



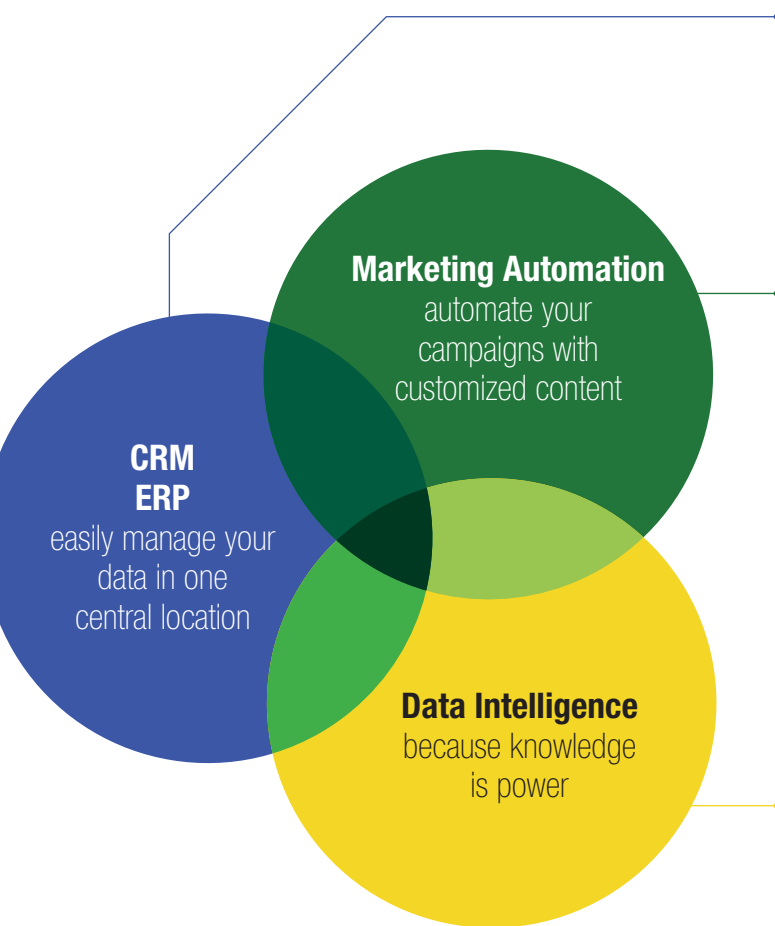
INTELLIGENT MARKETING AUTOMATION

Intelligent Marketing Automation, how does it work?

To make your **marketing more intelligent and efficient**, Realdolmen offers you a combination of **3 tools that seamlessly complement each other**. Our solution enables you to develop smart automated campaigns, with personalized content, based on detailed data, with the necessary tools to analyze everything and produce clear reports.

Discover how Realdolmen can help your marketing.

- ✓ Find **more relevant leads** and **qualify** them based on **detailed data**
- ✓ Build campaigns that **automatically guide** our customers through their entire purchasing process
- ✓ Continuously analyze your marketing plan with **intelligent personal dashboards**
- ✓ **Manage** your campaigns on-the-fly
- ✓ Obtain **new insights** into your customers and processes
- ✓ Turn data and insights into **better decisions** and **more growth**
- ✓ Clear, to-the-point **reporting**



CRM & ERP

- Compile all data about your customers and your business in one system
- Make the right decisions based on the right data, every time
- Perfectly integrated applications that seamlessly complement each other
- Choose from a range of applications that can help you with any challenge
- Enhance your insight into processes, sales and customers through intelligent data
- Easily customize your applications with little or no code

Marketing Automation platform

- Automate your marketing with tools that seamlessly complement Dynamics 365
- Develop campaigns with customized content that guide your customers through every step of the purchasing process
- Centrally manage campaigns with mailings, social media and landing pages
- Make simple, attractive surveys that provide you more insight into your customers and their level of satisfaction
- Increase the ROI of your marketing efforts by making your campaigns smarter and more efficient
- Evaluate what does or doesn't work at a glance, and make adjustments with immediate effects

Do you already have tools for your marketing environment?
We integrate your tools with this high-performance comprehensive solution.

Data Intelligence

- Enhance your Business Intelligence within your organization with the best analytics tools
- Immediately turn your data from Dynamics 365 into attractive reports and detailed plans
- Create personal dashboards that compile and provide data in an organized way
- Analyze your results in real time for a faster, more targeted response when needed
- Give your employees access to the reports they need and manage their rights in a secure environment
- Seamlessly combine data from Excel with Google Analytics, Microsoft Dynamics 365, Salesforce, your Oracle or MySQL database and SharePoint

We guide you to your intelligent marketing automation solution:

