

Marketing Automation

By Those Who Use It

Part II

Breathing New Life Into eMarketing

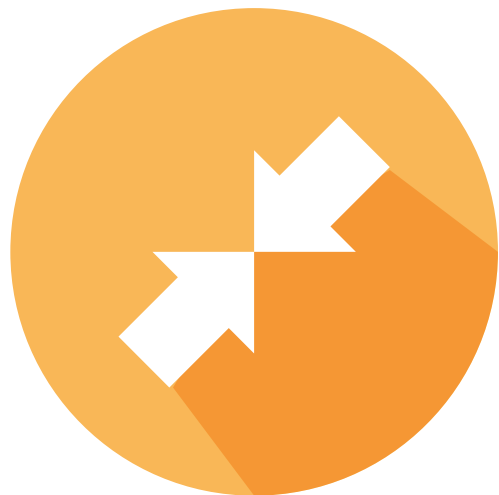
Why We Seek A New World



eMarketing has become a **broadcast** in a **Targeted** & **Personalised** world



Open rates & clicks are **diminishing** and often fall below **10%** and **1%** thresholds



Increasing Opt Out rates are resulting in a **shrinking marketing universe**



High investment in Content that is viewed by **only a handful** of people

How Does Marketing Automation Change The Game



Targeting

Marketing automation enables you to define the audience and persona and then target your eMarketing to them. Use engagement history to define interest and stage in the buying cycle.



Testing

Image rich or plain text? Big screen format or mobile friendly? Hard-hitting message or soft-sell? Marketing Automation enables you to test & learn, and through quantitative insight, you improve.



Trigger

Good timing is not about finding a gap in your eBlast schedule. It is about when the prospect needs your content. Marketing Automation provides the ability to create Trigger campaigns enabling you to send the right email at the right time.



Nurture

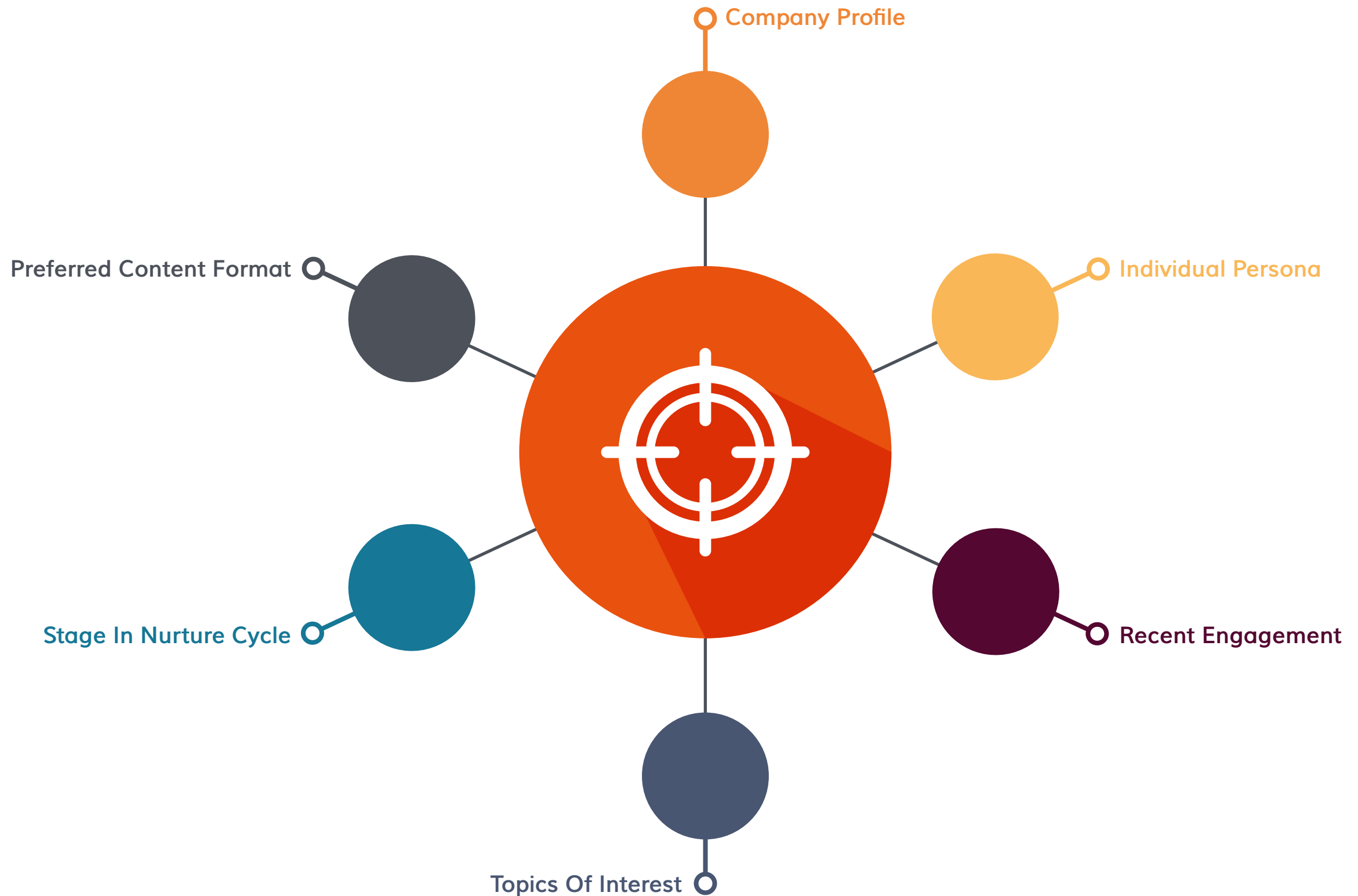
Take into account the engagement with previous emails to determine when and what you send next. This will significantly improve your value and your results. Marketing Automation enables you to turn single eShots into fully integrated nurture programmes.



Closed Loop

With Marketing Automation, success does not have to be measured in terms of clicks and opens. Measure it in terms of impact – the progression of prospects through the marketing funnel and the direct correlation to revenue.

Multi-Dimensional Targeting



Value Generated



350% Increase in Open Rates



50% Increase in Conversions



48% Increase in Conversions through A/B testing



45% Increase in Pipeline generated from Marketing