

## Effective solutions for your marketing success

Designed specifically for Microsoft Dynamics 365, Touchdown is a marketing suite, **rich and intuitive** offering all the features for the success of your marketing (automation, Email, SMS, etc.). Your data **are and will stay within your CRM**, there is no need for a synchronisation with an external tool and all the Email and SMS statistics are in **real time**. Touchdown is an **entirely customisable** PowerApps solution, enabling you to enhance your business processes.

### EASY AND EFFECTIVE SET-UP

Become completely operational and autonomous with your marketing within Microsoft Dynamics 365 in 3 steps:

1

**Subscription and activation of your license.**

2

**Import of the solution within PowerApps.**

3

**One-hour onboarding to get started and use Touchdown.**



### WHY TOUCHDOWN ?

Touchdown provides all the marketing and sales tools integrated within your Dynamics 365.

#### You can:

- Segment and target your recipients with marketing lists native to Dynamics.
- Create attractive and ultra-personalised content with our drag-and-drop Emailbuilder.
- Manage your brand identity with our auto-configuration (for domain names, senders, etc.).
- Optimise your marketing with our pre-defined automation scenarios.

#### Unlike other solutions, Touchdown:

- Centralises & saves all the data within your CRM in real time.
- Is an all-in-one solution, including SMS, with no need for an external tool compromising a full control.
- Has developed an intuitive and scalable marketing suite requiring no maintenance.
- Includes custom entities for the recipients.

## AN OPTIMAL SEGMENTATION

Segment **your contacts, accounts, leads or customised entities** with static or dynamics marketing lists.

Filter **behavioural data** from your previous campaigns (ex: Inactive since...).

Manage and assign **specific blacklists** according to your previous campaigns to exclude specific email addresses and phone numbers.

Easily remove recipients from your initial targeting by **excluding marketing lists**.

## A HIGH DELIVERABILITY

Easily manage your brand identity, we **automatically configure** the domains for you (sender, links, images...) to guarantee the highest deliverability possible.

Use a **dedicated IP** to increase your chances to land in the inbox folder.

Use the **“Predictive sending”** and increase your performance by 20% on average.

**Show your recipients your brand** before they download images by embedding some of them directly within your messages.

**Automatically clean** recipient lists and preserve your reputation of your IPs.

Make sure to have your messaging reaching the inbox folder with a help of our **anti-spam analysis**.

The screenshot shows the Dynamics 365 interface for configuring an email campaign. The main content area displays the email preview with fields for To, From, Subject, and a preview of the email content. The right sidebar shows a 'Your campaign is ready to be finalised!' message, a 'Test your email' section, and an 'Anti-spam analysis' section.

**News [EN]**  
Touchdown Campaign

**Touchdown** From Touchdown <contact@mail.touchdown.co>

We'll use [img.mail.touchdown.co](http://img.mail.touchdown.co) to customize your hosted images and [eye.mail.touchdown.co](http://eye.mail.touchdown.co) for your links. We'll show your brand's contact info in campaign footers to comply with [international spam laws](#).

To: [General partners, Software-AG, Generalist Leads](#) (All members in lists) 79,777 recipients

Except: [Boris M. Müller, Software-AG, @Software.com@Software.com](#)

Subject: **Try our new version**

**Try our new version**

**YOUR NEW SAM**

**Amazing Tournament** 21 DAYS

- ✔ You're using the standard unsubscribe page. [Edit](#)
- ⚠ A plain-text version of this email will be included automatically. [Edit](#)
- ✔ You're tracking opens & clicks in your HTML. [Edit](#)
- ✔ You're using 307.04 KB of 5 MB for image storage. [Edit](#)
- ✔ No attachment will be included in your email. [Edit](#)

**Your campaign is ready to be finalised!**  
Choose the right moment to send your campaign – immediately, schedule a time or let the statistics decide for you with predictive sending.

