

PayTrace leverages MSDynamicsWorld's data and tools to target the right audience

OVERVIEW



PayTrace is a global payments gateway and merchant services provider whose solutions have been sold exclusively through its service partners network for over 20 years. With over \$30 billion processed in the past year, PayTrace aimed to continue its exponential growth and expand its reach within the Microsoft Business Applications ecosystem.

In order to meet its growth targets and leverage the wave of transformation that was already in progress in this space, PayTrace needed to move fast and with confidence.

Key metrics



+70

Vendors leveraging MSDW's marketing services



+100,000

qualified users to connect with



+16

years of experience to draw upon for feedback

CHALLENGES



When PayTrace was acquired by North American Bancard in 2022, the company gained access to new opportunities and a stronger infrastructure that would allow it to capitalize on them. One of these opportunities was to integrate with ERP systems such as Microsoft Dynamics 365 Business Central.

However, since the company did not have a direct go-to-market motion in that space yet, it needed to raise brand awareness, deliver enablement resources to partners, and activate its target end-users while navigating a competitive and rapidly growing landscape.

SOLUTIONS



When Business Applications ecosystem veteran, Mary Miller, joined PayTrace as its new Marketing Director, she knew how to help the company achieve its goals and target the right audience with ease.

Having used MSDynamicsWorld's services for over 10 years in past roles, she helped PayTrace maximize its benefits from the various programs available including webinars, direct emails, and content syndication.



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KEY BENEFITS



1

Targeted messaging to end-users and partners

As a company that relies on its partner network as well as growing its brand presence with prospective end-users, PayTrace benefitted from the ability to segment its messaging and deliver it to the right individuals.

2

Data collection and aggregation

As PayTrace continues to establish its brand in the Business Applications ecosystem, it increasingly prioritizes using channels that are highly trusted and closely followed by its target audiences.

3

Trusted network and expertise

As PayTrace continues to establish its brand in the Business Applications ecosystem, it was important that the channels it uses are trusted and followed by its target audience.



I've been working with MSDW for over 10 years and during that time, they've grown their audience - specifically in the Microsoft Dynamics space about 4 or 5 times over.

Their ability to target the messaging to segments across geography, platform, or company type is very strong and I see this partnership continuing for a long time.

I believe the audience will continue to grow because this ecosystem is also going to continue to grow.

Mary Miller
Marketing Director

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Still want to learn more? Watch the full video testimonial to hear from Mary Miller, Marketing Director, as she talks about her experience with MSDynamicsWorld:

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