

Digital Marketing

A Connected
Marketing Story

Agenda

- Introduction
- Purpose
- Digital Maturity and The Data Foundation



Patrick Kitchell



Experience



Technical Solution Specialist

Microsoft

Sep 2015 – Present • 1 yr 5 mos • Copenhagen Area, Capital Region, Denmark

I am responsible to help enterprise companies realize the value of their technological ecosystems. I support in helping sell new technology by giving workshops and structure meaningful demos to help quantify business value. Much of my time is spent discussion how companies can take their existing Microsoft and Non-Microsoft technologies and with Dynamics CRM create a foundation where their company can take predictable, transparent actions with measurable outcomes.



Head of Global CRM

Sitecore

Mar 2014 – Aug 2015 • 1 yr 6 mos • Copenhagen Area, Capital Region, Denmark

[See description ▾](#)

The screenshot shows a Twitter profile for a user named 'Patrick' with a blue verification checkmark. The profile picture is a circular photo of a man with short hair. The bio reads: 'I speak legos – everyone just seems to click | Demands that you believe the impossible do not lead to peaceful outcomes | @microsoft | tweets are my own, always Copenhagen, Denmark'. The stats below the bio show 3,001 tweets, 70,456 following, 89,457 followers, and 2,001 listed. There are buttons for 'Edit profile' and '...'. Below the stats are icons for Tweets, Mentions, List, Collection, and Likes.

Use new Tweet

Patrick

@denmark98

I speak legos – everyone just seems to click | Demands that you believe the impossible do not lead to peaceful outcomes | @microsoft | tweets are my own, always Copenhagen, Denmark

TWEETS 3,001 FOLLOWING 70,456 FOLLOWERS 89,457 LISTED 2,001

Edit profile ...

TWEETS MENTIONS LIST COLLECTION LIKES



CRM Manager

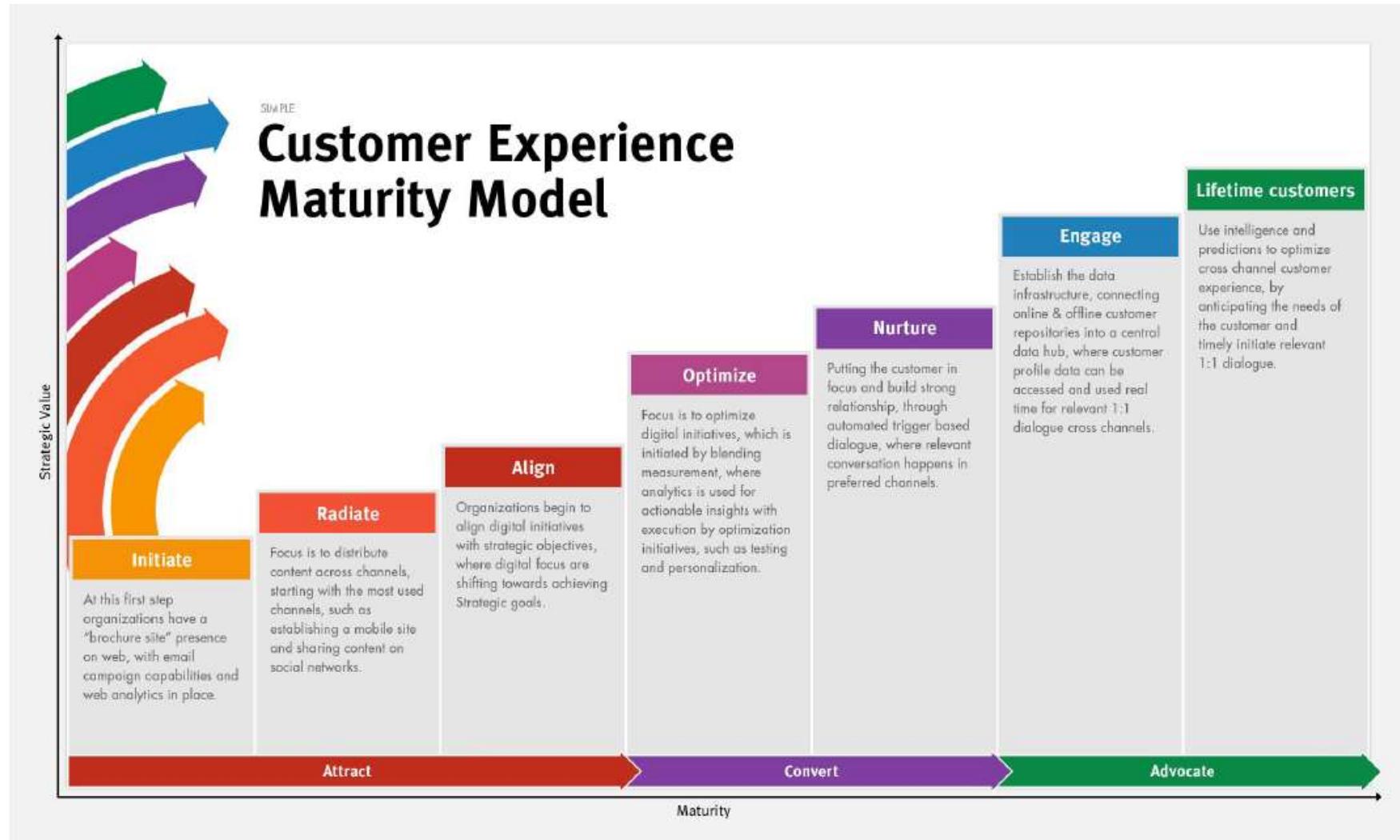
Sitecore

Jul 2010 – Mar 2014 • 3 yrs 9 mos • Copenhagen Area, Capital Region, Denmark

[See description ▾](#)

Digital

What Is Digital Maturity



Retail Customer Experience Journey



Digital Hotspots

Pre-Purchase

- Learning of products and store
- Researching product online
- Talking to sales associates at store
- Use smartphone while at store to learn more

Purchase

- Ordering online
- Purchasing product in store
- Arranging payment
- Tracking shipment

Post-Purchase

- Receiving customer service
- Resolving problems anywhere
- Providing ideas to store and manufacturers
- Sharing experience with others

Advance Marketing Systems



sitecore[®]
Own the experience™

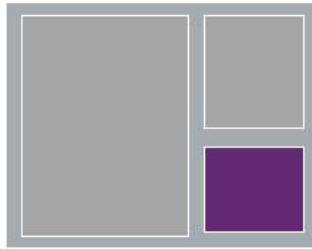
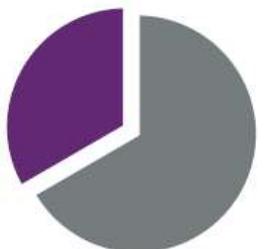
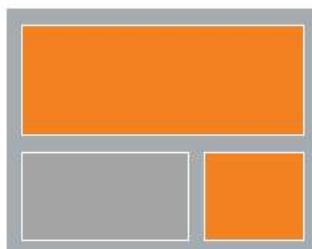
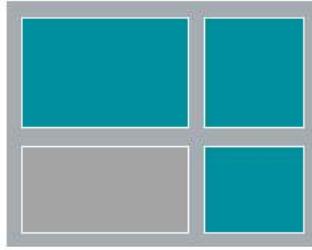
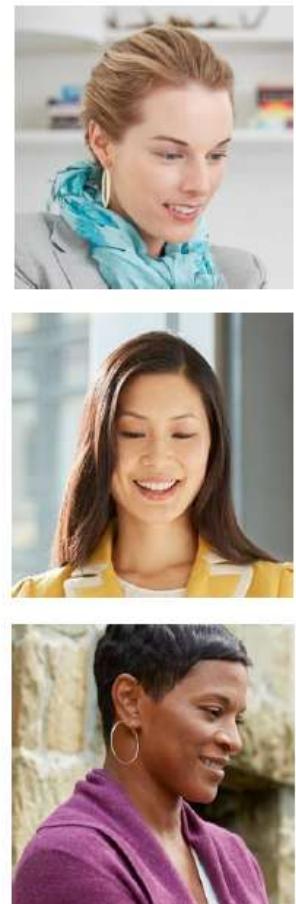


Adobe® Marketing Cloud



Marketo[®]

Create Engaging Web and Mobile Experiences



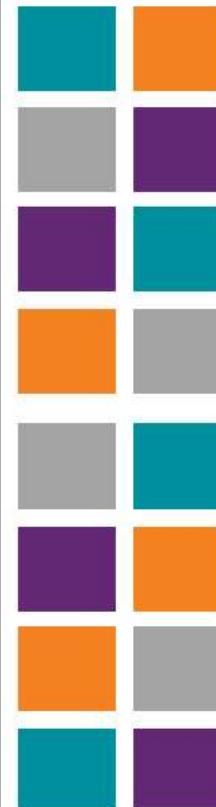
Device Type
(PC, Tablet, In-Store,
Email, Printer)

Referrer
(Website, Campaign,
Search Engine
Keyword)

Location
(Country, Prov., City,
Postal Code)

Visitor Profile
(Implicit or Explicit
w/ Purchase History)

Content
Delivery
Conditions



Visit Data and Persistent Cookies



What is Common in Advanced Marketing Platforms



Example

The diagram illustrates a user journey or process flow across various digital touchpoints, represented by icons and screenshots.

Top Row:

- Icon:** Two people talking (speech bubbles).
- Screenshot:** NORRMADE website showing a grid of furniture products like 'SHEEP STEWARD WEDGE TRANSIT PILGRIM' and 'DISC PIANO DOUBLE STANDBY RAKE'.
- Icon:** Person carrying a sack of money.
- Screenshot:** NORRMADE website showing a grid of furniture products.
- Icon:** Person carrying a sack of money.
- Screenshot:** NORRMADE website showing a grid of furniture products.
- Icon:** Man in a suit.
- Screenshot:** Man in a suit.
- Icon:** Man in a suit.
- Screenshot:** Man in a suit.

Middle Row:

- Icon:** Blue person with a red arrow pointing up.
- Screenshot:** NORRMADE website showing a grid of furniture products.
- Icon:** Blue person with a red arrow pointing up.
- Screenshot:** NORRMADE website showing a grid of furniture products.
- Icon:** Blue person with a red arrow pointing up.
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- Icon:** Blue person with a red arrow pointing up.
- Screenshot:** NORRMADE website showing a grid of furniture products.

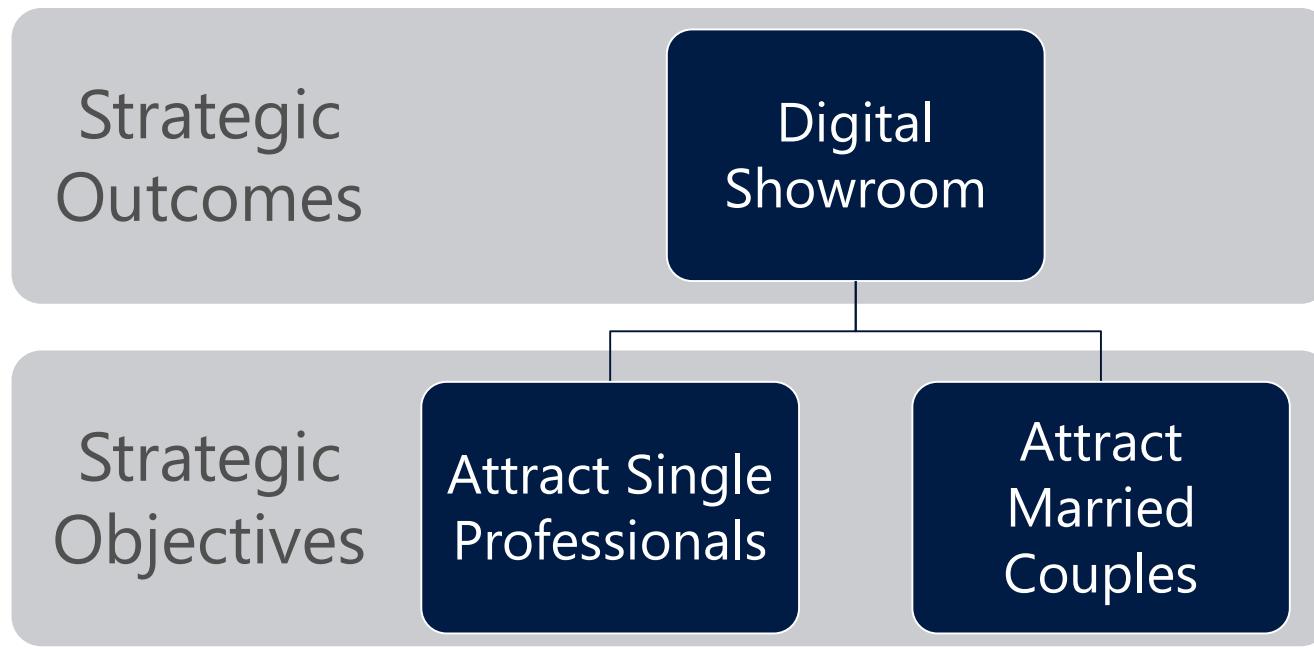
Bottom Row:

- Icon:** Fingerprint with a magnifying glass.
- Screenshot:** Spider Diagram with placeholder text.
- Icon:** Fingerprint with a magnifying glass.
- Screenshot:** Customer & Buyer Personas section showing five profiles: OWNER OLLIE, MARKETING MARY, ENTERPRISE ERIN, MARKETING MARY, and ENTERPRISE ERIN.
- Icon:** Fingerprint with a magnifying glass.
- Screenshot:** Analytics dashboard showing various metrics and components like CUSTOMER SITE APP, ANALYTICS, CAMPAIGNS, SOCIAL PLATFOMS, and ADX MARKETPLACE.
- Icon:** Cloud icon.
- Screenshot:** Dynamics CRM interface showing Thomas Kitchell's contact information.
- Icon:** Fingerprint with a magnifying glass.