[Finalise your campaign](#)

**Test your email**  
Choose who will receive your campaign's test. By default, we keep the email addresses from your previous campaigns. You can replace them or add more after adding the semicolon.

No test email sent [Send to 3 email addresses](#)

**Anti-spam analysis**  
The antispam analysis allows you to check whether your email is correctly delivered to all your recipients. The lower the score, the higher the chances for the success of your campaign.

[Run an analysis](#)

## A PERFECT CONTENT

Create captivating content which is automatically responsive and compatible with all the messaging clients due our **drag-and-drop Emailbuilder**.

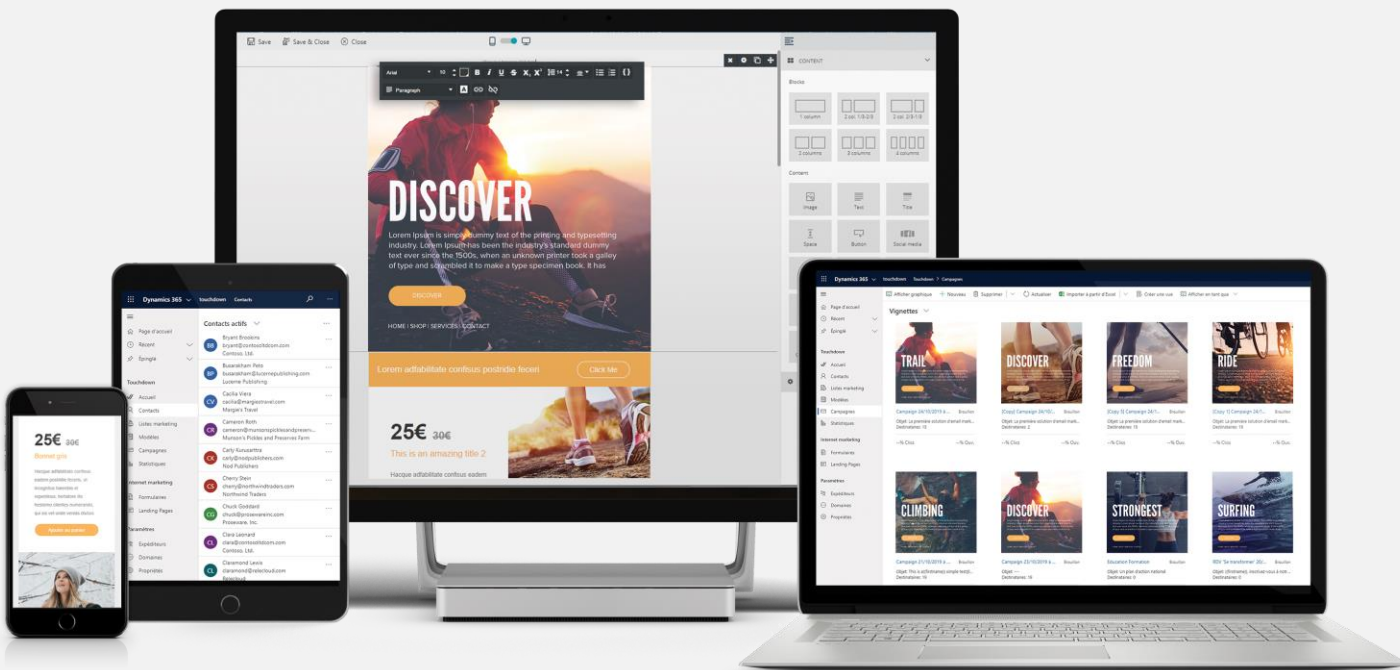
Integrate **videos** which are automatically represented by a Gif.

Integrate images directly from our gallery offering over a **1000 of royalty free images**.

Personalise content with **a set of tags and entities** available within your CRM.

Add **attachments** and enhance your messages (ex: program and location of an event).

Take advantage of our template gallery with over of a **100 ready-to-use templates**.



## A CONTROL OF CUSTOMER/LEAD RELATIONSHIP

Take advantage of an **intelligent classification** of manual replies.

