



MARKETING AUTOMATION

W W W . P E R Z O N A L I Z A T I O N . C O M

WHAT IS MARKETING AUTOMATION ?



Marketing automation acts as an aid for marketers who aim to streamline their lead generation, segmentation, lead fostering, customer lifecycle marketing, cross-selling and up-selling, retaining customers and marketing ROI measurement

WHEN DOES TECHNOLOGY BECOMES CRUCIAL IN MARKETING?

**TECHNOLOGY BECOMES VITAL
BEYOND A LEVEL, WITH THE INCREASE
IN THE NUMBER OF CHANNELS.**

WHAT IS A MARKETING DATABASE?

This is a place for all your marketing data that includes complete customer information and behavior that helps you to slice and send the correct message to every customer.



WHY IS AN ENGAGEMENT MARKETING ENGINE IMPORTANT?

This refers to an environment for the creation, handling and automation of marketing processes and interactions.

HOW DO BIG ECOMMERCE BRANDS USE MARKETING AUTOMATION?



All the big brands make use of the best marketing automation to restructure their everyday marketing errands.

WHAT HAPPENS IN THE ABSENCE OF MARKETING AUTOMATION?

Without marketing automation tools, your customers have a less tailored and less pleasant shopping experience. Your eCommerce store will only be able to send only basic emails, and you would have no idea about customer's preferences.

ECOMMERCE MARKETING AUTOMATION INCREASES PRODUCTIVITY OF A BUSINESS IN THE FOLLOWING WAYS:

- LEAD GENERATION
- EMAIL MARKETING

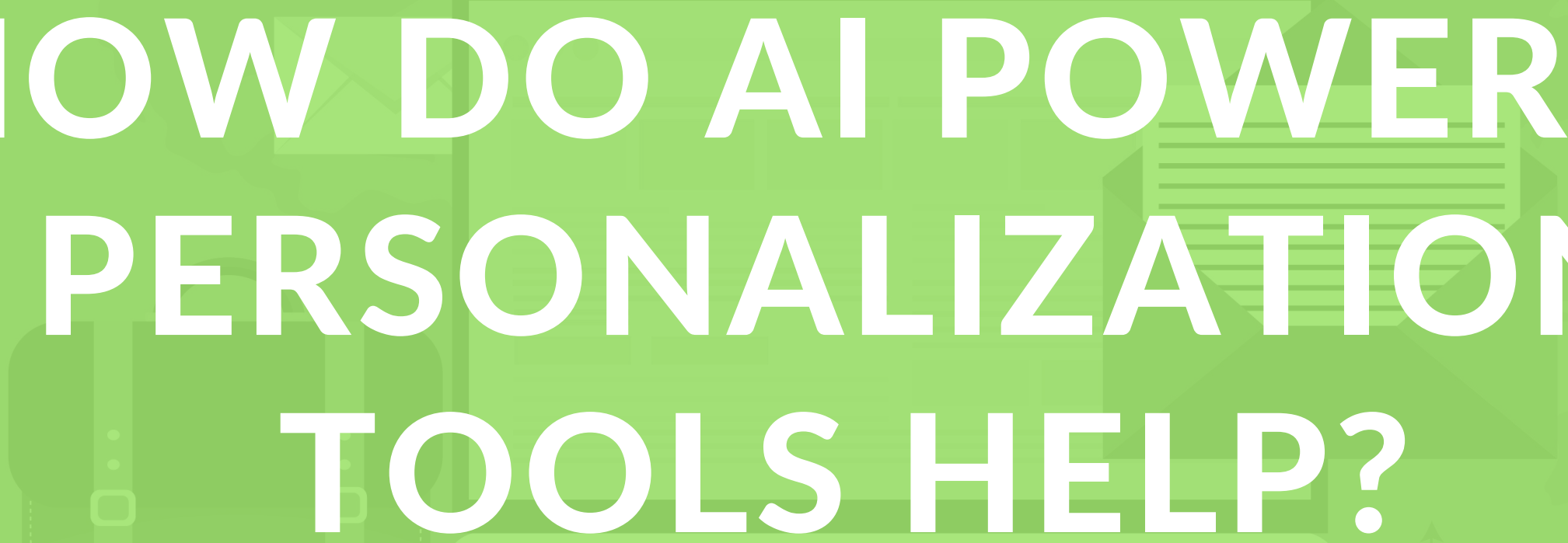


- LEAD NURTURING
- SAVES TIME



BUSINESSES USE MARKETING AUTOMATION BECAUSE -

**MARKETING AUTOMATION HAS
LIMITLESS ADVANTAGES IN
MARKETING ROI**

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HOW DO AI POWERED PERSONALIZATION TOOLS HELP?

AI powered email personalization tools, like the ones offered by Perzonalization help businesses by expediting their marketing efforts.

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

DISCOVER