A large blue arrow points from left to right, indicating the progression of the user journey.

How to Build Digital Relevance

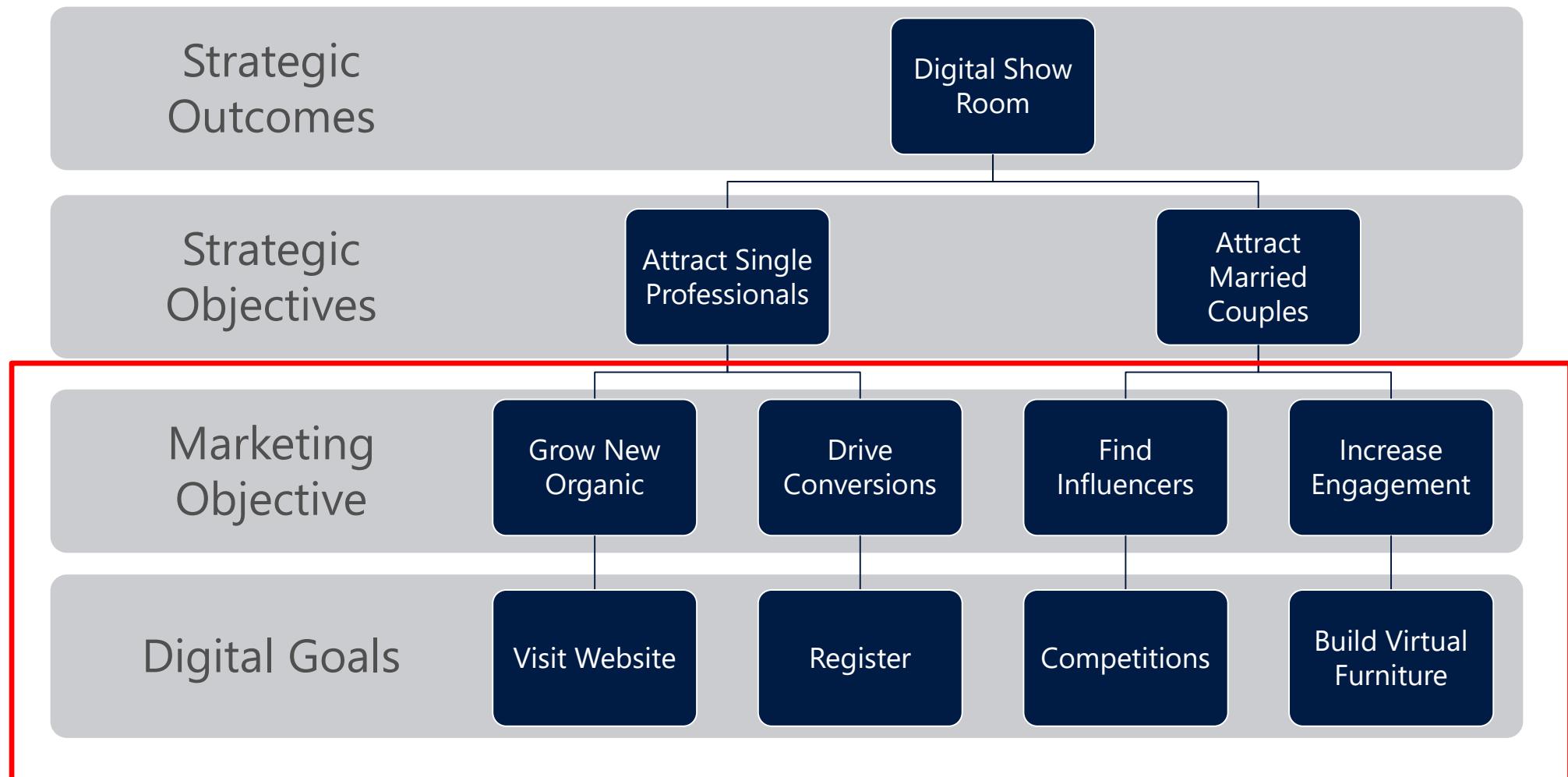
The Digital Showroom – A Strategic Outcome



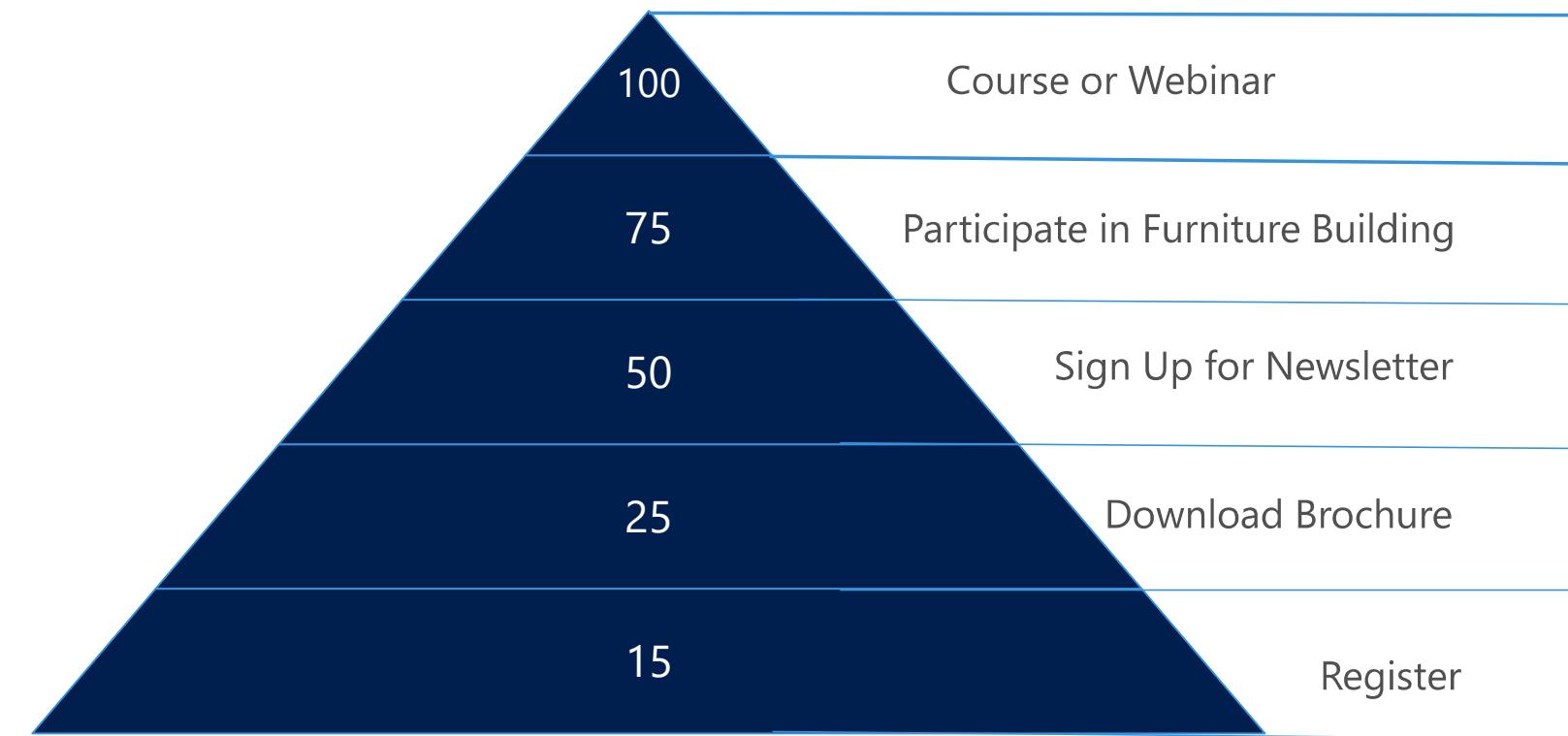
Find and Foster Fans:

- Attract Single Processionals
 - Offer Webinars on Creativity and Lifestyle
 - Financing
 - Social Media Support Groups
- Attract Married Couples
 - Offer Financing
 - A Free Startup Pack of Tools
 - Personal Support

Digital Goals + Digital Intimacy

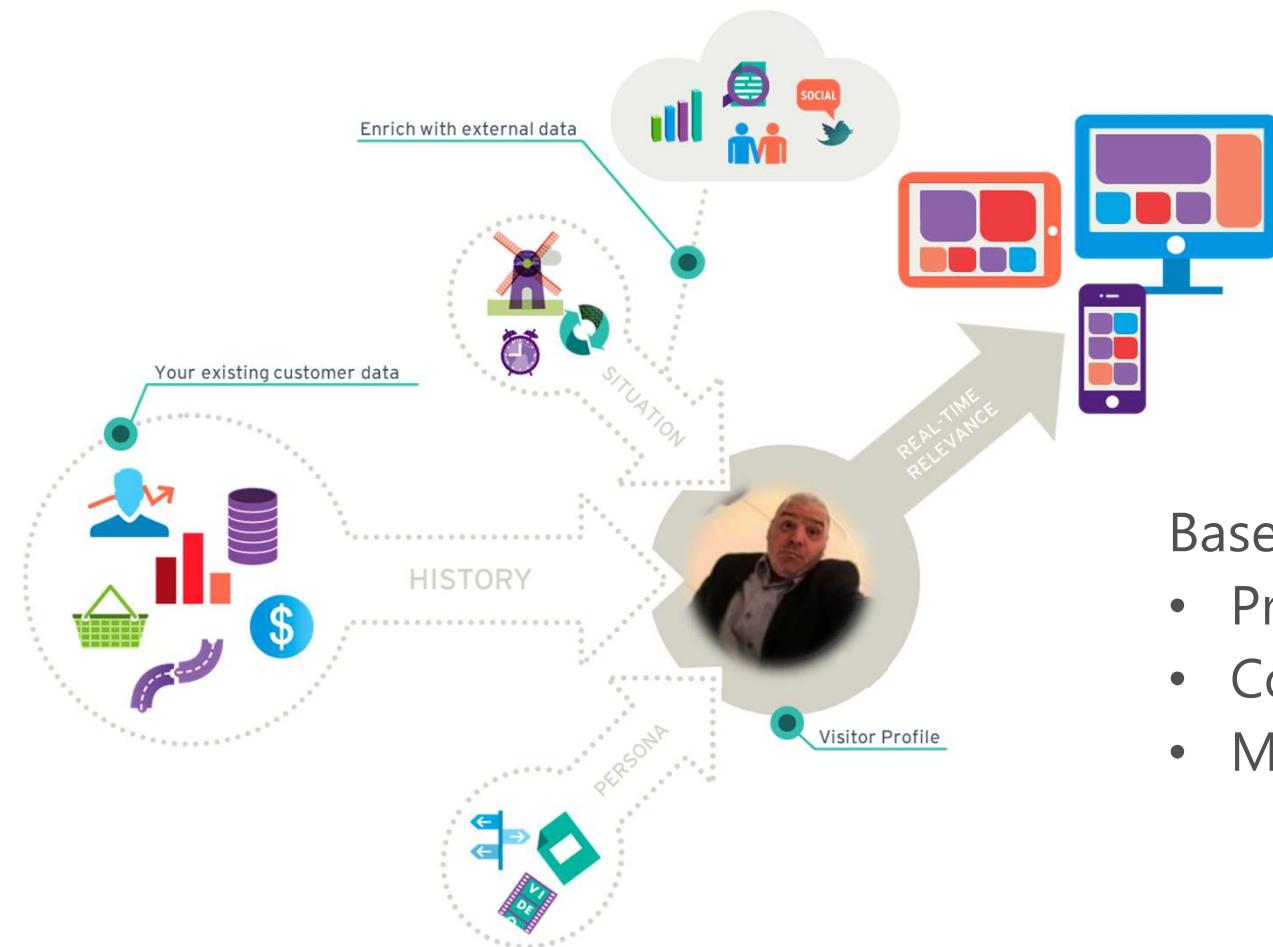


Setting Up Digital Goals To Drive Engagement



Instead of driving site traffic, drive digital goals to drive conversions and intimacy

