



Guide to Selecting a Marketing Solution

Microsoft Dynamics 365 for Marketing, Adobe Marketing, ClickDimensions or HubSpot?

Dynamics 365 for Marketing, Adobe Marketing Cloud, ClickDimensions and HubSpot

How do you make the right choice in a rapidly expanding landscape of marketing tools?

Online marketing and marketing automation have seen many changes in recent years, and the pace of development is high. Smart applications aimed at winning and retaining customers have become part of everyday business. Marketeers have access to more and more effective tools, thanks to technological advances.

Marketing activities are the driving force behind the customer journey, your customer's full experience when interacting with your company and brand. We are continuously finding new ways and new channels to engage with potential customers. Automating your marketing activities with CRM helps you provide the best possible customer journey, ensuring that the contact with your customers becomes progressively more targeted and relevant.

Marketing applications are developing at a rapid pace.

The four major players in the market today are:

- **Microsoft Dynamics 365 for Marketing**
- **Adobe Marketing Cloud**
- **ClickDimensions,**
- **HubSpot**

But what is the difference between these sets of tools? What are their capabilities, strengths and weaknesses? In this selection guide, we compare these four solutions for you, so that you can select the the best fit for your company.



01 Compare Adobe Marketing, Dynamics 365 for Marketing, ClickDimensions and HubSpot

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Adobe Marketing Cloud

A robust vision for **innovation** and powerful functionality for **personalised customer experiences**.

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Dynamics 365 for Marketing

From the **very first contact** to the transitioning to a sales-qualified lead, **each and every lead is optimally served**.

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ClickDimensions

A high level of service **support** and the only **fully integrated** marketing tool in Microsoft Dynamics 365.

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HubSpot

A complete **all-in-one** marketing solution with a robust vision for **Inbound Marketing**.

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Pros and cons of Adobe Marketing, Dynamics 365 for Marketing, ClickDimensions and HubSpot

| Tools | Adobe Marketing | Dynamics 365 Marketing | ClickDimensions | HubSpot |
|------------------------------|-----------------|------------------------|-----------------|---------|
| Lead scoring | ● | ● | ● | ● |
| Mobile friendly | ● | ● | ● | ● |
| Ease of use | ● | ● | ● | ● |
| License cost | ● | ● | ● | ● |
| Opt-inandopt-outregistration | ● | ● | ● | ● |
| Help and support | ● | ● | ● | ● |
| Analytics tools | ● | ● | ● | ● |
| Website integration | ● | ● | ● | ● |
| Email marketing | ● | ● | ● | ● |
| Marketing automation | ● | ● | ● | ● |
| Personalisation | ● | ● | ● | ● |
| Re-marketing/advertising | ● | ● | ● | ● |

| Features | Adobe Marketing | Dynamics 365 Marketing | ClickDimensions | HubSpot |
|-------------------------------|-----------------|------------------------|-----------------|---------|
| Social media | ● | ● | ● | ● |
| Landing pages | ● | ● | ● | ● |
| Drag & drop mailing manager | ● | ● | ● | ● |
| Surveys | ● | ● | ● | ● |
| Dashboards and reports | ● | ● | ● | ● |
| Content management | ● | ● | ● | ● |
| Live chat | ● | ● | ● | ● |
| Web intelligence | ● | ● | ● | ● |
| Web forms | ● | ● | ● | ● |
| Event management | ● | ● | ● | ● |
| Target group segmentation | ● | ● | ● | ● |
| Integration with Dynamics 365 | ● | ● | ● | ● |

The four major players at a glance



Adobe Marketing

Marketing Cloud is an application of the highest calibre. Adobe's innovative vision has brought forth a marketing tool with cutting-edge functionality, placing Adobe firmly ahead of its competitors. One downside is the price, which is steep due to the many adjustments that need to be made for each customer situation. It can also be challenging for users to learn.



Microsoft Dynamics 365 for Marketing

Microsoft's solution is fully integrated with Dynamics 365 CRM, or Customer Engagement as it is now known. This tool offers a strong lead scoring system and extensive target group segmentation capabilities. Microsoft is lagging behind, however, with their drag-and-drop functionality. Focusing on big data, machine learning, and intelligence, Microsoft has built its solution with the future firmly in mind.



ClickDimensions

ClickDimensions is also an external marketing tool, however one that seamlessly integrates with Microsoft Dynamics 365 for CE. The tool also offers extensive help and support. A big challenge for ClickDimensions will be to not lose ground, given the great strides Microsoft itself has made in this field in recent years.



