

# How Cott Systems Cut Marketing Automation Costs by Nearly 50% and Improved Alignment and Results with ClickDimensions



## Cott Systems

An innovator in records management for more than 130 years, Cott Systems is today's technology leader for recording, imaging and searching public records. Cott Systems empowers local government offices to improve efficiency, provide superior constituent service and preserve the official records entrusted to their care. Decades of dedication make it possible for Cott Systems to provide all the services local officials need to preserve and modernize the rich history of their jurisdiction. In addition to industry-leading software solutions, Cott Systems also offers traditional data and imaging services.

## Key Outcomes

- A nearly 50 percent cost savings versus previous marketing automation solution
- Gained the ability to measure marketing ROI
- Increased alignment between internal teams
- Improved marketing team productivity by removing data siloes

As the Marketing Cloud for Microsoft Dynamics™, ClickDimensions has helped organizations around the globe redefine how they work, attain results and drive continual improvement. Cott Systems has been a ClickDimensions customer since 2019.

## Challenge

Cott Systems was using an industry-leading marketing automation solution, but the integration between that system and Microsoft Dynamics was not seamless, making the data that passed between the two systems often outdated and unreliable. They ended up maintaining two databases, which was inefficient and ineffective for their marketing, sales and customer support teams. Team members had to train on and use two systems, reporting was difficult, and it was nearly impossible to get an accurate understanding of audience engagement – and they were still paying a premium price for marketing automation.

## Solution

Growing ever more frustrated by their technology, and the resulting data and integration challenges, the Cott Systems team began the search for better solutions. Initially, they started searching for something that would allow their customer support and product teams to send emails via Microsoft Dynamics and provide analytics about performance. That's when they discovered ClickDimensions. They quickly realized that ClickDimensions could replace their current marketing technology and give them all the marketing tools they needed inside their CRM at a lower cost.

## Results

By making the switch to ClickDimensions, Cott Systems saved nearly 50 percent on their marketing technology costs versus their previous marketing automation solution, allowing them to reallocate those funds to other marketing endeavors. And this cost savings came without sacrificing functionality. ClickDimensions provides Cott Systems with all the marketing tools they need to be successful. The solution's native integration with Dynamics has allowed the marketing team to set up campaign tracking so they can see how their marketing efforts influence opportunity and revenue generation and can use those insights to further their success. That native integration has helped increase internal alignment as well, with multiple departments using Dynamics and ClickDimensions together to better reach, engage and understand customers and prospects. The integration has also been a source of significant time savings for Cott Systems. Now, instead of downloading data and uploading it into another application, their teams can send an email with just a few clicks. In addition, the reporting that once took several hours to complete each month now only takes 30 minutes, giving them more time to focus on more impactful marketing activities.



*"If you use Microsoft Dynamics as your CRM, you need ClickDimensions! It is the best tool out there for Microsoft CRM and the only one that is completely integrated with Dynamics. It saves us so much time and money. I feel so much more confident that I'm working with correct data. ClickDimensions makes it easy for us to track our marketing efforts and report results to senior management. This is the first time in our company's nearly 135-year history that we can actually measure marketing ROI."*

– Ruthie Slone,  
Senior Marketing Manager, Cott Systems