
UNICEF doesn't need any introduction. What they do need are reliable, integrated systems that help them do the amazing work they do more efficiently. Integrating systems as different as the Microsoft Dynamics CRM and MailChimp can be more than challenging.

We do, however, love challenges. Here's how we aced this one.

Subscriber Story:

unicef



Background

UNICEF is an agency of the United Nations that is devoted to serving the world's children and to fighting for the rights of every child, every day, across the globe. Children are indeed the future of tomorrow, yet not all of them have the chance to experience the best of what life has to offer. Not all children have the chance to have the life they deserve.

UNICEF has spent 70 years working to improve the lives of children and their families and they believe that:

"The next steps of our journey will depend on our willingness to adapt to the changing world around us... to infuse equity throughout our programmes... and to find new ways to realize the rights – and bright futures – of the most disadvantaged children around the world" -Anthony Lake, Executive Director, UNICEF

UNICEF, together with their partners, work in 190 countries and territories to translate that commitment into practical action. They focus special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

Rationale

UNICEF needed the integration of Microsoft Dynamics CRM and MailChimp for their marketing automation.

"We SyncApps to sync our MailChimp account with Microsoft Dynamics CRM. Before that, the CRM provider quoted us a hefty price, which made me look elsewhere and, in the process, we discovered this nifty solution, which worked like a charm, so we went for it and have never looked back since. Saved tons of effort, money and, most importantly, time in the process." Zeb A.

Opportunity

SyncApps integrated their Microsoft Dynamics CRM account with MailChimp. They can now easily Sync accounts, contacts, and leads to a MailChimp list.

Challenges

UNICEF needed an integration that connected MailChimp to their Microsoft Dynamics CRM. They needed a marketing automation process that was seamless without having to build a custom integration.

Solution

With SyncApps, they seamlessly integrated their MailChimp account with their Microsoft Dynamics CRM at a good price.

Key Outcomes

- Save tons of effort, money, and time with SyncApps.
- Sync accounts, contacts, and leads to a MailChimp list.
- Connect multiple CRM instances to multiple MailChimp accounts.
- Filter and sync only those records that meet specific criteria from CRM.
- Sync marketing lists to MailChimp group(s) or tag(s).