

How Amnesty International Denmark Achieved Quicker, More Personalized Outreach Using the Native Integration Between ClickDimensions and Microsoft Dynamics



Case Study

**AMNESTY
INTERNATIONAL**



Amnesty International Denmark

As one of the more than 80 national sections that make up Amnesty International, Amnesty Denmark was founded in 1964 and today has more than 60,000 members. Hundreds of thousands of Danes support the organization every year financially or by campaigning for human rights for people around the globe.

Key Outcomes

- Eliminating manual processes has increased resources dedicated to the organization's cause
- Better internal alignment on outreach initiatives with all data in one integrated solution
- Quicker, more personalized outreach
- More cohesive multichannel campaigns

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

Challenge

Amnesty International is a global movement of more than 10 million people who take injustice personally and are campaigning for a world where human rights are enjoyed by all. Human rights violations happen all the time. When injustices occur, Amnesty International Denmark takes action to raise awareness and maximize the pressure on violators to avoid repeat offenses – and it is critical that they act quickly. However, Amnesty International Denmark was unable to realize their full potential as they were lacking the digital capabilities to create awareness on issues in real time. Many of their processes were done manually as they utilized many different technologies, and this created bottlenecks and delays for Amnesty in getting the message out to their audiences.

Solution

Hybrid Professionals, a Microsoft Certified Partner and ClickDimensions partner in Denmark, helped Amnesty International Denmark increase their digital capabilities to act swiftly when new events demand immediate action by implementing two integrated technologies that could replace all the siloed systems they used previously. Microsoft Dynamics 365 manages the contacts and donors while ClickDimensions is the engine that powers real-time, trackable communications to the organization's audiences. The combined CRM and marketing automation solution enables Amnesty International Denmark to fully realize their digital capabilities by automating their donor journey and allowing them to use multi-channel campaigns to get the message out.

Results

The combined solution of Dynamics 365 and ClickDimensions has allowed Amnesty to eliminate a number of manual processes, which ultimately allows more internal resources to be focused directly on the organization's cause rather than administrative tasks. This integration has also improved internal alignment within the organization, enabling everyone to see the same customer data and campaign performance metrics within the same system. ClickDimensions' robust feature set of essential marketing tools empowers Amnesty to react to injustice with a personalized and timely approach to its members, making each of their communications more impactful. With ClickDimensions, Amnesty is also able to create more cohesive multichannel campaigns so they can reach their audiences in multiple channels, thus drawing more attention in more places to their very noble cause.