

Unleash the full power of Dynamics and Concep

Enable a virtuous cycle of data capture and communication relevancy, empower your business development with a 360 view of your contacts, and open the door to marketing automation.

A unified platform without limits

Concep is bound together with Dynamics at a fundamental level, giving you a unified platform without limits. Other email platforms rely solely on iframes, which simply display one webpage within another. But we go above and beyond, importing Concep as a managed solution into Dynamics itself. This enables you to seamlessly combine your CRM and email data for greater flexibility, deeper analytics, and more powerful automations.



Campaigns. Seamlessly segment and target, personalize your content, and automate your workflows using any data that sits in your CRM.



Forms. Event registrations, subscriptions, and surveys – create, report, and track responses directly in your contact records.



Automated Workflows. Automate anything from GDPR compliance (opt-in requests, data management) to event management (comms, data management, internal notifications) and more.



Flexible Control. Whether you want to allow your fee earners to send campaigns to new contacts, automatically send event invites to new list additions, or control everything centrally, it's your choice.



Powerful Reporting. Gain actionable insights to help drive your business development with custom reports and dashboards seamlessly combining both CRM and Concep data.



Preference Management. Enable contacts to subscribe and update their content, communications and profiles at any time.

Foley and
Lardner LLP

“Concep’s relationship marketing solution is excellent. The integration with Microsoft Dynamics CRM is well thought out for a law firm needing to manage its external communications.

Concep have utilized the Dynamics platform really well. They have built very useful dashboard for event management and campaign tracking.

This drastically reduces the amount of time spend on basic administration.”

About Litera

Litera has been a global leader in legal technology for 25+ years, helping legal teams work more efficiently, accurately, and competitively. As a leader in document workflow, collaboration, and data management solutions, we empower legal teams with simplified technology for creating and managing all their documents, deals, cases, and data.

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