Make sure your recipients **receive messages** caught by the “captcha” (ex: MailInBlack).

**Never miss a lead** by collecting their email and SMS replies manually.

Postpone sending or modify contact with **autoreplies** informing you about an out-of-office or a no longer in the office status.

## A COMPLETE AUTOMATION

Automate your sales and marketing processes with our **natively integrated automation feature**.

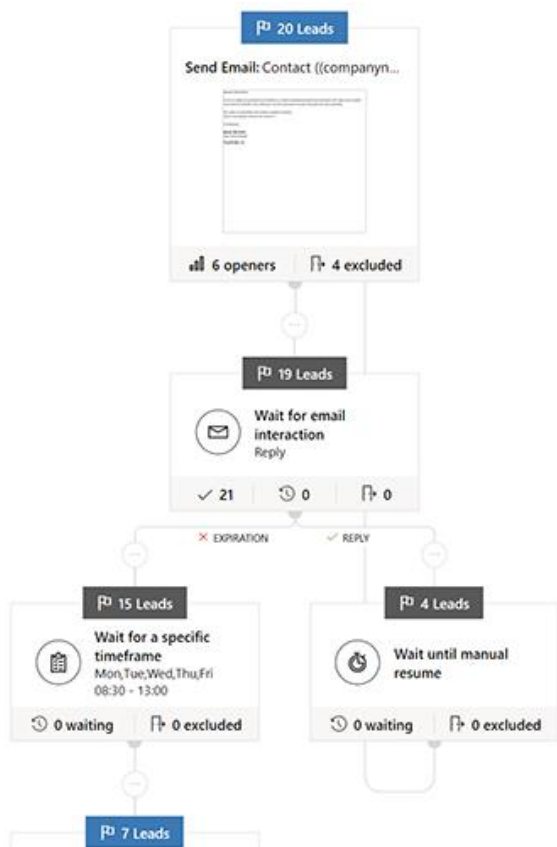
Send **Emails and SMS** manually or as soon as someone subscribes to a list, has a birthday, changes their status, etc.

Continue your scenario tasks **according to the interactions** with messages, clicks, opens, replies, etc.

Determine the best moment to execute the next step by adding a waiting time for a **specific hour a date, a time interval or choose a specific date**.

Integrate automation into your business processes with a help of a **task-specific execution or with CRM workflows**.

Take advantage of **pre-defined scenarios**: sales engagement, double opt-in, events, anniversary date, welcome, etc.



## A DETAILED STATISTICAL ANALYSIS

Control your data, all the **Email and SMS interactions are saved within your CRM**.

Follow all the interactions of each contact in each of their **timeline**.

Get smarter due to the **analysis of the reading time** representing the interest of your message.

Integrate statistical results easily within the **Power BI**.

### Marketing Interactions

11/05/2020 12:45	○	Opened	PHI SA...
11/05/2020 12:45	○	Opened	PHI SA...
24/03/2020 14:28	○	Targeted	PHI SA...
02/03/2020 09:45	○	Opened	PHI SA...
26/02/2020 07:54	○	Opened	PHI SA...
25/02/2020 17:41	○	Targeted	PHI SA...

