Conquest Graphics
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Challenges
- Disparate systems and a lack of CRM integration made it difficult to deploy campaigns and have insight into marketing results and ROI
- Lack of bandwidth to achieve marketing goals
- Using multiple systems was a strain on budget

Solution
- Implemented ClickDimensions to take advantage of the solution's native integration to Microsoft Dynamics
- Utilized ClickDimensions' email marketing initially and grew into using other marketing automation features
- Gained insight into campaign performance through ClickDimensions' reporting and tracking capabilities

Benefits
- Moved from a lack of performance insights to easily identifiable results
- The ability to create more targeted campaigns has increased marketing success
- More consistent customer and prospect outreach with less overall expense

Founded in 1922, Conquest Graphics is one of the largest and oldest privately-held printing companies in the United States. Today, as a fourth-generation family business, the company takes pride in offering a fast turnaround, cutting-edge technology and excellent value to their print and digital communications clients nationwide.

More Technology, Less Results

For more than 90 years, Conquest Graphics has helped businesses connect with their customers through a wide variety of marketing materials. But in 2012, the printing company was struggling to do the same with its own customers and prospects and to measure the performance of its marketing efforts.

"At the time, we were using several disparate marketing tools that promised to either improve visibility into your existing traffic or help promote new traffic but didn't really provide any real ROI. Additionally, because these systems were separate from our sales and ordering system, we found it harder to deploy new campaigns, train employees, report on key metrics – the list of headaches seemed to go on and on," said Andrew Wood, Marketing Specialist at Conquest Graphics.

With an efficient and hardworking but small team, Conquest Graphics also lacked the bandwidth to achieve their marketing goals. Email marketing was an essential part of their efforts, but they also wanted to try new tactics that weren't available to them through their existing systems.

In addition, it was expensive to implement and maintain multiple marketing technologies. "We were paying a significant amount for systems that just weren't giving us the results we needed," recalled Wood.

Integration is Essential

When Conquest Graphics decided to switch their marketing technology, the company was in the process of transitioning every aspect of the organization to Microsoft Dynamics. Marketing was a key function for them with regards to that transition.

"While there were a handful of other marketing automation solutions that integrated with Microsoft Dynamics CRM in 2012, ClickDimensions was the only one that solely focused on Dynamics and was also natively

""For anyone using Microsoft Dynamics, we have found no other solution that offers this level of functionality, support and value. ClickDimensions frequently updates their marketing automation platform with new and improved features and they provide a fantastic level of support and service."

Andrew Wood
Marketing Specialist
Conquest Graphics

integrated with CRM. This gave us the confidence that we would be in good hands while we implemented ClickDimensions into our production environment," Wood remarked.

At the time, they were primarily interested in email marketing, but according to Wood, "We appreciated the additional features offered by ClickDimensions as it gave us room to grow without worrying that we may need to find a different solution if our needs expanded. In addition to email marketing, we now use campaign automation, form captures, lead scoring and web tracking, and we plan to implement SMS marketing soon."

After they got up and running with ClickDimensions, Conquest Graphics also started utilizing the system's tracking and reporting features – all available directly within Microsoft Dynamics – to measure, test and optimize their campaigns.

Targeted Results

"Because of how disparate our pre-ClickDimensions marketing efforts were, it is hard to provide actual metrics to compare with ClickDimensions, but that is one of the most fundamental improvements we have experienced by using CD: easily identifiable results," Wood commented.

He added, "ClickDimensions has allowed us to become more agile in our marketing strategies by using real-time result tracking from ClickDimensions, alongside analysis done through Google Analytics, to continually test and deploy new campaigns."

The Conquest Graphics team has built several campaign automations in ClickDimensions that allow them to easily market to specific prospects with individualized messaging. Explained Wood, "This has made it possible for us to uniquely target potential customers using digital and printed marketing methods and has resulted in a highly successful marketing effort with little additional investment costs. By having a varied marketing approach, we had a much better response than we had in the past when just utilizing one avenue of marketing at a time."

Conquest Graphics has also realized cost savings while still expanding their marketing efforts with ClickDimensions. Wood said, "The overall cost of ClickDimensions was about 20 percent less than comparable marketing solutions and offers all the features we need in a cost-effective, user-friendly package. We've been able to more effectively reach our target audience more often and with less overall expense."

Visit www.clickdimensions.com to learn more about how our solutions can help your organization.