



## **ClickDimensions Raises Series A Funding to Drive Global Expansion of its Certified for Microsoft Dynamics CRM Marketing Automation Solution**

*Microsoft Dynamics partner finances major growth plans to help marketers worldwide better understand their customers' online behavior and preferences*

**ATLANTA - November 28, 2011** – ClickDimensions, developer of a top ranking [email marketing and marketing automation solution for Microsoft Dynamics CRM](#), today announced that it has raised Series A financing from Canal Partners LLC. A finalist for the [Microsoft Dynamics CRM 2011 Solution of the Year](#) award, ClickDimensions will use the funds to further expand its sales, marketing, development and support teams to better meet demand from its growing global customer base and partner channel.

With hundreds of deployments worldwide, the ClickDimensions Marketing Automation for Microsoft Dynamics CRM solution is a Software-as-a-Service (SaaS) application that creates an endless stream of possibilities for sales and marketers. From generating, qualifying and nurturing leads to tracking prospects from click to close, ClickDimensions fully integrates with Microsoft Dynamics CRM to provide companies with a flexible, easy to use solution that transforms every customer touchpoint into a marketing opportunity.

“Our model of marketing automation built into Microsoft Dynamics CRM as an xRM solution is working in the marketplace as evidenced by our significant profitable growth and [positive customer reviews](#) this year,” commented John Gravely, ClickDimensions Chief Executive Officer and Co-Founder. “Rather than deal with a separate solution that must continually synchronize data with CRM, companies worldwide are choosing our native model, which provides the benefit of access to all CRM and marketing data within a single platform. Further, our ability to resell our solution through Microsoft’s large and skilled worldwide partner channel provides a distribution benefit that distinguishes us from competing solutions.”

ClickDimensions is a member of the Microsoft BizSpark *One* program, recognizing a small number of high-potential companies from among more than 45,000 BizSpark startups worldwide. “ClickDimensions has tackled a critical element to better understanding and serving customer needs,” said, Mark Relph, Senior Director, Strategic and Emerging Business at Microsoft. “By integrating their email marketing and marketing automation software with Microsoft Dynamics CRM, ClickDimensions has greatly improved the ease and speed with which a customer contact can be leveraged to increase sales and customer satisfaction.”

“ClickDimensions stands out as a company well positioned to experience significant growth and secure market leadership,” commented Jim Armstrong, managing partner of Canal Partners LLC.

“ClickDimensions founders’ John Gravely and Koren Tako have already built two successful companies in the Microsoft CRM market providing them with deep knowledge and enduring relationships with Microsoft and the worldwide Microsoft CRM channel. The fact that John and Koren so skillfully



launched a highly scalable solution, attracted a viable customer base and generated a profit in under two years solidified our investment decision.”

Armstrong is a founder and former CEO of JDA Software Group (NASDAQ: JDAS), a leading global provider of supply chain management, merchandising and pricing solutions. He currently serves as chairman of JDA’s board of directors. As part of the financing, Armstrong and Todd Belfer, a managing partner of Canal Partners and co-founder of several successful companies, will advise the company on expanding its lead in the marketing automation market. In addition, Belfer will join ClickDimensions’ Board of Directors.

#### **About Canal Partners LLC**

Canal Partners LLC is a Scottsdale, Arizona-based private equity firm that delivers experience, resources and funding to accelerate a company’s transformation from promising startup to proven market leader. Founded in 2007, Canal’s managing partners are serial entrepreneurs with an exceptional track record in both public and private enterprises. Beyond simply financing deals, Canal takes an active interest in enabling companies within its portfolio to achieve significant revenue growth, financial stability, operational scale and shareholder value. Canal is currently investing in software and internet technology companies with market-accepted solutions and \$1 to \$15 million in revenues. For more information, please visit <http://canalpartnersllc.com/>.

#### **About ClickDimensions**

ClickDimension’s Marketing Automation for Microsoft Dynamics CRM empowers marketers to generate and qualify high quality leads while providing sales the ability to prioritize the best leads and opportunities. Providing Email Marketing, Web Tracking, Lead Scoring, Social Discovery, Campaign Tracking and Forms and Surveys ClickDimensions allows organizations to discover who is interested in their products, quantify their level of interest and take the appropriate actions. For more information about ClickDimensions visit <http://www.clickdimensions.com>, read our blog at <http://blog.clickdimensions.com>, follow us on Twitter at <http://www.twitter.com/clickdimensions> or email [press@clickdimensions.com](mailto:press@clickdimensions.com)