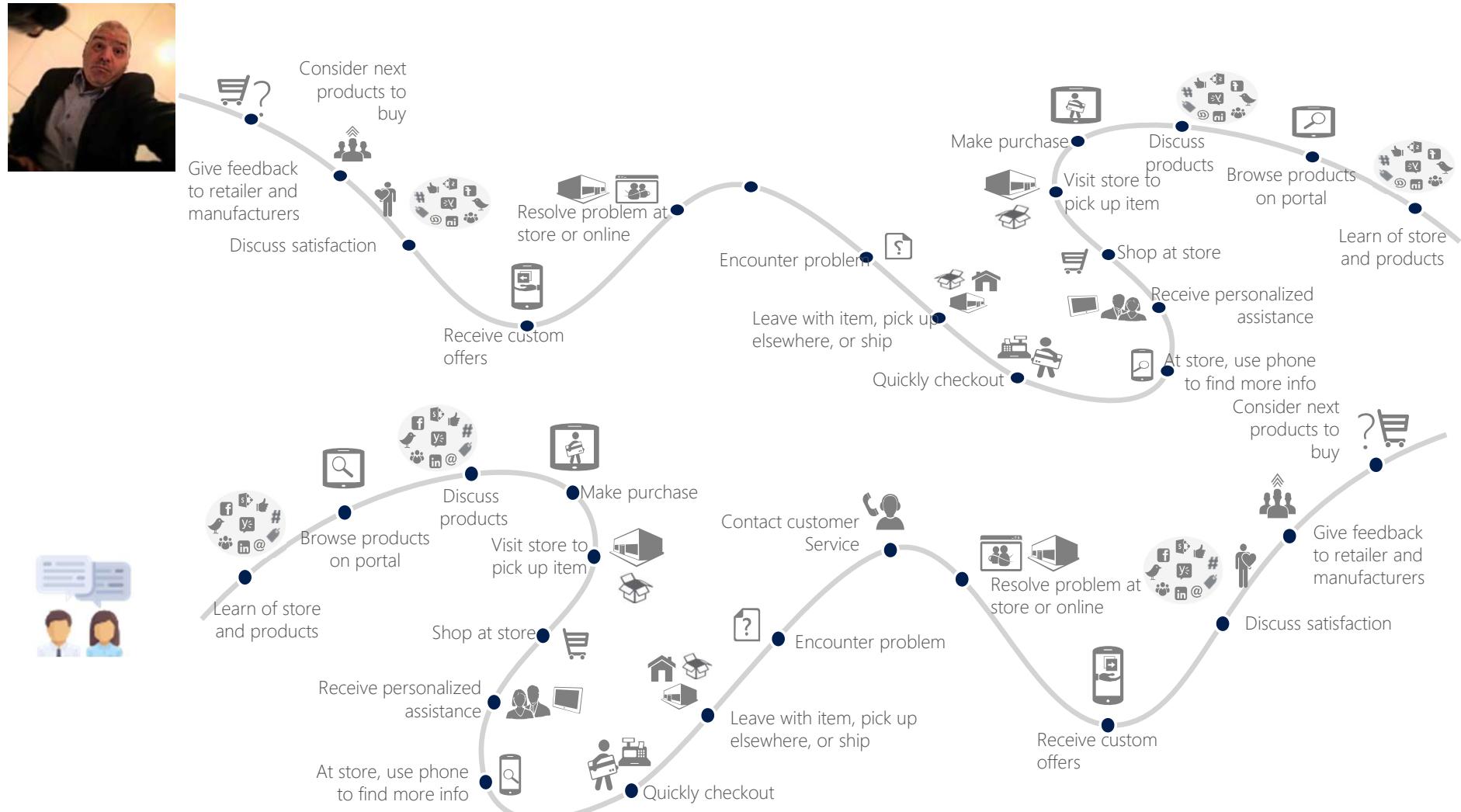
Add Personalization and Profiling



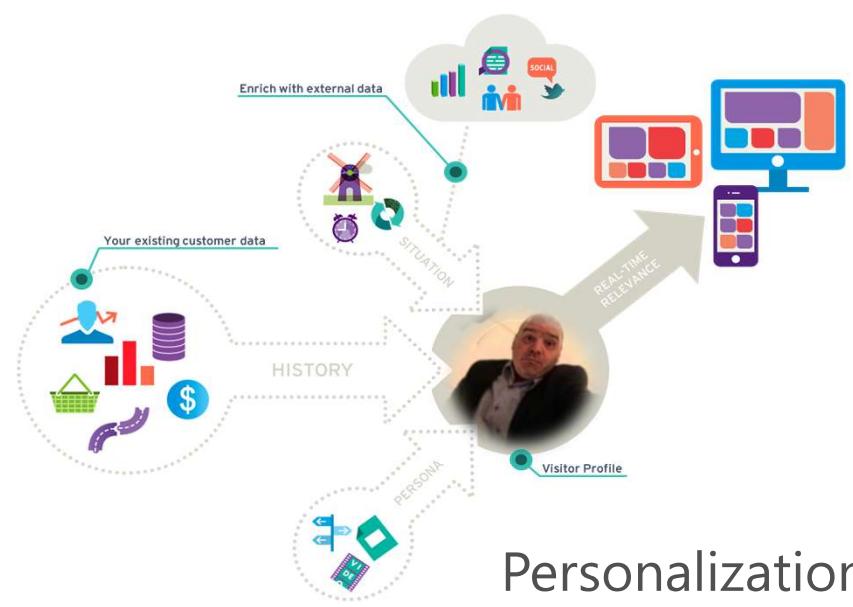
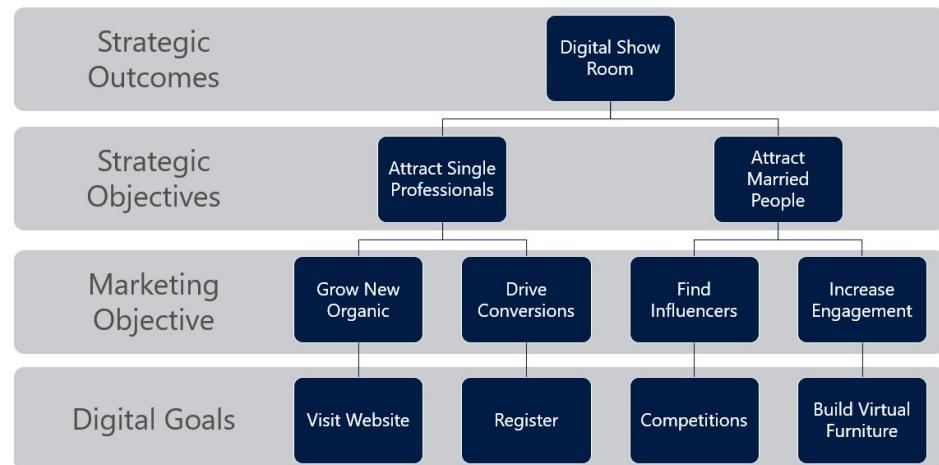
Based On His Behavior

- Profile: Man 35 -50
- Content and Emails To Match
- Make Suggestions Based on his persona

Digital Goals and Personas To Better Understand Customer Journeys



Digital Goals + Digital Intimacy

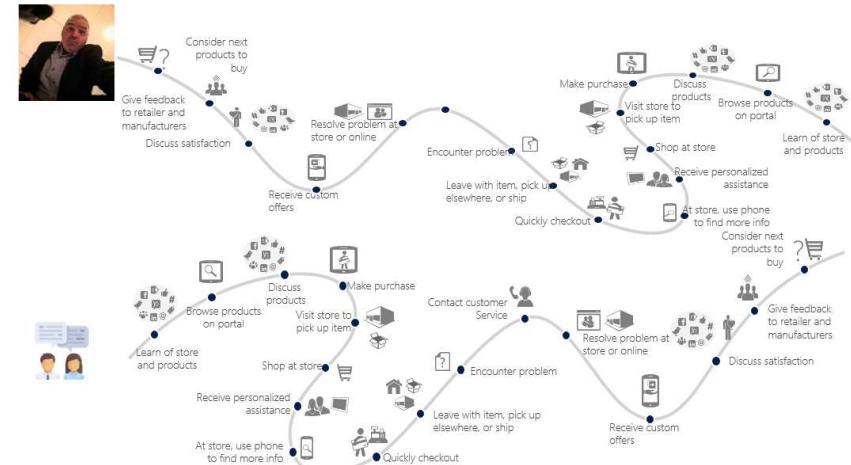


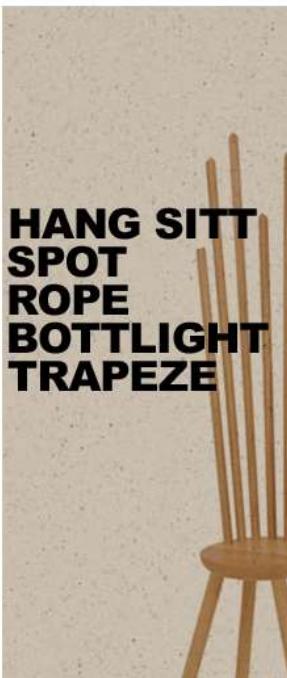
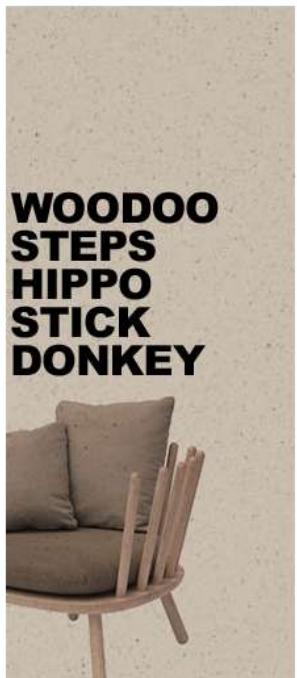
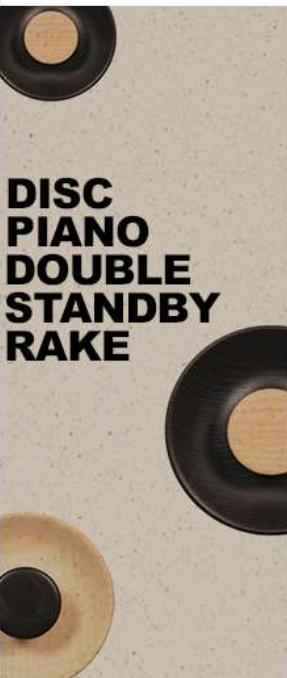
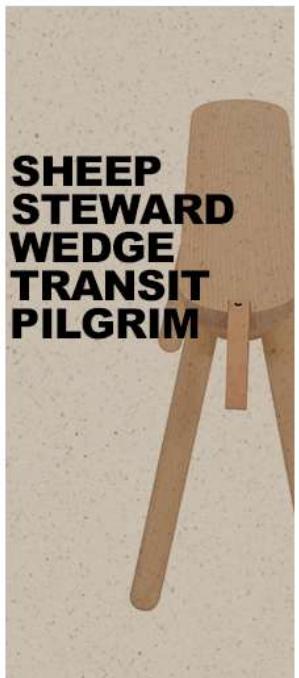
Personalization

Digital Goals To Drive Engagement



Digital Goals and Personas To Better Understand Customer Journeys





NORRMADE.com

NEWS

STICK

A light-footed, minimalistic shoe rack with slim bars and a thin frame, doing what they are best at by raising the shoes above ground level and highlighting them in ...

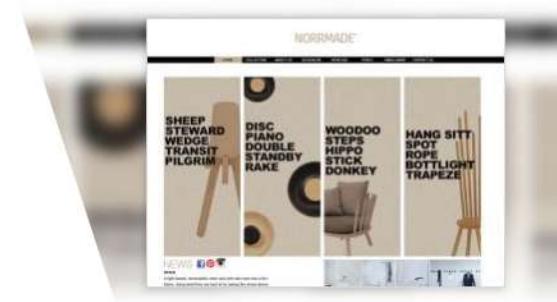
[more information ▶](#)



 norrmade.com

+ Add Competitors

The Scandinavian design tradition was born out of necessity, a way of thinking handed down over generations. And it is a tradition that will...



 Global Rank i

Worldwide

#9,247,739 ↓

 Country Rank i

Denmark 

#115,072 ↓

 Category Rank i

Arts and Entertainment > Fash... [Edit](#)

#4,461 ↓

Traffic Sources i

[Embed Graph](#)

 On desktop



What About Norrmade.COM Website?

NORRMADE®

HOME COLLECTION ABOUT US DESIGNERS CATALOGS PRESS IMAGE BANK CONTACT US

SHEEP STEWARD WEDGE TRANSIT PILGRIM

DISC PIANO DOUBLE STANDBY RAKE

WOODOO STEPS HIPPO STICK DONKEY

HANG SITT SPOT ROPE BOTTLIGHT TRAPEZE

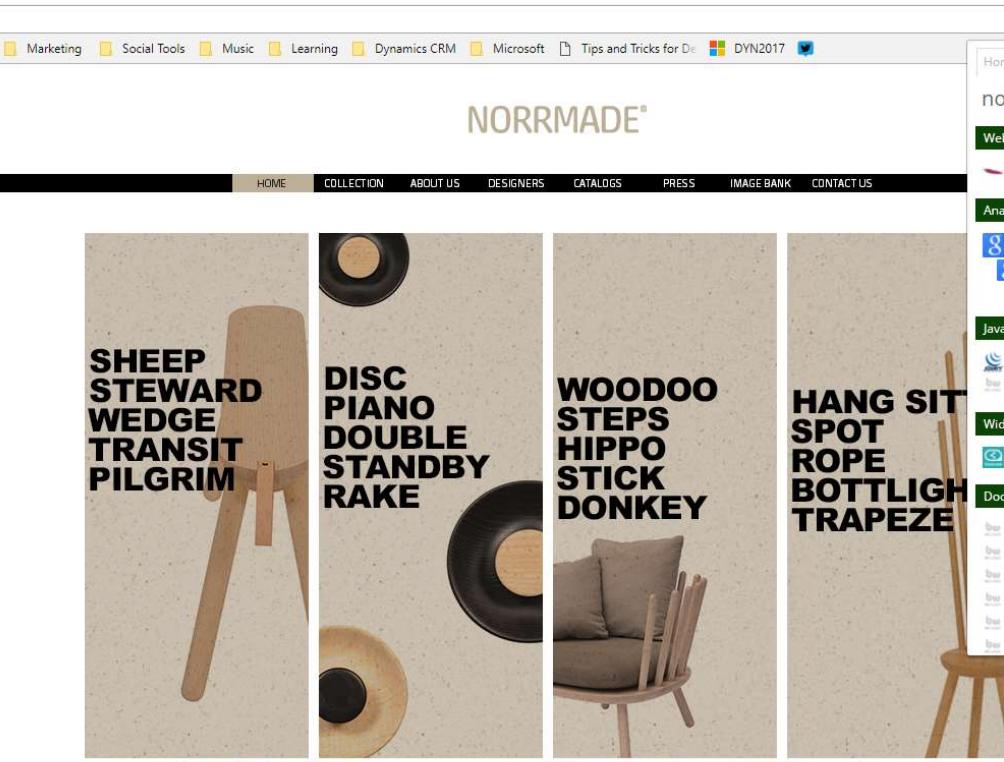
NEWS

STICK
A light-footed, minimalistic shoe rack with slim bars and a thin frame, doing what they are best at by raising the shoes above ground level and highlighting them in ...

