

Inside Dynamics

True integration
built on dynamism

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Inside Dynamics

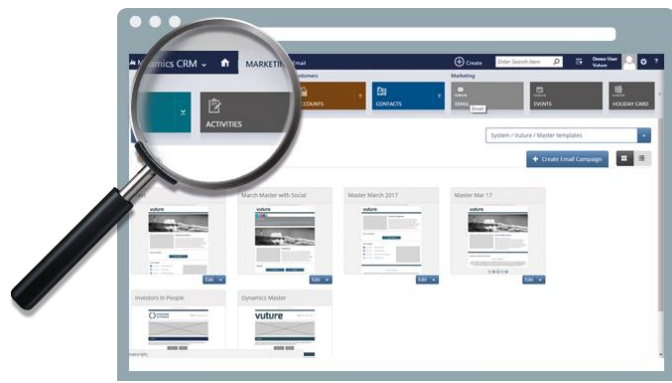
True integration
built on dynamism

A UNIQUE COMBINED DISPLAY

One screen, one login, two powerful platforms.

Welcome to Inside Dynamics – our exclusive user interface.

Did you know that Vuture integrates with Microsoft's Dynamics CRM, well – *dynamically* – through an all-in-one display? **You do now.**



I: DYNAMICS

The Dynamics portal everybody knows and loves. Access all the organisational sections from their usual places; when the time comes to manage your marketing activities in Vuture, there's no need to open up a new window...

II: VUTURE

...as Vuture is embedded within the 'Marketing' tile of your Dynamics interface, allowing you to control all operations from within the CRM.

As Vuture operates, data flows across and updates in Dynamics once clients respond, forming one integrated, efficient, time-saving and revenue-boosting mechanism.

Seamless Integration

Enter Microsoft Dynamics and Vuture simultaneously via a single, centralised log-in and gain total control over your marketing operations and reporting from one screen.

With the built-in memory feature, you can pick up exactly where you left off when switching between platforms.



Intelligent Reporting

Vuture combines with Microsoft Dynamics to **create, manage, execute and report** on your marketing initiatives, automating manual processes such as copying and pasting lists from multiple sources or writing RSVPs and responses back into the CRM.

From email communications to event management, Vuture intuitively formulates a **personalised nurture programme for every client and prospect**, increasing the effectiveness of your campaigns.

Revolutionise your targeting and relationships by monitoring:

- Which campaigns are having an impact
- The clients (and individual employees) they're having an impact on
- The most effective time to communicate with your contacts (and fee earners)
- Who you're contacting too often/rarely
- How your performance compares to industry benchmarks

A World of Possibilities

Send campaign communications directly from **within Dynamics**



Vuture **enables marketing professionals** to send comms directly to campaigns created in the Dynamics CRM.



Information such as names, title, partner sponsor and partner email can all **be pulled from Dynamics** and included in the content of an email.



Remove the risks of manually copying lists from one source to another **by automating the process in real-time.**



Manage unsubscribes and preferences **effortlessly**

Vuture's built-in preferences functionality helps you to stay compliant by automatically managing client preferences.

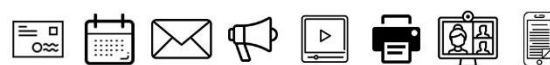
If one of your clients receives an email that's irrelevant to their work and they wish to unsubscribe, they can do so through the preference area.

Once the preferences are selected, this information is automatically written back into the CRM with no manual work required.



Record activities directly into Dynamics, in **real-time**

Engagement activities resulting from your marketing are automatically written back into Dynamics.



- Email sends and email opens activity is **written back** into the contact or campaign section
- Information such as what email they were sent, from which Vuture folder and at what time **is all collected in Dynamics**
- This information can then be **used by partners or business development** professionals with access to Dynamics

Forms **and** content



Forms can also be used to collect information about your clients to direct the most relevant thought leadership to them. Vuture automates this process.

Whether through a preference centre on your website or when someone downloads a piece of content, this information is collected in your CRM. **Vuture can then automatically deliver further content** based on this information.

Events **app**



The Vuture Events app communicates with Dynamics to allow events professionals to instantly record registered attendees and walk-ins to events.

Event registrants are automatically pulled into the app interface and can be quickly marked as having arrived with a click of a button. This information is **automatically put back into Dynamics** in real-time, replacing the need to manually tick off names on a spreadsheet.

GDPR and paper trail



With the advent of the GDPR and the potential need to gather explicit consent to perform all marketing activities, recording this information has never been more important.

Vuture's integration with Dynamics allows you to collect and record exactly when your clients gave their consent. If this information is requested, you'll be able to provide this specific information with complete confidence.

Forms **and** Events



Vuture's forms connect directly to Dynamics, allowing you to automatically pre-fill forms and record responses.

This technology is especially useful for events, enabling marketing professionals to send invitations and record data such as RSVPs, food preferences, survey questions, etc. into Dynamics in real-time.



Ongoing feature developments

Our commitment to Dynamics integration means we are constantly developing new, innovative ways to enhance our client experience.

Features are released on a quarterly cycle based on the needs and requirements of clients. If you'd like a specific integration element to be added that would help your marketing, we can implement it in Vuture.

Why not take a look at Inside Dynamics in action?

Book a demo today with one of our friendly
experts and see it for yourself.

[BOOK A DEMO](#)

OR

[ASK A QUESTION](#)

The Vuture platform is packed full of beneficial solutions
that make life easier for marketers just like you.
(It was made by marketers, for marketers, after all.)

As a global leader in marketing
technology, with offices in
London, New York and Sydney, we
proudly serve the top 100
consultancy, accounting and legal
firms in the world.

Our marketing technology suite is
designed to help build synergy
and cement fruitful, long-lasting
relationships between marketers,
fee earners and their clients.



WEB MARKETING



EMAIL MARKETING



EVENT MARKETING



PRINT MARKETING



ALUMNI MARKETING



MARKETING SURVEYS



MARKETING ROI



PERSONALISATION

The Vuture vision is to play a major role in helping organisations build and maintain strong, lasting relationships – both internally and externally.

FOR MORE
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