

# How the OGT Marketing Team Saves 10 Hours Per Month with ClickDimensions



## Case Study



A Sysmex Group Company

### OGT

OGT is a leading global provider of clinical and diagnostic genomic solutions that are created for scientists by scientists. OGT strives to unlock the future of genetic clinical care with a commitment to working in partnership with its customers – not only by sharing its expertise of 25 years at the forefront of genetic endeavor, but also by working closely with scientists to understand their unique challenges, and to customize its approach to meet their exact needs.

### Key Outcomes

- Time savings of 10 hours per month
- Eliminated data siloes for more efficient and effective marketing processes
- Instituted a GDPR-compliant email marketing process
- Created lead nurturing programs to maximize conversions and sales resources

As the Marketing Cloud for Microsoft Dynamics™, ClickDimensions has helped organizations around the globe redefine how they work, attain results and drive continual improvement. OGT has been a ClickDimensions customer since 2016.

### Challenge

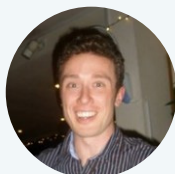
Utilizing separate systems for their customer database and email marketing, OGT faced a time-consuming and complicated process for sending, tracking and reporting on their email marketing efforts. In addition, their email marketing platform was not user-friendly and lacked features beyond email, making it harder for OGT to reach their audiences at the right time with the right message. With no way to nurture leads, this also meant sales resources were stretched thinner than they needed to be.

### Solution

When OGT made the investment in Microsoft Dynamics for their customer relationship management, the need for streamlining their sales and marketing processes and teams with an integrated marketing technology became even more apparent. With a native integration to Microsoft Dynamics and as the leading provider of marketing technology and services for Dynamics users, ClickDimensions came highly recommend to the company. Upon evaluation of ClickDimensions, the OGT executive team felt confident that it was the right solution to help them take their marketing to the next level.

### Results

By making the switch, OGT was able to immediately streamline their email marketing processes thanks to ClickDimensions' real-time data syncing with Microsoft Dynamics. This has resulted in the marketing team saving 10 hours per month that can be spent on more critical and strategic marketing efforts. ClickDimensions' native integration with Microsoft Dynamics has also helped OGT eliminate data siloes and better align their sales and marketing efforts and teams by having all essential sales and marketing data in one place for greater efficiency and effectiveness. Based in the UK, OGT also relied on ClickDimensions features to get up to par with the requirements of the General Data Protection Regulation (GDPR) when it was implemented and to remain compliant with the regulation today with tools like subscription management. With campaign automation in ClickDimensions, OGT is able to create dynamic automated campaigns, enabling them to send new leads a series of emails that are tailored to the things that they are specifically interested in and help nurture leads until they are ready to buy. This not only allows sales resources to focus on the most interested leads, it also helps OGT increase conversions over time.



*"If you use Microsoft Dynamics and are looking for a marketing automation solution that integrates well, ClickDimensions is an excellent choice. The email builder is very user-friendly and there are lots of other useful features to take advantage of, such as campaign automation and web content tools, that can help extend the reach of your digital marketing efforts."*

- Tim Sowa, Digital Marketing Manager, OGT