[more information ▶](#)

- Static
- No Sign Up Pages
- No Newsletter
- No Service or Chat?
- No Personalization

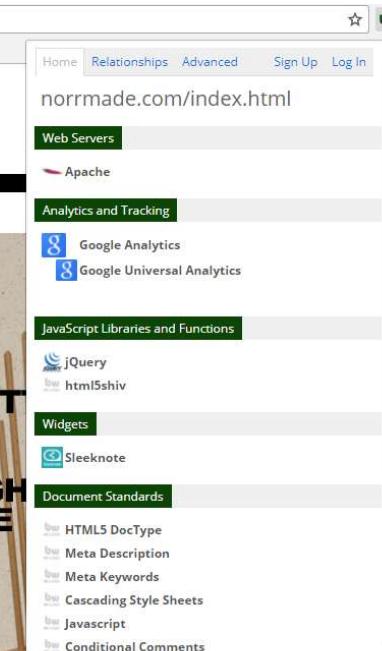
What About Norrmade Website?



The website features a navigation bar with links to Marketing, Social Tools, Music, Learning, Dynamics CRM, Microsoft, Tips and Tricks for DYN2017, and DYN2017. The main content area displays four large images of furniture pieces with the following names:

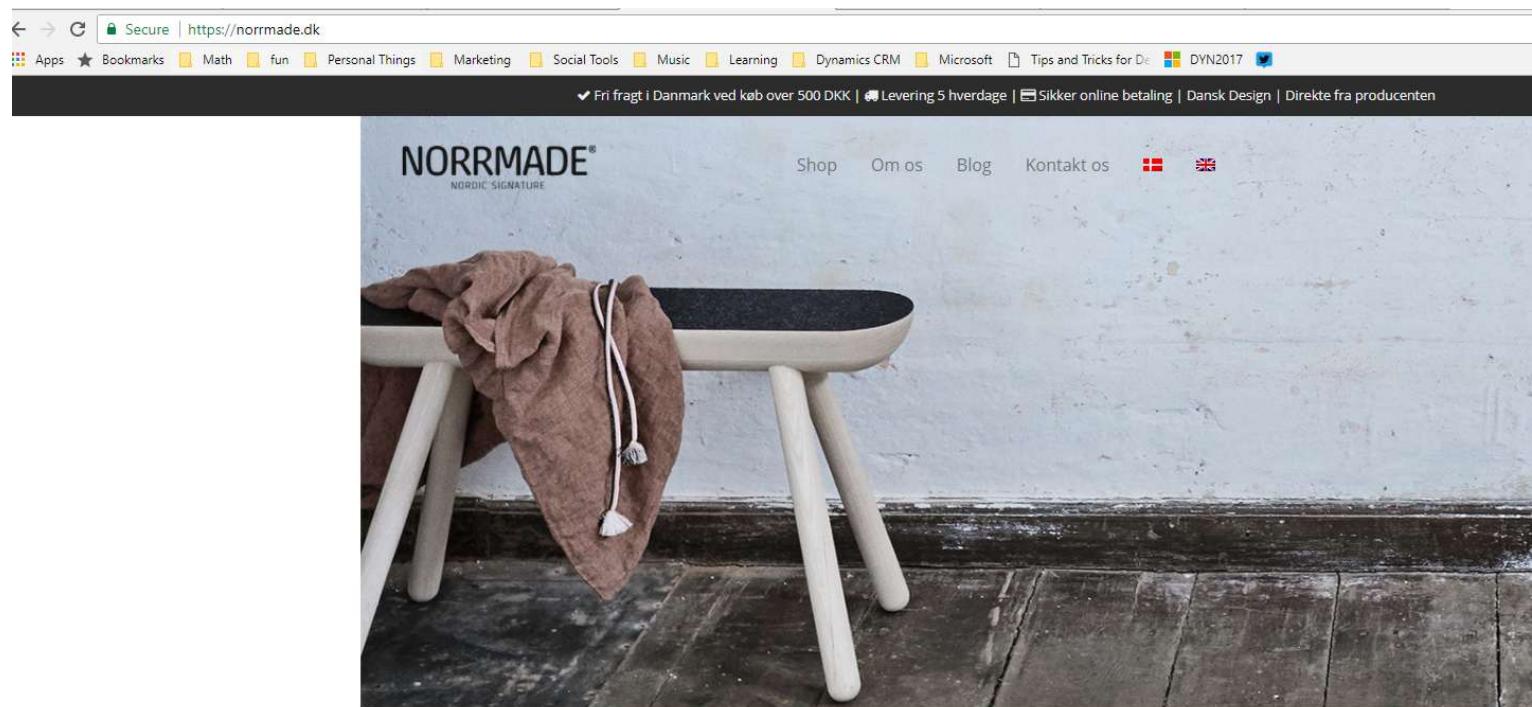
- SHEEP STEWARD WEDGE TRANSIT PILGRIM
- DISC PIANO DOUBLE STANDBY RAKE
- WOODOO STEPS HIPPO STICK DONKEY
- HANG SIT SPOT ROPE BOTTLIGH TRAPEZE

Below the images, there is a "NEWS" section with a "STICK" item description and a "more information" link. The footer contains social media icons for Facebook, Pinterest, and Instagram.



Built With Tells Us:

- Homemade Site
- No SEO in Place
- No WordPress or other sitebuilders
- Google Analytics Set up



NORRMADE.dk



 norrmade.dk 

+ Add Competitors

Registrering af domæner og hosting af webhoteller. Gratis oprettelse af domæne ved samtidig oprettelse af webhotel.



 Global Rank 

Worldwide

#8,818,140 

 Country Rank 

Denmark 

#67,774 

 Category Rank 

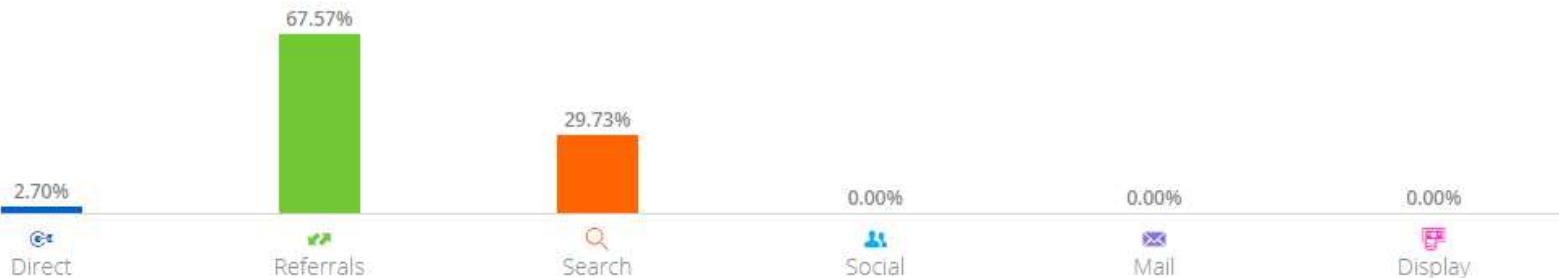
Unknown [Edit](#)

N/A

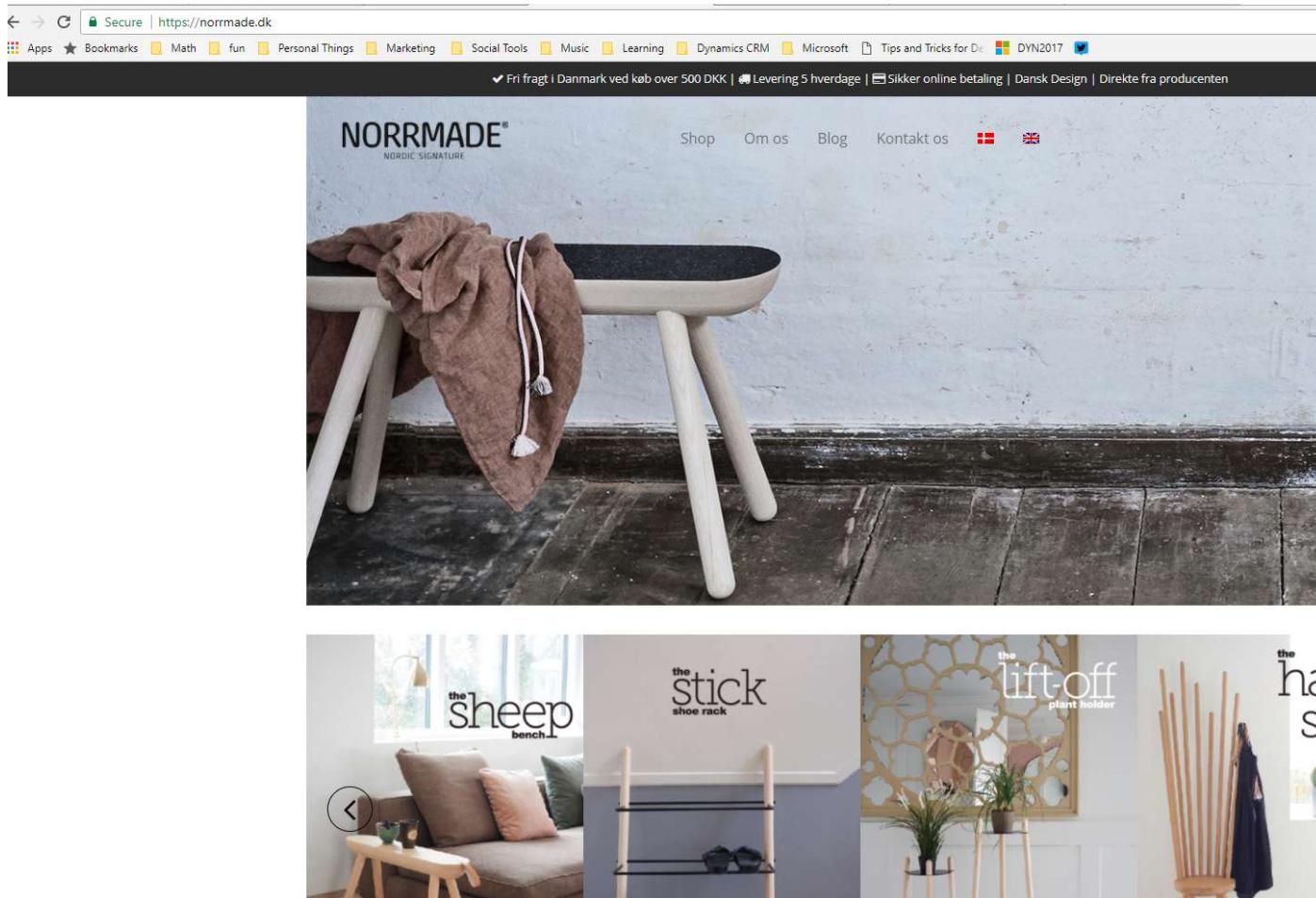
Traffic Sources

[Embed Graph](#)

 On desktop

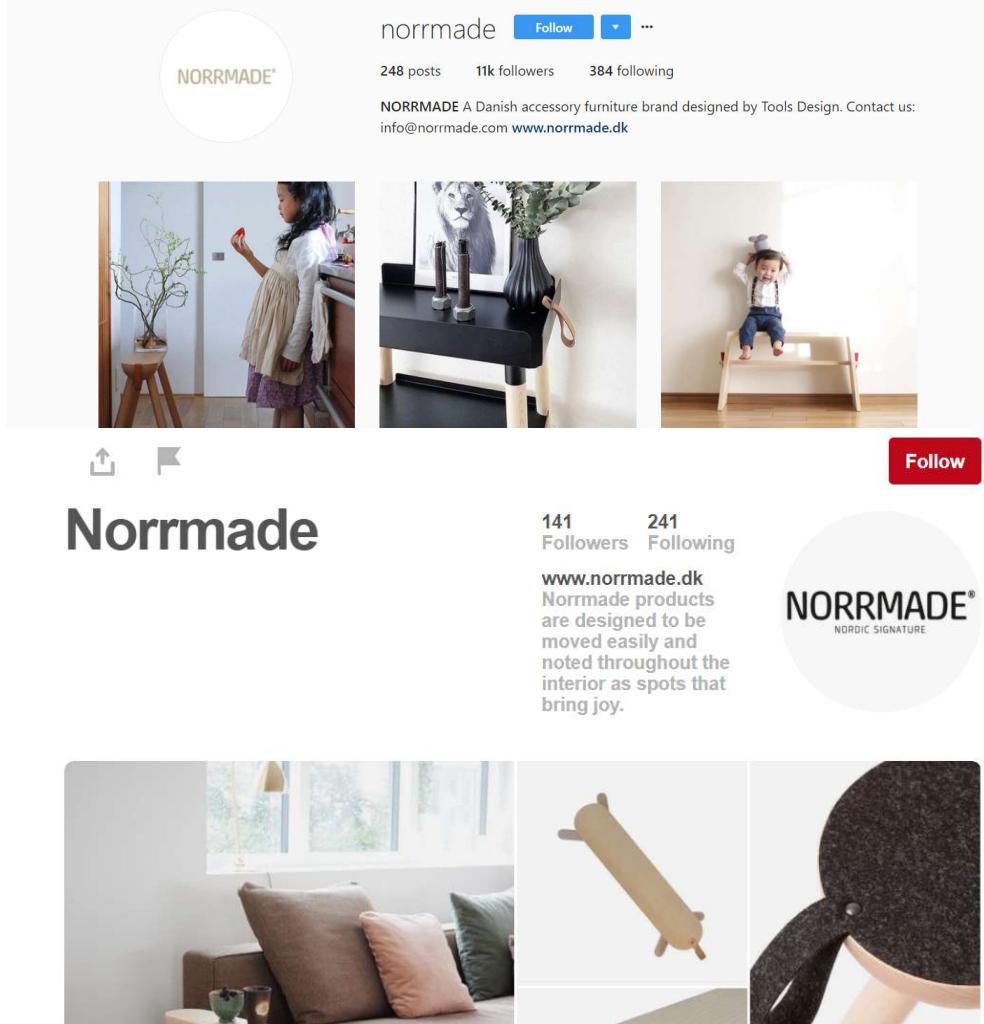


Compare Norrmade.DK/Dk or EN



- Static
- NO SEO
- No Sign Up Pages but login as existing customer
- Newsletter Sign up
- No Service or Chat?
- No Personalization
- Shopping Cart
- Video of Products

Social Footprint?



