

Marketing Automation

Marketing Automation is a new software development that streamlines the existing multi-channel platform to facilitate more sophisticated marketing and communications. With features like Smart Filters, Dynamic Targets and Automated Campaigns, users can now save time and effort by automating tedious tasks and complex campaigns. Marketing Automation capabilities essentially execute marketing and communication tasks that users would otherwise have to manage manually.



Features

Our Marketing Automation software is encompassed in three features:



Smart Filters allow users to send out more relevant messages to customers. To do so, filter distribution lists based on customer demographics, behavior, preferences, and more.



Dynamic Targets are distribution lists that have been filtered and saved for future campaigns. Dynamic Targets are constantly updating as the database collects customer responses and actions in real time.



Auto Campaigns let users customize a blueprint of an entire campaign from scratch or based on a template. Once activated, Auto Campaigns perform the actions set by the user according to each recipient's responses. This feature also provides up-to-the-minute details on customer interactions and allows the user to adjust an active campaign.

Key Benefits

Marketing Automation is a powerful tool that enables mass communicators to:



- Save time by automating manual and tedious tasks
- Deliver more relevant messages to the right audience
- Improve customer rapport to increase retention
- Run an entire campaign around the clock without supervision or micromanagement
- Keep track of a campaign's progress in real time
- React immediately to an active campaign

Use Cases

Utilize Marketing Automation to automate various tasks. Some examples are:

- Automatically sort contacts with birthdays in April, and send a mobile birthday coupon
- Send an email with an event invitation to the customers that clicked on a previous campaign
- Dispatch loyalty reminders to customers who haven't visited your store in the past month
- Remind customers that they have unused coupons that are going to expire