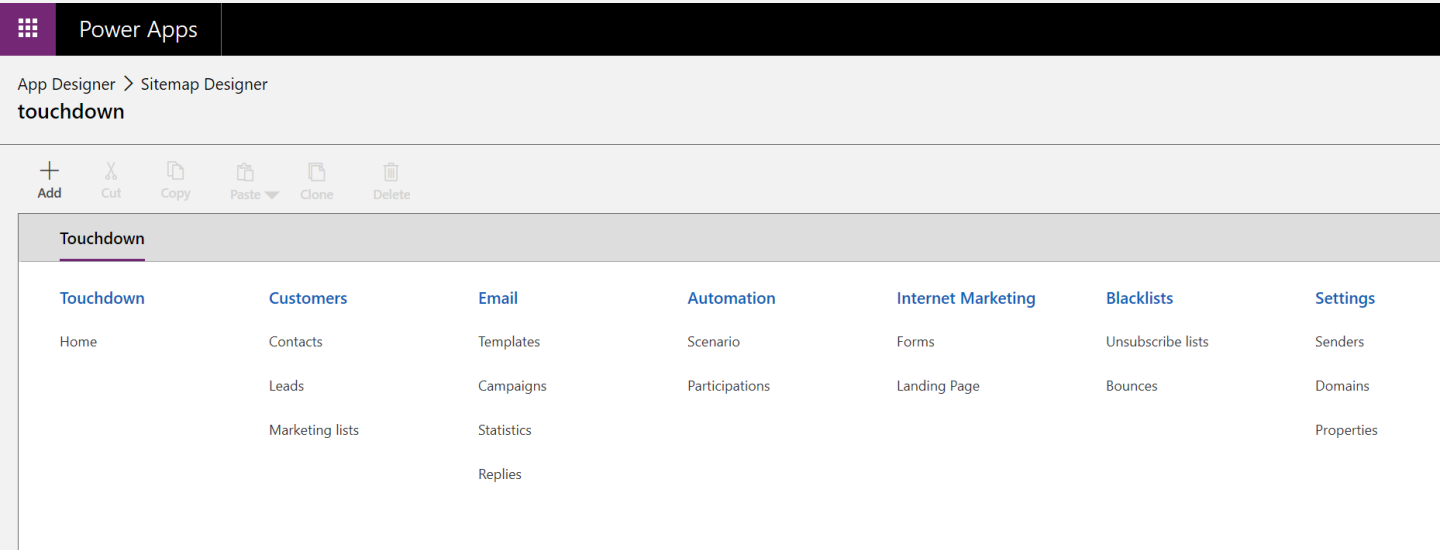
# A FULLY CUSTOMISABLE INTERFACE

Find Touchdown among your **PowerApps** solutions.

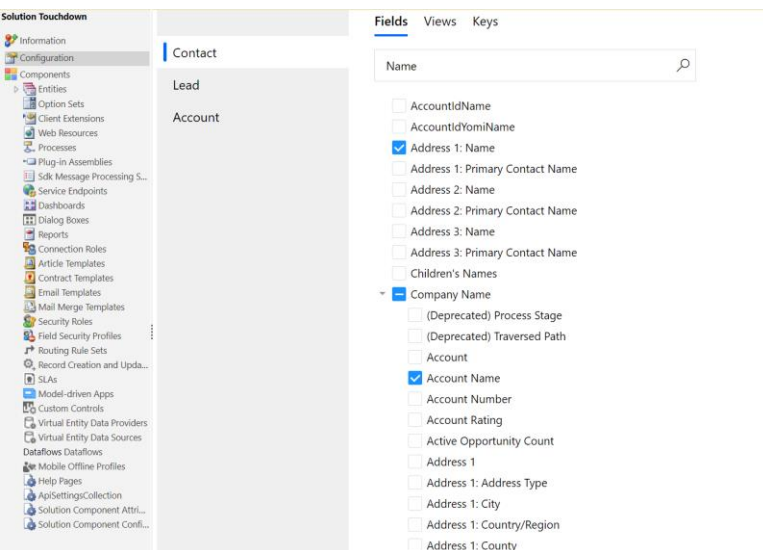
Create or modify the dashboard, forms and views with **“custom controls” and dedicated resources.**

Integrate Touchdown entities within **your SiteMap.**

Create a **Canvas/Mobile app** with Touchdown data.



# AN ADVANCED CONFIGURATION



Choose **visible views and fields** within Touchdown interface corresponding to each entity.

Modify the default values of **email and phone fields** for each entity.

+33 328 328 050

<https://www.touchdown.co>

[contact@touchdown.co](mailto:contact@touchdown.co)



Marketing Suite for Microsoft Dynamics 365

# touchdown