A screenshot of the Instagram profile for 'Norrmade'. The profile picture is a white circle with the brand's logo. The bio reads: 'NORRMADE A Danish accessory furniture brand designed by Tools Design. Contact us: info@norrmade.com www.norrmade.dk'. The stats show 248 posts, 11k followers, and 384 following. There are three recent posts: a girl in a kitchen, a lion-themed still life, and a child sitting on a wooden step stool. Below the posts is a 'Follow' button.

Norrmade

248 posts · 11k followers · 384 following

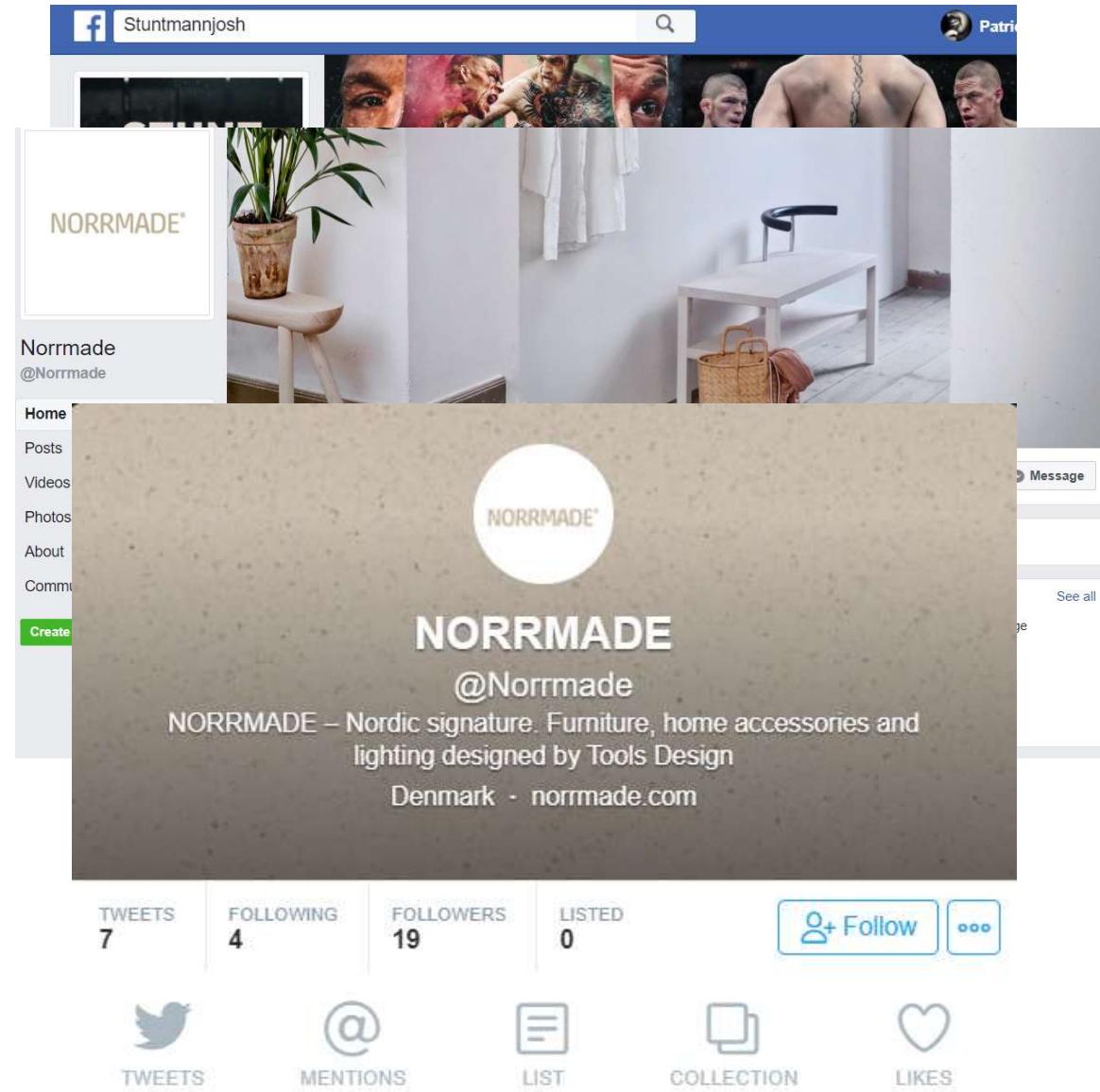
NORRMADE A Danish accessory furniture brand designed by Tools Design. Contact us: info@norrmade.com www.norrmade.dk

Follow

141 Followers · 241 Following

www.norrmade.dk
Norrmade products are designed to be moved easily and noted throughout the interior as spots that bring joy.

NORRMADE
NORDIC SIGNATURE



A screenshot of the Twitter profile for 'Stuntmannjosh'. The profile picture is a white circle with the brand's logo. The bio reads: 'NORRMADE – Nordic signature. Furniture, home accessories and lighting designed by Tools Design Denmark - norrmade.com'. The stats show 7 tweets, 4 following, 19 followers, and 0 listed. There are five menu options: Home, Posts, Videos, Photos, About, and Community. Below the bio is a large 'NORRMADE' logo with the tagline 'NORDIC SIGNATURE'. At the bottom are links for TWEETS, FOLLOWING, FOLLOWERS, LISTED, and social media icons for TWEETS, MENTIONS, LIST, COLLECTION, and LIKES.

Stuntmannjosh

NORRMADE

@Norrmade

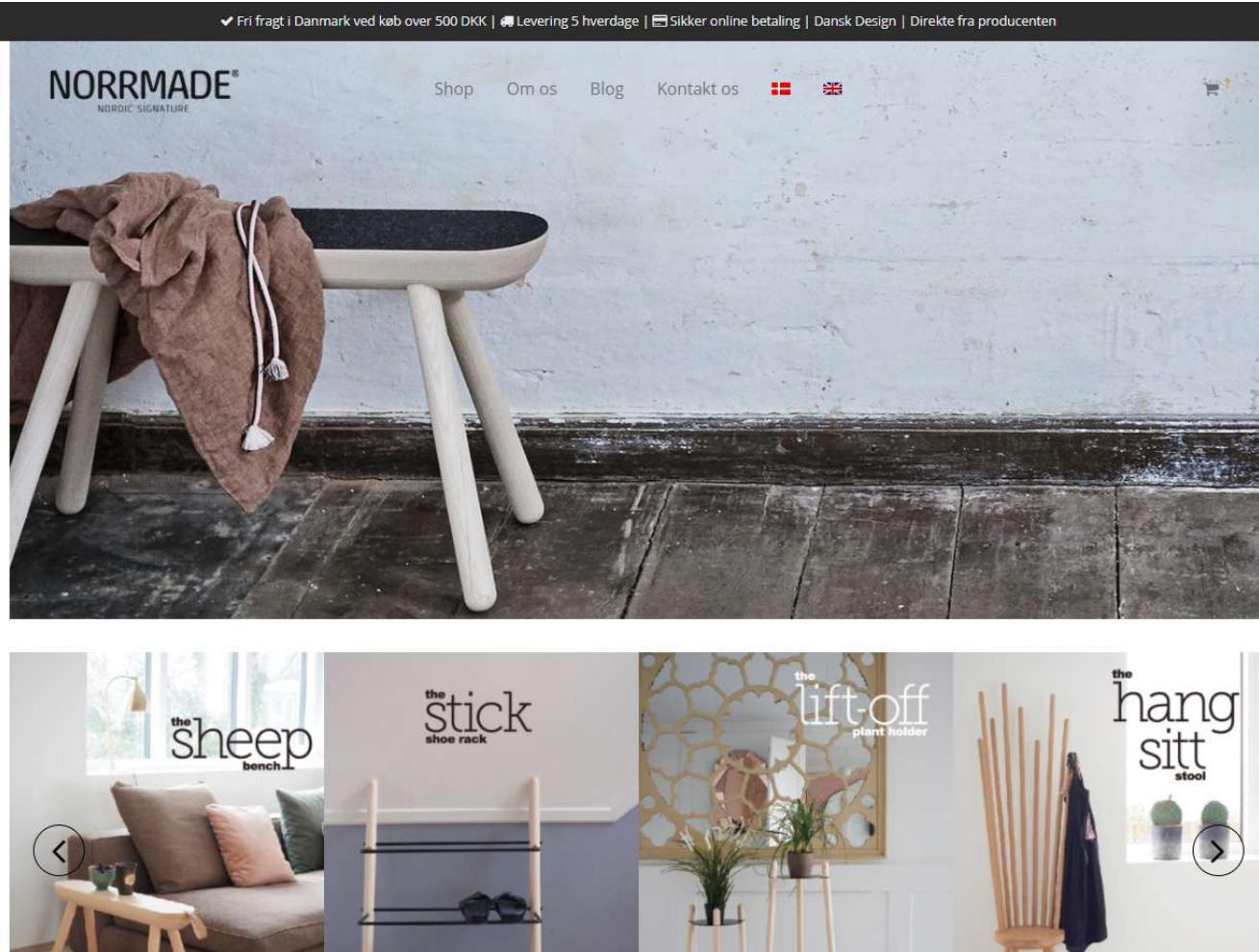
NORRMADE – Nordic signature. Furniture, home accessories and lighting designed by Tools Design Denmark - norrmade.com

TWEETS 7 FOLLOWING 4 FOLLOWERS 19 LISTED 0

TWEETS MENTIONS LIST COLLECTION LIKES

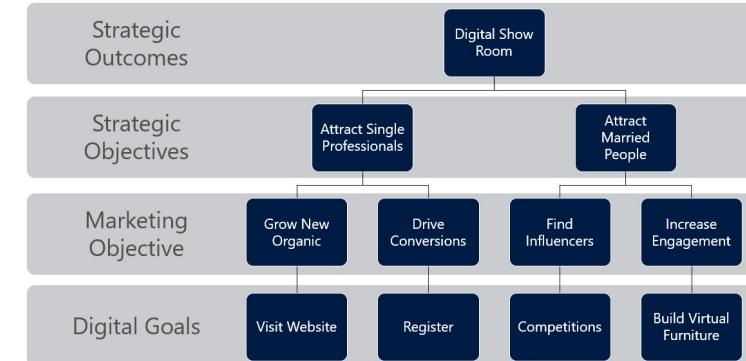
Norrmade

What Could They Do?



A Better Marketing Strategy

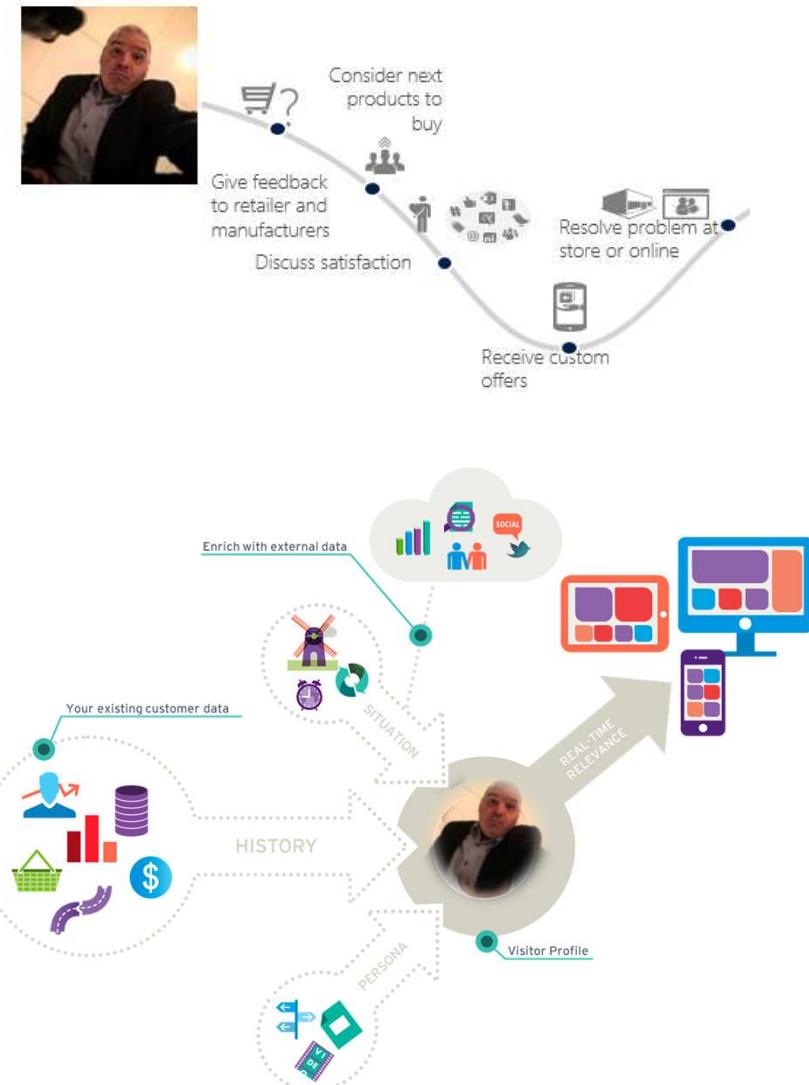
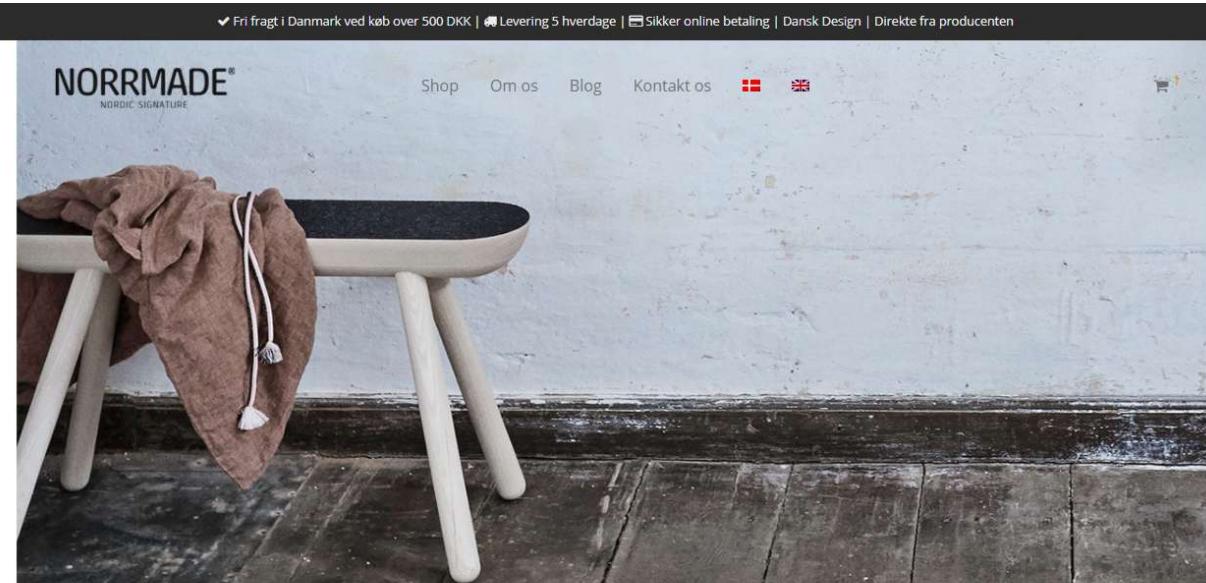
Digital Goals + Digital Intimacy



