

How the Infraseriv Höchst Team used ClickDimensions to Maximize their Marketing Resources and Impact



Infraseriv Höchst

Infraseriv Höchst is the leading site developer and expert for chemical-related industrial services throughout Germany. With more than 100 offices in the chemistry and pharmaceuticals industries, the company offers individual, modular solutions as well as the development and operation of complete chemical sites. Their innovative, integrated power bundles also accompany complete site operation. With around 2,700 employees and 178 trainees, they help create success for their customers.

Key Outcomes

- Maximized marketing resources for a collective time savings
- Introduced campaign automation to enhance the buyer's journey
- Instituted a more efficient email marketing process
- Created inbound marketing and lead scoring programs to maximize conversions

As the Marketing Cloud for Microsoft Dynamics™, ClickDimensions has helped organizations around the globe redefine how they work, attain results and drive continual improvement. Infraseriv Höchst has been a ClickDimensions customer since 2017.

Challenge

Prior to becoming a ClickDimensions customer, Infraseriv Höchst was unable to connect their Microsoft Dynamics data with their marketing campaigns efficiently, making effective outreach and tracking a time-consuming challenge. They had not implemented a marketing automation solution before and relied heavily on direct mail marketing. By spending countless hours on manually packaging and sending mail, the marketing team devoted much of their time on execution, which hindered their ability to be more innovative and impactful in their marketing.

Solution

Infraseriv Höchst needed a way to align their sales and marketing efforts that would be easy to learn and work well with their existing technology stack. So, they started searching for a marketing automation solution that would integrate with Microsoft Dynamics to maximize their marketing efforts. The marketing and IT teams worked together to research many different marketing technology options. Ultimately, they found that ClickDimensions offered the best value with a wide variety of features and, most importantly, was natively integrated with Dynamics. The solution's ease of implementation and adoption was exactly what they were looking for.

Results

The Infraseriv Höchst marketing team has adopted many of the features within ClickDimensions and has found that having these essential marketing tools all in one solution has made a significant difference in their marketing efforts throughout the buyer's journey. With campaign automation in ClickDimensions, the Infraseriv Höchst team now creates dynamic automated campaigns, enabling them to send new leads a series of emails that are tailored to their interests. They can now nurture leads until they are ready to buy, which not only allows sales resources to focus on the most interested leads, but it also helps Infraseriv Höchst increase conversions over time. The marketing team also uses ClickDimensions' lead scoring to better evaluate and grade the leads they generate to ensure that they are the most qualified before submitting to their sales team. With ClickDimensions, the Infraseriv Höchst team has gained a better understanding of the wants and needs of their customers, attained insights into which marketing campaigns perform the best and is able to tailor their digital marketing accordingly to ultimately close more sales.



- Oliver Hampel
Marketing Manager
Infraseriv Höchst

"If you are looking for a marketing automation solution native to Microsoft Dynamics, I would highly recommend ClickDimensions. Before ClickDimensions, our team had to do lots of manual work to execute our marketing activities, which hindered our success. Now, we are able to bring our sales and marketing team together and extend the reach of our marketing and sales efforts all with one tool right within Dynamics."