

## CHALLENGE

Although the company was using Microsoft Dynamics CRM Online with a third-party bulk-email marketing platform, they really lacked the direct CRM integration between the two solutions that they needed. Without the direct integration with CRM, their commercial teams were grappling with wildy campaigns and struggled to track vital data needed to market efficiently.

## SOLUTION

Larato chose PowerMailChimp from PowerObjects which integrates the robust email template functionality of MailChimp with the customer relationship management power of Microsoft Dynamics CRM.

## BENEFITS

- Built-in email marketing capability in Microsoft Dynamics CRM that makes creating, sending and tracking quick and easy
- Ability to create and send bulk emails right from CRM using existing Dynamics CRM accounts, contacts and leads
- Rich HTML email templates that support multiple devices
- Direct data tracking in CRM so that the campaign results are visible and actionable
- The ability to trigger follow-up activities in CRM from email interactions
- An affordable, easy-to-use cloud-based solution that saves time and money

# Larato Improves Marketing Effectiveness with PowerMailChimp's Integrated Email Marketing Capabilities

## Organization

[Larato](#), established in 2005, is a UK-based cloud communications consulting company helping buyers and sellers of next generation Information Communications Technology (ICT) to accelerate their commercial growth by creatively exploiting these converging technologies.

## Challenge

As the company continued to grow and expand, so did their need to better manage their expanding sales and marketing efforts. Although the company was using Microsoft Dynamics CRM Online with a third-party email marketing platform, they really lacked the direct CRM integration between the two solutions that they needed. "Without the direct integration with CRM, our commercial teams were grappling with wildy campaigns and struggled to track vital data needed to market efficiently," said Lucy Green, Managing Director at Larato.

Larato needed a new cloud-based email marketing solution directly integrated into CRM that would provide:

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## Solution

After evaluating several email marketing solutions, the team chose [PowerMailChimp](#) from [PowerObjects](#). PowerMailChimp integrates the robust email template functionality of MailChimp with the customer relationship management power of Microsoft Dynamics CRM. "The PowerMailChimp tool provided the built-in email marketing functionality we needed and knowing that the Dynamics CRM integration to MailChimp was developed by the CRM experts at PowerObjects, we knew it was the right solution for us," Green said. "And being able to download the solution and try it for free right in our CRM for 30-days also was a big bonus."

PowerMailChimp is just one of many add-on PowerPack tools that PowerObjects developed for Microsoft Dynamics CRM. The PowerPack tools are designed to help enhance the capabilities of Microsoft Dynamics CRM, while providing even greater functionality and efficiency. Developed based on the needs and feedback from PowerObjects customers, the PowerPack tools are not just simple customizations for sales

## Key Benefits

The number one goal the growing company had was to replace their previous email marketing solution with one that offered the Dynamics CRM integration as well as one that was flexible, scalable, and cost-effective. With PowerObjects help, Larato now has streamlined and improved its marketing efforts. "Not only can we create unique HTML email templates but we can segment our CRM data with targeted marketing lists and send email marketing campaigns very easily with PowerMailChimp. Our overall campaign execution time has been reduced, enabling us to do more marketing in less time and better track the results," she added.

With the seamless integration to CRM, the team at Larato can track all of the email results at a very detailed level by contacts, leads, and accounts including click-throughs, opens, unsubscribes and bounces, and tailor its email campaigns based on these results. "The tool has allowed us to customize our email messages based on past responses and deliver relevant content to segmented customer groups," she added.

One of the great aspects of PowerMailChimp is the ability to try the tool and test it for 30 days before committing to a monthly subscription. After downloading the tool, Larato encountered a technical communication error with their CRM cloud provider and PowerObjects stepped in to help. Working together with the provider, the teams were able to resolve the issue quickly and get them up and running. "Even during the trial period, PowerObjects was very responsive to our needs and worked to get the issue resolved. We couldn't have done it without them and their professionalism and technical knowledge really assured us that this was the right solution for us," said Green.

Overall, Larato is very impressed with the power of Microsoft Dynamics CRM and PowerMailChimp. "Working with the tool has been great and we've already noticed a positive change to our marketing and look forward to tapping into all of the robust functionality as our business continues to grow," she added.

## About PowerObjects

Established in 1993, PowerObjects is one of a handful of organizations recognized as a leader in delivering Microsoft Dynamics CRM/xRM solutions to customers. As a Microsoft Partner Gold Certified in the CRM competency, 2012 Microsoft Dynamics CRM Partner of the Year, 2011 Microsoft Dynamics Inner Circle recipient, and Microsoft President's Club member (2009-2011), PowerObjects has an impressive and rapidly growing list of customers benefiting from Microsoft CRM/xRM. PowerObjects fully embraces the power of customer choice and offers hosted, on-premise and online CRM deployment options. Headquartered in Minneapolis with offices in Dallas and St. Louis, PowerObjects provides CRM solutions to businesses and non-profit organizations in multiple industries including healthcare, life sciences, insurance, financial services, publishing, distribution, manufacturing and professional services. For more information, visit [www.powerobjects.com](http://www.powerobjects.com) or call 612-339-3355.

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*Lucy Green, Managing Director  
Larato*



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