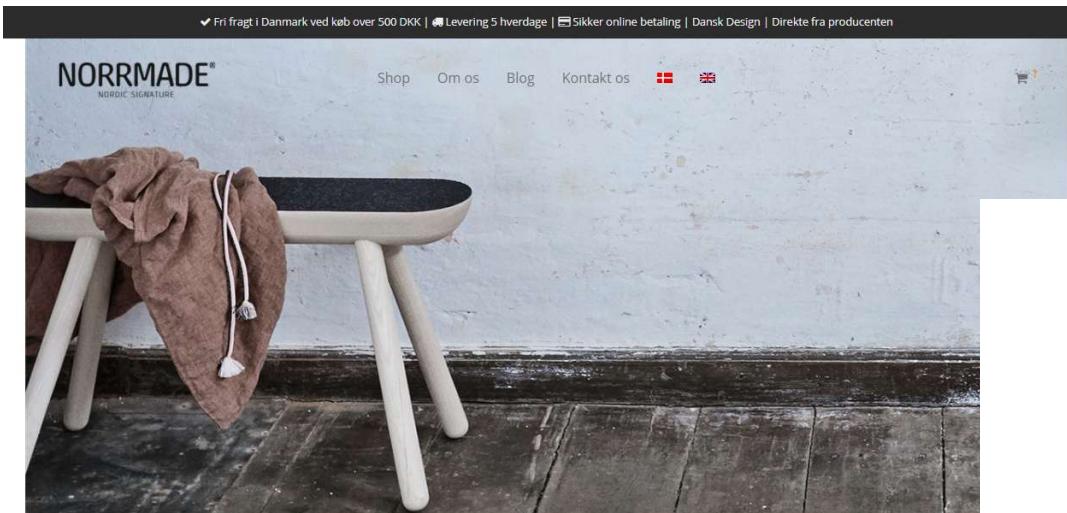
Digital Goals To Drive Engagement



What Could They Do?



What About Norrmade



Furniture Builder

Build & Customize

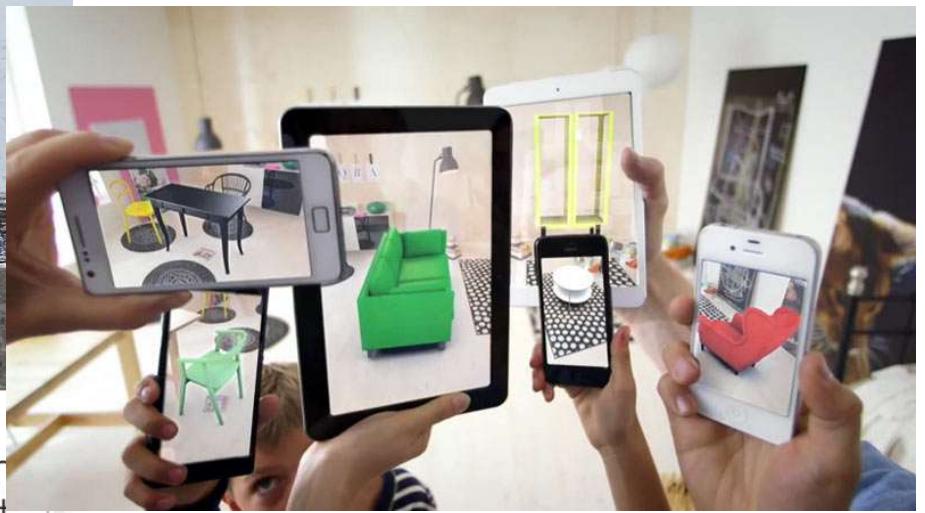
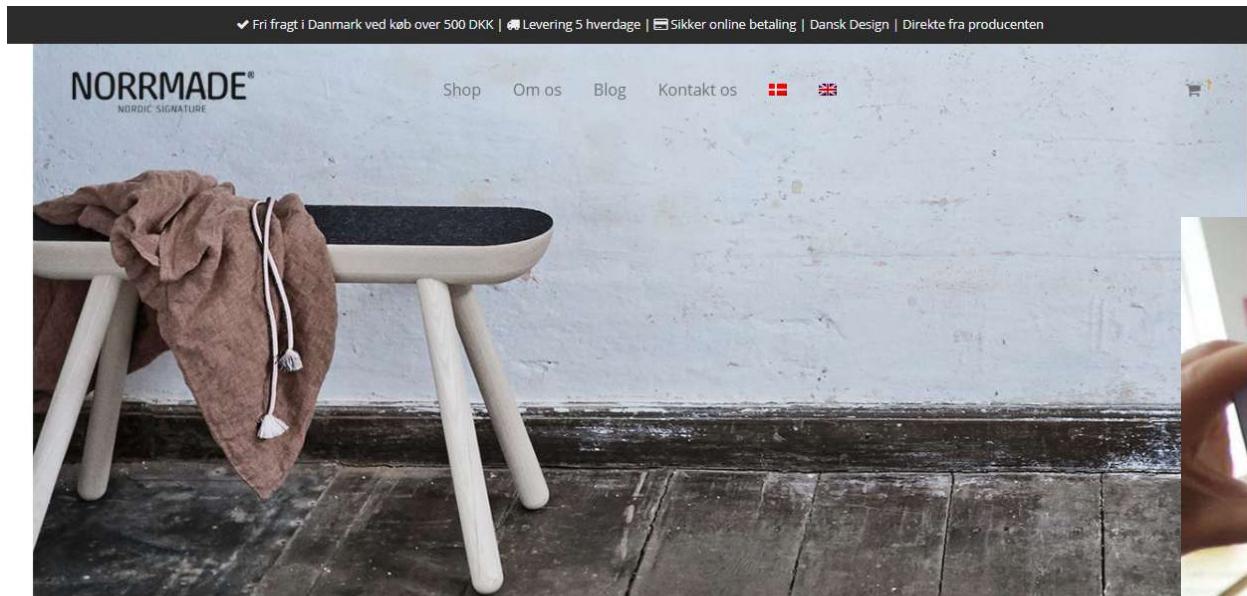


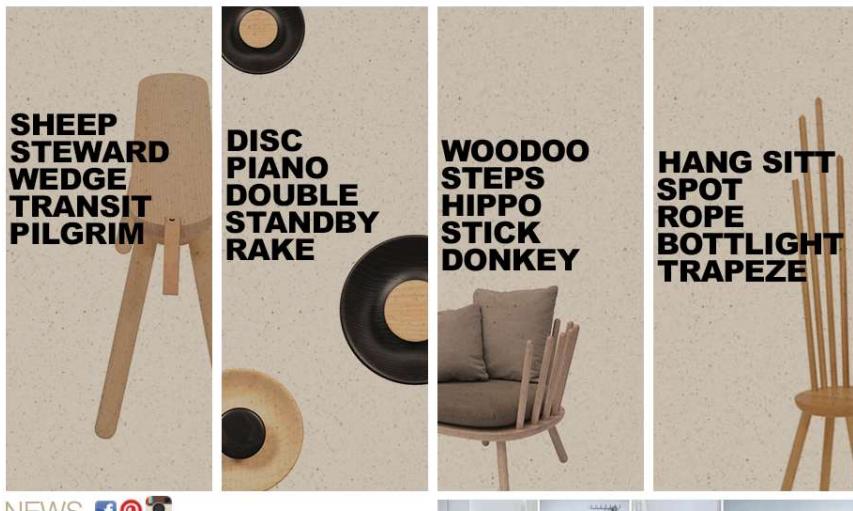
Intuitive 3D Furniture Builder that offers unlimited creative freedom

Use the Furniture Builder to configure furniture in real-time 3D with easy step-by-step assembly and customization.

Retailers and manufacturers use Furniture Builder to achieve more relevant customer communication, and deliver superior satisfaction by letting customers take the driver's seat and design their own products.

What About Norrmade





NEWS

STICK

A light-footed, minimalistic shoe rack with slim bars and a thin frame, doing what they are best at by raising the shoes above ground level and highlighting them in ...

[more information ➤](#)



Furniture Builder

Build & Customize



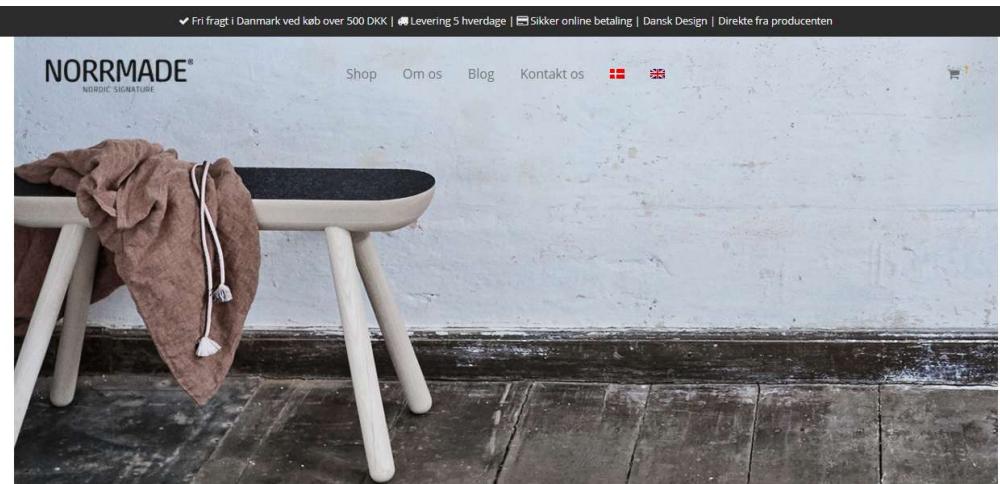
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Website with Smart Tools





Tie Social, Email and Website together



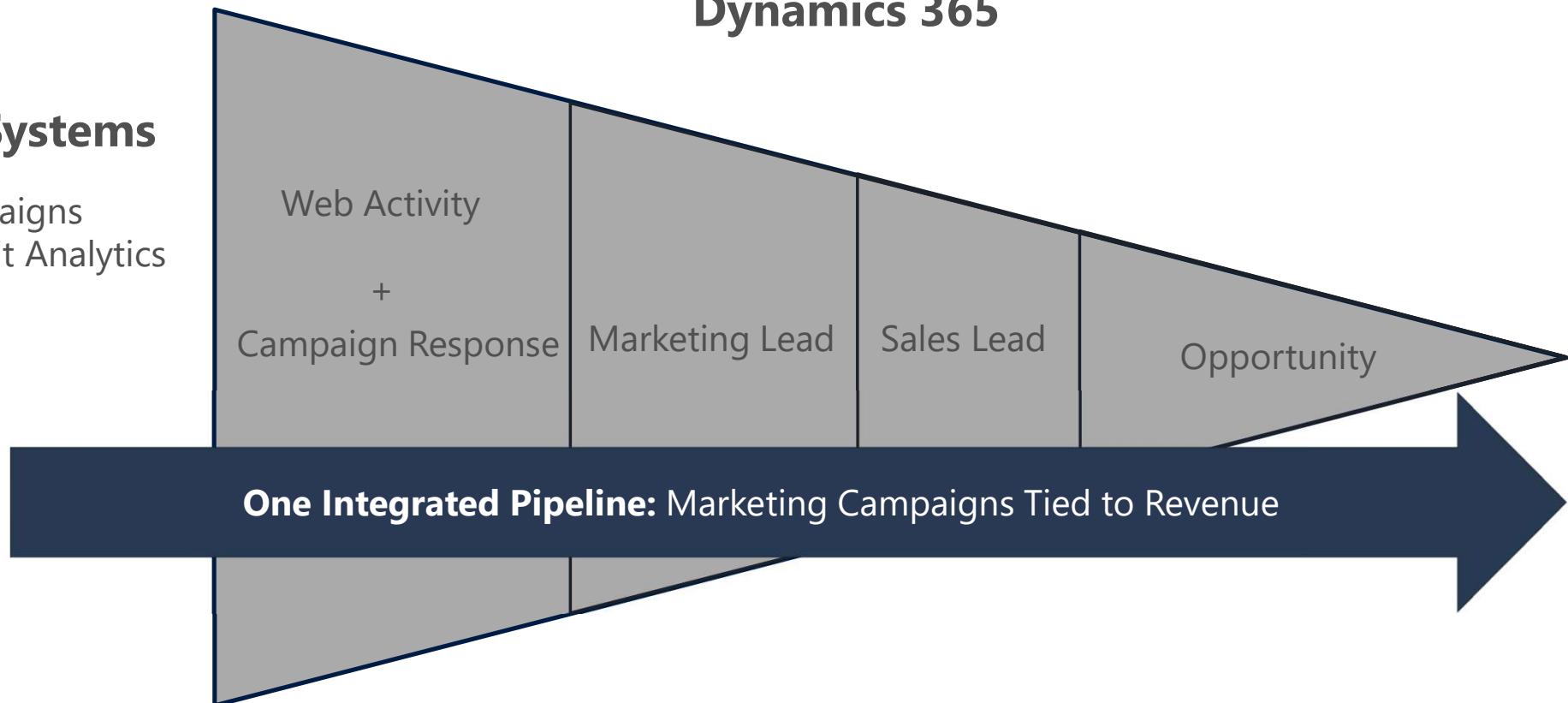
HOW To Turn Digital Behavior Into Business Outcomes?