HubSpot

HubSpot is a marketing tool with a wealth of features and options. However, it also has a number of disadvantages. There is no integration with Microsoft Dynamics 365 for CE, meaning you cannot use HubSpot's functionality directly within Dynamics 365, and data synchronisation is less than ideal. What's more, advanced functionality, add-ons and larger numbers of contacts all come at additional charges.

So, which solution do you choose?



Why is integration a top priority?

If you want your marketing tool to integrate smoothly with Microsoft Dynamics 365 for CE, choose Dynamics 365 for Marketing or ClickDimensions, as these solutions are fully integrated with Dynamics 365 for Customer Engagement. With HubSpot you are dependent on integration partners, meaning extra costs. Adobe

Marketing is integrated through a mapping structure, which also requires extra effort.

Are your activities mainly B2B or B2C?

If your business focuses on B2B, the functionalities of Dynamics 365 for Marketing and ClickDimensions will help you well on your way. If you want to make use of very advanced functions to facilitate a complex B2C strategy,

either Adobe Marketing Cloud or HubSpot is perhaps the better choice for you. These tools come with a higher price tag, but you do get a lot of support for your money, like online communities, webinars and blogs.

Adobe Marketing Cloud is defined by its robust vision for innovative technologies and its strength in the area of ***personalised*** customer experiences

Adobe Marketing

Adobe has been named as the leader in the Gartner Magic Quadrant for on-line marketing on numerous occasions. Quality, creativity and an innovative vision are three solid pillars that make Adobe's Marketing Cloud an interesting choice.

Adobe is viewed as the Rolls-Royce of the four applications based on its top scores in marketing strategy, innovation and customer experience. Adobe has been developing high-quality, advanced marketing tools at a rapid pace, which is reflected in the price and complexity of the product. However, Adobe is only worth considering if you are a medium-sized to large company with operations and analytical activities at a considerably high level.

Benefits

In 2018, Adobe was once again named a Leader in the Gartner Magic Quadrant for various segments in the digital marketing industry. To maintain its strong position, Adobe has partnered with Microsoft. However, despite this partnership, full integration is not yet possible. To connect the systems and share data, a mapping structure between the data tables needs to be devised.

When it comes to the possibilities for designing and personalising content and experiences, Adobe shines, surpassing other applications in these areas. This also holds true for email marketing and personalisation of mailshots. Many users have said that they see working with workflows as one of Adobe's big advantages. These are easy to adjust, and easy to set up for both simple and complex tasks.

Drawbacks

Adobe's numerous marketing modules

result in a complex product architecture. The out-of-the-box version will need a lot of tuning to adjust it to your environment and requirements.

The Adobe Marketing Cloud provides ease of use in the long run, but only after you have become familiar with the system, which takes time and practice. Although it has a social media marketing feature, you cannot use it to send out a bulk posting.

This solution does not come cheap. The costs are high and there is no set price: quotes are based on customer needs.

Microsoft Dynamics 365 for Marketing: from the very first contact to the transitioning to a sales-qualified lead, every lead is **optimally** served

Microsoft Dynamics 365 for Marketing

Microsoft Dynamics 365 for Marketing offers a wealth of advanced functionality to help build and maintain customer relationships. Thanks to the new Dynamics 365 user interface and perfect integration, you can easily navigate through all of your marketing activities.

Microsoft launched this application in 2018, and with it, a wealth of functionality to help companies create long-term relationships with their customers. What really shines is the ability to develop leads using the Lead Scoring Model, and the integration with LinkedIn. Microsoft has a strong end-user focus.

Benefits

One major benefit of the Microsoft application is the level of integration: it is fully and automatically integrated with Dynamics 365 and the popular Office Suite. The look and

feel matches the other Office application too. The introduction of the Unified Interface is a big step towards the future. It ensures an optimal viewing and interaction experience for any screen size, device, or orientation, so that forms only need to be designed once. By interconnecting all applications, Microsoft ensures that all data is available everywhere.

A key benefit of the application is the Lead Scoring functionality: Microsoft has designed multiple lead scoring models that you can adapt to the user's privacy preferences. Dynamics 365 for Marketing also includes tools for GDPR compliance. And the solution offers plenty of ways to segment and target audiences.

The Event Management feature allows you to organise entire physical events, including hotel bookings and such. On the other hand, it is not, or not yet, possible to make online links to a webinar, for example. With the standard Voice of the Customer survey integration, attendees can give their opinion on an event.

