Avan 365 Quick-Start Marketing

- Get a free trial: [infoavan.com/quick-start-marketing-en/](https://infoavan.com/quick-start-marketing-en/)
- Call for more information: +34 91 721 68 53
- Ask a question via email: [social@infoavan.com](mailto:social@infoavan.com)
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