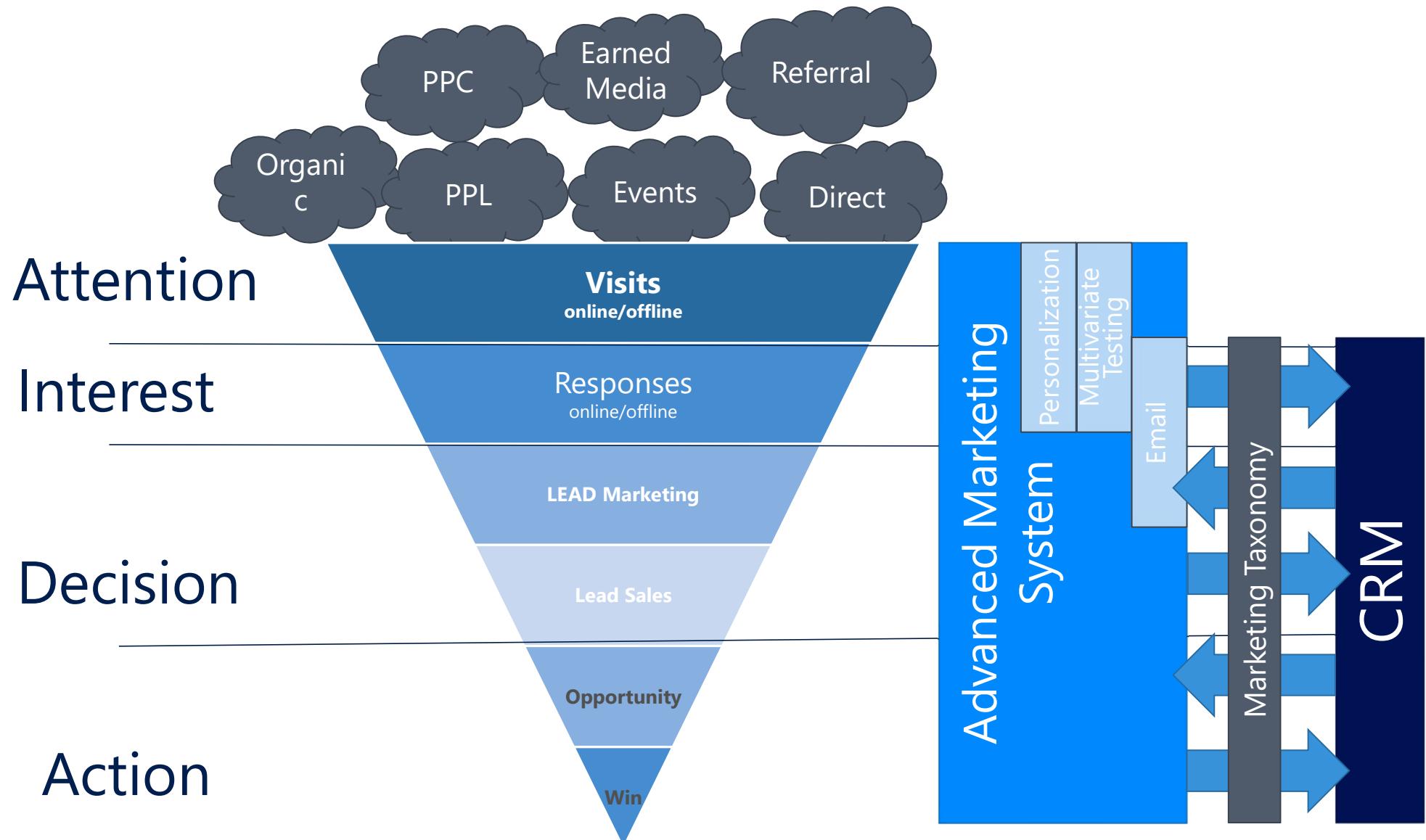
Data Foundation Is Key...

Advanced Marketing Systems

- Marketing Campaigns
- Sessions and Visit Analytics
- Traffic Types
- Engagement
- Conversions
- Value

Dynamics 365





Common Data Foundation

Ledger	Type	Channel	Sub Channel
00-00-00	Reserved	Reserved	Reserved
Online Marketing			
41-00-00	Reserved	Reserved	Reserved
PPC Advertising			
41-10-01	Online	PPC Advertising	Bing search
41-10-02	Online	PPC Advertising	Google search
41-10-03	Online	PPC Advertising	LinkedIn search
41-10-04	Online	PPC Advertising	YouTube search
41-10-99	Online	PPC Advertising	Other search
Display Advertising			
41-11-01	Online	Display Advertising	LinkedIn
41-11-02	Online	Display Advertising	Facebook
41-11-03	Online	Display Advertising	Google Display Network
41-11-99	Online	Display Advertising	Other Display
Direct			
41-20-01	Online	Direct	Company Website
41-20-02	Online	Direct	Direct Input of URL
41-20-03	Online	Direct	Referrals Misc.
41-20-04	Online	Direct	RSS
41-20-05	Online	Direct	Search Engine Branded
41-20-06	Online	Direct	Do not use
41-20-99	Online	Direct	Other

Offline Marketing			
42-00-00	Reserved	Reserved	Reserved
Sales Activities			
42-10-01	Offline	Sales	In bound phone call
42-10-02	Offline	Sales	Customer meeting
42-10-03	Offline	Sales	Cold Calling
42-10-04	Offline	Sales	Qualification call
42-10-05	Offline	Sales	Tele nurture
42-10-99	Offline	Sales	Other
Telemarketing			
42-11-01	Offline	Telemarketing	Tele Marketing
42-11-99	Offline	Telemarketing	Other
Events			
42-20-01	Offline	Event/Trade Show	Sitecore Symposium
42-20-02	Offline	Event/Trade Show	Sitecore Trendipot
42-20-03	Offline	Event/Trade Show	Trade shows
42-20-04	Offline	Event/Trade Show	Customer events / hospitality
42-20-05	Offline	Event/Trade Show	Industry event sponsorship
42-20-99	Offline	Event/Trade Show	Other

Traffic Types mapping

Traffic Types	Marketing Taxonomy mapping
Unknown	00-00-00 Invalid
Search Engine - Organic	41-21-01 Non-branded organic search
Search Engine - Organic Branded	41-20-05 Search Engine Branded
Direct	41-20-02 Direct Input of URL
Referred - Other	41-20-03 Referrals Misc.
Referred - Blog	41-50-01 Blog
Referred - News	42-50-03 PR Website referrals
Referred - Conversations	41-51-04 Twitter
Referred - Community	41-51-98 Social Media Organic referrals
Referred - Wiki	41-50-03 Wiki
Referred - Analyst	42-60-03 Analyst Website referrals
RSS	41-20-04 RSS
Email	41-30-00 Email Marketing Unknown
Paid	41-00-00 Unknown (only if no Campaigns defined)

ISO Region Codes

Region Code	Region
AU	Australia
BE	Belgium
CA	Canada
NO	Norway
NL	Netherlands
DE	Deutschland
DK	Denmark
JP	Japan
SE	Sweden
UK	United Kingdom
US	United States
XI	International
XC	Global / Corporate
NN	Do not use
00	Error

Goal Categories

Naming convention code	Category name	Engagement Value
MCAR	Marketing Campaign - Register Analyst Report	106
MCWB	Marketing Campaign - Register Webinar	85
MCOT	Marketing Campaign - Register Asset other	64
MCEV	Marketing Campaign - Register Event	54
MCEB	Marketing Campaign - Register Asset eBook	23
WERG	Website - Register	158
DEQU	Demo Request	100
NWSU	Newsletter subscribe	94
PRQU	Price Quote	59
NWUS	Newsletter unsubscribe	-94

Asset Codes

Asset Code	Asset
AR	Analyst Report
CS	Case Study
EB	eBook
NL	Newsletter
PE	Partner Event
SE	Sitecore Event
TS	TradeShow
VC	Virtual Conference
VI	Video
WB	Webinar
WP	White Paper
NN	Other
00	Error

Dynamics 365 : Where The Business Takes Action

WEB ACTIVITY : INFORMATION

Web Sessions, Downloads, Form Submits, Email Actions

Contact	Laika - The Dog	Subject	Display Advertising - Social
Regarding	 Laika - The Dog	Campaign	All Online 41 Campaign
Channel Type	Display Advertising	Campaign Response	Display Advertising - Social
Channel Ledger	41-11-02	Goal Category	Talk to an Expert
Channel	--	Goal Score	5
Sub Channel	41-11	Referral Traffic	Search Engine - Organic Branded
Actual Start	1/2/2017 12:00 AM	ISO Region Codes	DK
Actual End	1/2/2017 12:00 AM	Web Activity TYPE	Web Visit

CAMPAIGN
All Online 41 Campaign 

Online + Offline Campaigns

Name	All Online 41 Campaign
Taxonomy Code	41-xx-xx
Campaign Code	 41-xx-xx
Channel Ledger	--
Channel	41 Online
Sub Channel	--
Campaign Type	Other
ISO Region Codes	DK

CAMPAIGN RESPONSE
Display Advertising - Social 

 **Campaign Response**

SUMMARY

Subject *
Channel Type
Campaign L...
Channel
Sub Channel
ISO Region C...
Goal Catego...
Goal Score
Asset
Traffic Type
Web Activity
Origin Web

Digital Receipt For Actions Taken

- Form Submit
- Event Attendance

DECEIVED FROM

- The Dog
- The Dog

All Online 41 Campaign
Patrick Kitchell

Display Advertising - Social

Dynamics 365 : Where The Business Takes Action

LEAD
Thomas Kitchell

Lead Score: 10 | Contact Score: 170 | Status: New | Owner: Patrick

Marketing Quality: Please Qualify Or Disqualify (Active for 13 hours)

Marketing and Sales Accepted Leads

Original Channel Information:

- Channel Ledger: 41-30-01
- Channel: 41 Online
- Channel Type: Email Marketing
- Sub Channel: 41-30

COMPANY

Business Phone: 29229053
Mobile Phone: 29229053
Email: thomas@kitchell.dk

FAMILY: ACCOUNT
Kitchell Family

Annual Revenue: kr.1,200,000.00 | Owner: Patrick Kitchell

Account

Phone: +452949859
Website: http://www.kitchell.dk

Open Deals: 1 | Open Revenue: kr.16,000.00 | Account Score: 320

Account Score (Last U): 1/13/2017 4:28 AM

ADDRESS

alekistvej 21
2720 Copenhagen Capital Region
Denmark

PRIMARY CONTACT

Credit Limit: kr.5,000,000.00
Primary Email: patrick@kitchell.dk
Patrick Kitchell

Email: patrick@kitchell.dk
Business: +4529229053

Operating manual required (sample)
Case: Closed by Patrick Kitchell for Family A, Datum Corporation (sample).
On Operating manual required (sample)'s wall
11/22/2016 3:28 PM

Required Service (sample)
Case: Created by Patrick Kitchell for Family A, Datum Corporation (sample).

Wedding Anniversary: 8/1/1998

CONTACTS

Full Name	Age	Member
Laika - The Dog	21 Dog	Matte Kitchell
Matte Kitchell	42 Mother	

CONTACT
Thomas Kitchell

Summary

CONTACT INFORMATION

Contact Score: 170 | Family: Kitchell Family | Full Name: Thomas Kitchell | Age: | Birthday: | Marital Status: | Spouse/Partner N: | Member: | Job Title: Student | Email: thomas@kitchell.dk | Business Phone: 29229053 | Mobile Phone: 29229053 | Address: álekistvej 2720 Vanløse Denmark

SOCIAL PANE

POSTS ACTIVITIES NOTES
All Add Phone Call Add Task

Patrick Kitchell

Contact Cards Enriched

Digital Events - Webinar
Modified by Patrick Kitchell Yesterday

Email Click Through
Modified by Patrick Kitchell Yesterday

Email Click Through
Modified by Patrick Kitchell Yesterday

Contact and Account Cards

The screenshot illustrates the integration of contact and account cards in Dynamics 365 Marketing. On the left, the contact card for Thomas Kitchell is displayed, showing basic information like family, age, and address. On the right, the activity associated view shows a list of recent interactions, with specific entries for digital events and display advertising highlighted by red boxes.