Drawbacks

Compared to the other applications, the email functionality of Dynamics 365 for Marketing leaves a lot to be desired. The ease of using the Drag and Drop Editor for emails is not optimal, for example. It does not allow for adjusting the white space in an email template, and editing at full size is not an option. What's more, there is no standard Live Chat function, though this can be added using a plug-in.

ClickDimensions is characterised by wide **support** and is the only marketing tool **fully integrated** in Microsoft Dynamics 365

ClickDimensions

Email and marketing automation tool, ClickDimensions seamlessly integrates with Microsoft Dynamics 365 for Customer Engagement. This add-on gives you a 360-degree view of leads and customers for a better marketing, sales and customer experience.

Whether you have a lot of experience with marketing tools or are just getting started, with the flexibility of ClickDimensions you can compile your marketing communication with ease. The integration with Microsoft Dynamics 365 for CE, makes it easy to retrieve data from contacts, leads or accounts stored in your CRM system, and you are not faced with additional integration costs or data synchronisation issues.

Benefits

In ClickDimensions, you can segment contacts using marketing lists, and you can assign

follow-up activities, like a phone call or allocating tasks to staff, campaign-dependent. In addition, the responses to email campaigns can be recorded and a sales opportunity can be created immediately if desired. This gives you a good view of your lead management in the sales pipeline.

The system is user-friendly. The drag and drop functionality allows you to build creative mailings, surveys and web pages with ease. You can also create personalised, fully automated, multi-channel customer journeys, allowing you to guide prospects through the buying cycle or increase customer engagement with activity-based triggers.

The web intelligence feature records the activities of all visitors to your site, both identified customers and anonymous visitors. ClickDimensions uses social discovery to find more information about a lead via LinkedIn, Twitter and Facebook. This, used in conjunction with lead scoring, allows you to gauge the full sales potential of the

individual. The marketing tool, used together with event integrations like WebEx and GoToWebinar, makes it a breeze to organise and manage events, as well as details of the attendees. The tool is also GDPR compliant.

Drawbacks

The set-up of ClickDimensions forms, like emails for example, is not always logical nor in line with Dynamics 365 standards. You need staff with considerable technical expertise to make adjustments.

The integration with the CRM system is not always seamless. A campaign, for example, works only for contacts and leads, and not for accounts. The reports are somewhat limited, and the authorisation function could be improved. ClickDimensions does not really stand out in terms of its social media features.

HubSpot is well known as an **all-in-one** marketing solution with a robust vision for **Inbound Marketing**

HubSpot

HubSpot is an all-in-one marketing solution that offers everything you need to manage your social media and website content, create landing pages and measure your marketing success.

HubSpot defines Inbound Marketing as attracting prospects to your business, engaging and delighting them to ensure a positive customer experience. To achieve this, HubSpot offers a wide range of tools that tap into modern marketing tactics like content management, personalised content, and marketing automation.

Benefits

Two of the main reasons to opt for HubSpot are the numerous options and the support offered, like live chat, blogs and webinars. And new features are being added each year, like the recently introduced chat box and lead flow for example. The chat box allows you to assist your online visitors without having to hire extra staff. And lead flow helps you generate more leads, by presenting a pop-up message for a download or prompt to subscribe to your newsletter, for example.

HubSpot is easy to use. When a prospect or lead visits a web page, opens an email, etc., a workflow is triggered and that person can be guided further into the sales funnel. Another handy feature is the content management system that allows you to design and manage web pages without outside help. HubSpot really stands out when it comes to social

media tools. You can link various social media accounts, create content and schedule the posts. You can then monitor the accounts and posts and, using the reporting tool, see how the posts 'perform'.

Drawbacks

The disadvantage of HubSpot is that it is not a standalone marketing tool: to make use of HubSpot directly from CRM you need an integration partner. What's more, the monthly bill can rise enormously when, for example, you have a lot of contacts, select functions like lead flow, or if you opt to use a number of add-ons.



Choose the tool **that suits you best**

Adobe Marketing Cloud, Dynamics 365 for Marketing, ClickDimensions and HubSpot are all fantastic solutions that rightfully dominate the market. With the ongoing development of these platforms, each player keeps the others sharp, each striving to stay in the lead by offering an increasing number of advanced marketing features.

To make the best choice, you need to decide what is most important to you and what you are willing to spend. A good implementation

partner can help you select the solution that is right for you and get the most out of your marketing tool.

Our marketing experts will be more than happy to help you make your choice.

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