Contact Card (Left):

- Contact Score: 170
- Family: Kitchell Family
- Full Name: Thomas Kitchell
- Age: 14
- Birthday: 6/11/2002
- Marital Status: Single
- Spouse/Partner Name: --
- Member: Son
- Job Title: Student
- Email: thomas@kitchell.dk
- Business Phone: 29229053
- Mobile Phone: 29229053
- Address: ålekestvej 2720 Vanløse Denmark

Activity Associated View (Right):

Subject ↑	Activity Type
A Black Friday - Email Click Through	Campaign Response
Digital Events - Webinar	Web Activity
Digital Events - Webinar	Web Activity
Digital Events - Webinar	Web Activity
Digital Events - Webinar	Web Activity
Digital Events - Webinar	Campaign Response
Digital Events - Webinar	Campaign Response
Display Advertising - Social	Web Activity
Display Advertising - Social	Web Activity
Display Advertising - Social	Campaign Response
Display Advertising - Social	Campaign Response

Annotations:

- Web Sessions:** A box highlighting the first four rows of the activity list, which represent digital events.
- Customer Actions:** A box highlighting the last four rows of the activity list, which represent display advertising and campaign responses.

Possible Scoring

 CONTACT
Thomas Kitchell 

◀ Summary

CONTACT INFORMATION

Contact Score	 170
Family	 Kitchell Family
Full Name *	Thomas Kitchell
Age	14
Birthday	6/11/2002
Marital Status	Single

ACCOUNT INFORMATION

Account Number	15246524
Account Name *	Kitchell Family
Phone	+4529499859
Website	http://www.kitchell.dk
Open Deals	 1
Open Revenue	 kr.16,000.00
Account Score	 395

Goal Scoring on Web Activities

Goal Scoring on Web Activities How They Participated in Delivering Past Revenue

Online and Offline Activities Against How They Participated in Delivering Past Revenue

Visual Dashboards

Customizable Views With Visuals

Task Email Appointment Phone Call Letter Fax Service Activity Campaign Response Other Activities ...

Web Activities Search for records

Due: All

Subject ↑	Activity Type	Channel	Channel Ledger	Channel Type	Goal Category	Goal Score	ISO Region Cod...	Referral T
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-01	3rd Party	Website - Register	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-02	3rd Party	Website - Register	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-01	3rd Party	Newsletter subs...	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-02	3rd Party	Newsletter subs...	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-01	3rd Party	Newsletter subs...	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-02	3rd Party	Newsletter subs...	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-01	3rd Party	Newsletter subs...	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-02	3rd Party	Newsletter subs...	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-01	3rd Party	Website - Register	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-01	3rd Party	Website - Register	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-02	3rd Party	Website - Register	5 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-01	3rd Party	Marketing Cam...	10 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-02	3rd Party	Marketing Cam...	10 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-01	3rd Party	Marketing Cam...	10 DK	Paid	
3rd Party - Pay for Lead	Web Activity	41 Online	41-40-02	3rd Party	Marketing Cam...	10 DK	Paid	
Digital Events - Webinar	Web Activity	41 Online	41-60-01	Digital Events	Marketing Cam...	10 DK	Direct	
Digital Events - Webinar	Web Activity	41 Online	41-60-01	Digital Events	Marketing Cam...	10 DK	Direct	
Digital Events - Webinar	Web Activity	41 Online	41-60-01	Digital Events	Marketing Cam...	10 DK	Direct	
Digital Events - Webinar	Web Activity	41 Online	41-60-01	Digital Events	Marketing Cam...	10 DK	Direct	

Subject by Goal Category and Goal Sc...

Goal Category	Count
Marketing Campaign - Reg...	17
Marketing Campaign - Reg...	14
Website - Register	5
Demo Request	4
Newsletter subscribe	10
Talk to an Expert	10
Other	65

Thomas The Young Professional

Dynamics 365 - Marketing - Contacts > Thomas Kitchell

Contact: Thomas Kitchell

SOCIAL PANE

- POSTS ACTIVITIES NOTES
- All | Add Phone Call Add Task ...
- Patrick Kitchell Copy of Black Friday Email Campaign CRM0001001 Yesterday
- Digital Events - Webinar

CONTACT Thomas Kitchell

Campaign Response Associated View

+ ADD NEW CAMPAIGN REC. | BULK DELETE | CHART PANE | RUN REPORT | EXCEL TEMP

Summary

Activity History:

- Email Click Through Modified by Patrick Kitchell Yesterday
- Email Click Through Modified by Patrick Kitchell Yesterday
- Email Click Through Modified by Patrick Kitchell Yesterday
- Email Click Through Thomas Kitchell Form Submit
- Email Click Through Thomas Kitchell Form Submit
- Email Click Through Thomas Kitchell Form Submit

Digital Footprint: Contract Score is High

Time Line

NORRMADE

NEWS

LEADS

CONTACT Thomas Kitchell

Leads

Online Profile: Future Professional

Thomas Kitchell Email Click Through Patrick Kitchell New 1/12/2017 4:59 PM

Thomas Kitchell Display Advertising - Social Patrick Kitchell New 1/12/2017 4:59 PM

Thomas Kitchell Display Advertising - Social Patrick Kitchell New 1/12/2017 4:59 PM

CONTACT Patrick Kitchell

Summary

ACCOUNT INFORMATION

Kitchell Family

Family

Full Name * Patrick Kitchell

Address: Åkastvej 21, 2720 Copenhagen Capital Region, Denmark

Business Phone +4529229053

Mobile Phone --

Address Åkastvej 21, 2720 Vanløse, Denmark

Contract Score 150

Family Kitchell Family

Full Name * Patrick Kitchell

Summary

ACCOUNT INFORMATION

SOCIAL PANE

Family Information?

FAMILY ACCOUNT Kitchell Family

Summary

ACCOUNT INFORMATION

Kitchell Family

Account Number 15246524

Account Name* Kitchell Family

SOCIAL PANE

POSTS ACTIVITIES NOTES ONENOTE

Address: Åkastvej 21, 2720 Copenhagen Capital Region, Denmark

Business Phone +4529229053

Mobile Phone --

Address Åkastvej 21, 2720 Vanløse, Denmark

Contract Score 150

Family Kitchell Family

Full Name * Patrick Kitchell

Summary

ACCOUNT INFORMATION

SOCIAL PANE

Who is He? Young Man 25

3rd Party - Pay for Lead Modified by Patrick Kitchell Yesterday

Display Advertising - Social Modified by Patrick Kitchell Yesterday

Display Advertising - Social Modified by Patrick Kitchell Yesterday

Thomas The Entrepreneur

 CONTACT
Patrick Kitchell

SOCIAL PANE

POSTS ACTIVITIES NOTES
All | Add Phone Call | Add Task ...

Patrick Kitchell
Contact Info | Edit | Email | Connect | CRM | Person

Summary

Father Digital Footprint: Contract Score is High

Job Title	Purchasing Assistant
Email	patrick@kitchell.dk
Business Phone	+4529229053
Mobile Phone	--
Address	Helsingør 21 2720 Værløse Danmark

Email Click Through
Modified by Patrick Kitchell Yesterday

Email Click Through
Modified by Patrick Kitchell Yesterday

RECENT OPPORTUNITIES

PHONE CALL
Call Patrick Kitchell

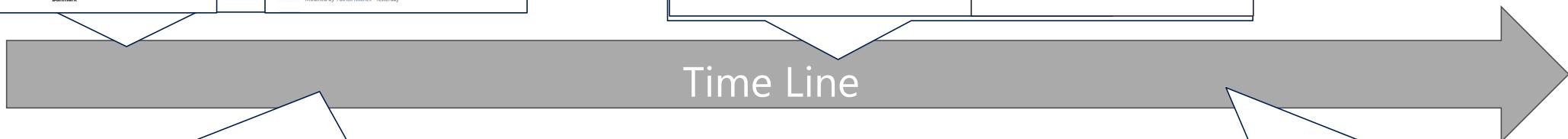
Very likely will order 73 P... Open

Description

Call Patrick Kitchell

Active	Call of Offer
Active	Missing parts (sa..)
Active	Faulty product ca..
Resolved	Required Service ..
Resolved	Operating manu..

Discuss Cases and Possibilities



 FAMILY ACCOUNT
Kitchell Family

ACCOUNT INFORMATION

Account Number: 15246524
Account Name: Kitchell Family
Phone: +4529499859
Website: <http://www.kitchell.dk>

SOCIAL PANE

POSTS ACTIVITIES NOTES ONENOTE
All | Add Phone Call | Add Task ...

Digital Events - Webinar

PHONE CALL
Call Patrick Kitchell

Subject: *
Call From: *
Call To: *

Call Patrick Kitchell
Patrick Kitchell
Patrick Kitchell

Skype for Business

Sign in

Sign-in address: pakitche@microsoft.com

Use the sign-in address for your organization - not a Skype Personal account

Learn More

Lets Call: Skype For Business

ADDRESS

alexstuej 21
2720 Copenhagen Capital Region
Denmark

Modified by Patrick Kitchell Yesterday

Email Click Through
Modified by Patrick Kitchell Yesterday

Email Click Through
Modified by Patrick Kitchell Yesterday

 CONTACT
Laika - The Dog

Summary

CONTACT INFORMATION

Contact Score: 75

SOCIAL PANE

POSTS ACTIVITIES NOTES
All | Add Phone Call | Add Task ...

The Dog is on the web?

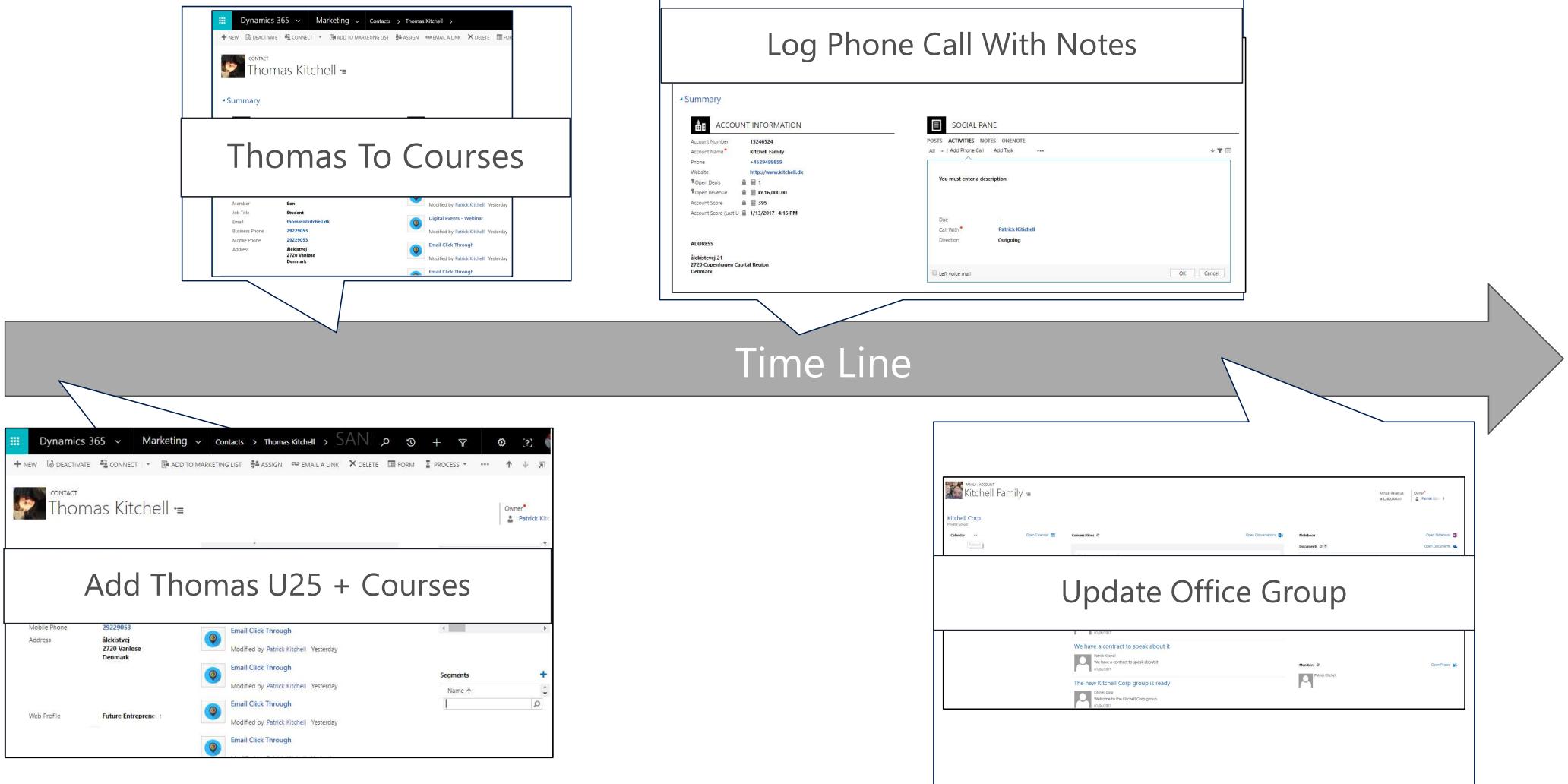
Member	Dog
Job Title	Trained Assassin
Email	laika@kitchell.dk
Business Phone	--
Mobile Phone	--
Address	alexistuej 21 2720 Copenhagen Capital Region Denmark

Email Click Through
Modified by Patrick Kitchell Yesterday

Email Click Through
3rd Party - Pay for Lead
Modified by Patrick Kitchell Yesterday

Email Click Through
Display Advertising - Social
Modified by Patrick Kitchell Yesterday

Thomas The Entrepreneur



Dynamics 365

Intelligent business applications in the cloud

Microsoft AppSource

Microsoft Dynamics 365



Office 365

Power BI

Cortana
Intelligence

Azure IoT

Common application platform: PowerApps, Microsoft Flow, Common Data Service

