

MARKETING AUTOMATION

MAKING MARKETING
BETTER THROUGH TECHNOLOGY



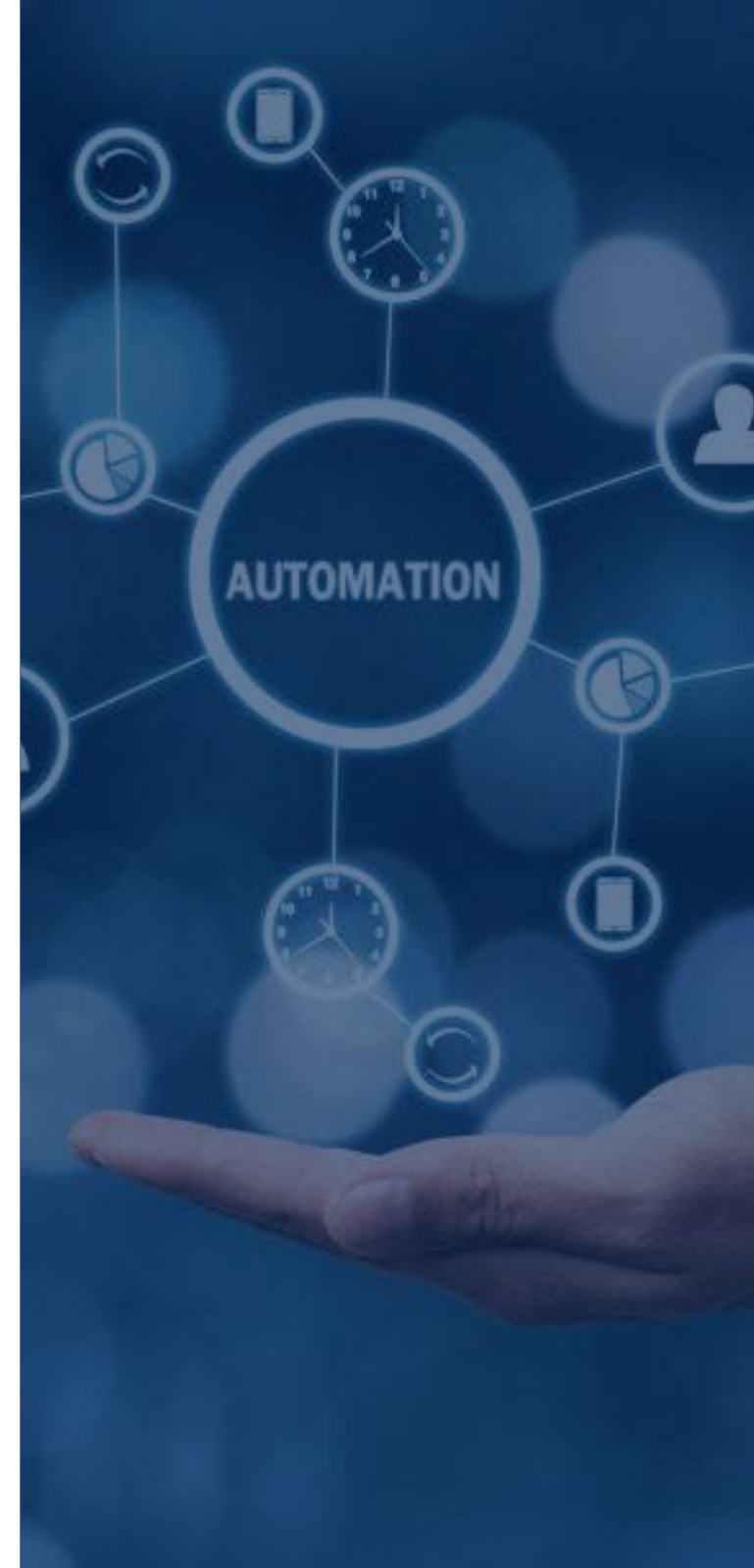
TRACKIER®

MARKETING AUTOMATION

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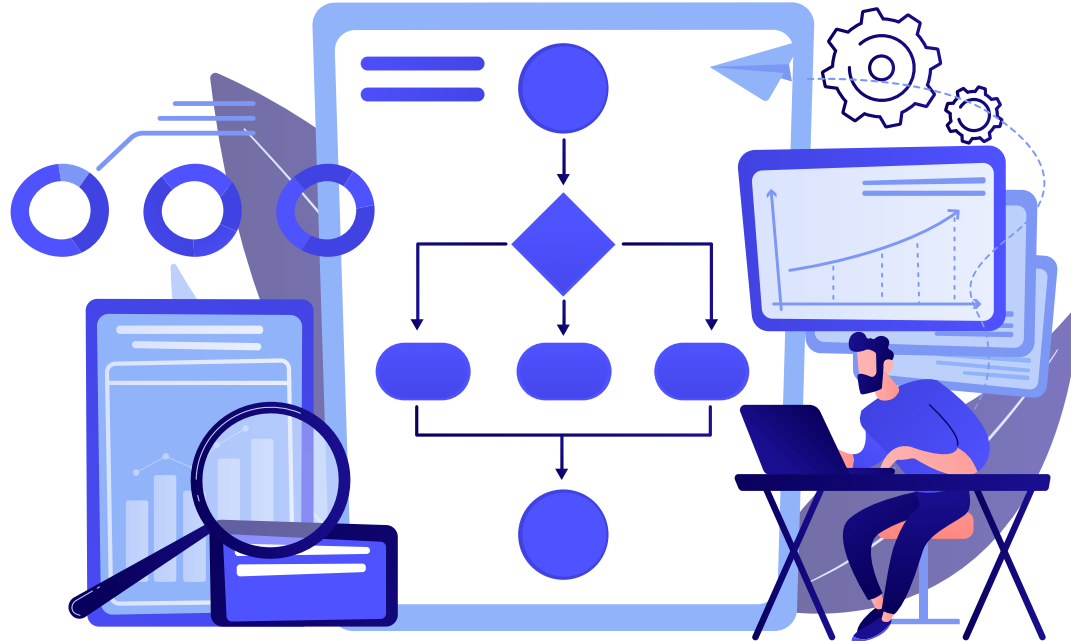
With consumers being bombarded with marketing messages from every direction, making a marketing campaign stand out has become more difficult than ever before. Marketing teams are under increasing pressure to come up with more innovative ideas that are bigger and better than anything their competitors are doing. But doing this, on top of the day-to-day marketing activities, is not easy.

Marketing teams need more time to focus on the bigger picture and therein lies one of the major challenges being faced by many businesses across the globe. But technology, in the form of marketing automation, could be the answer.



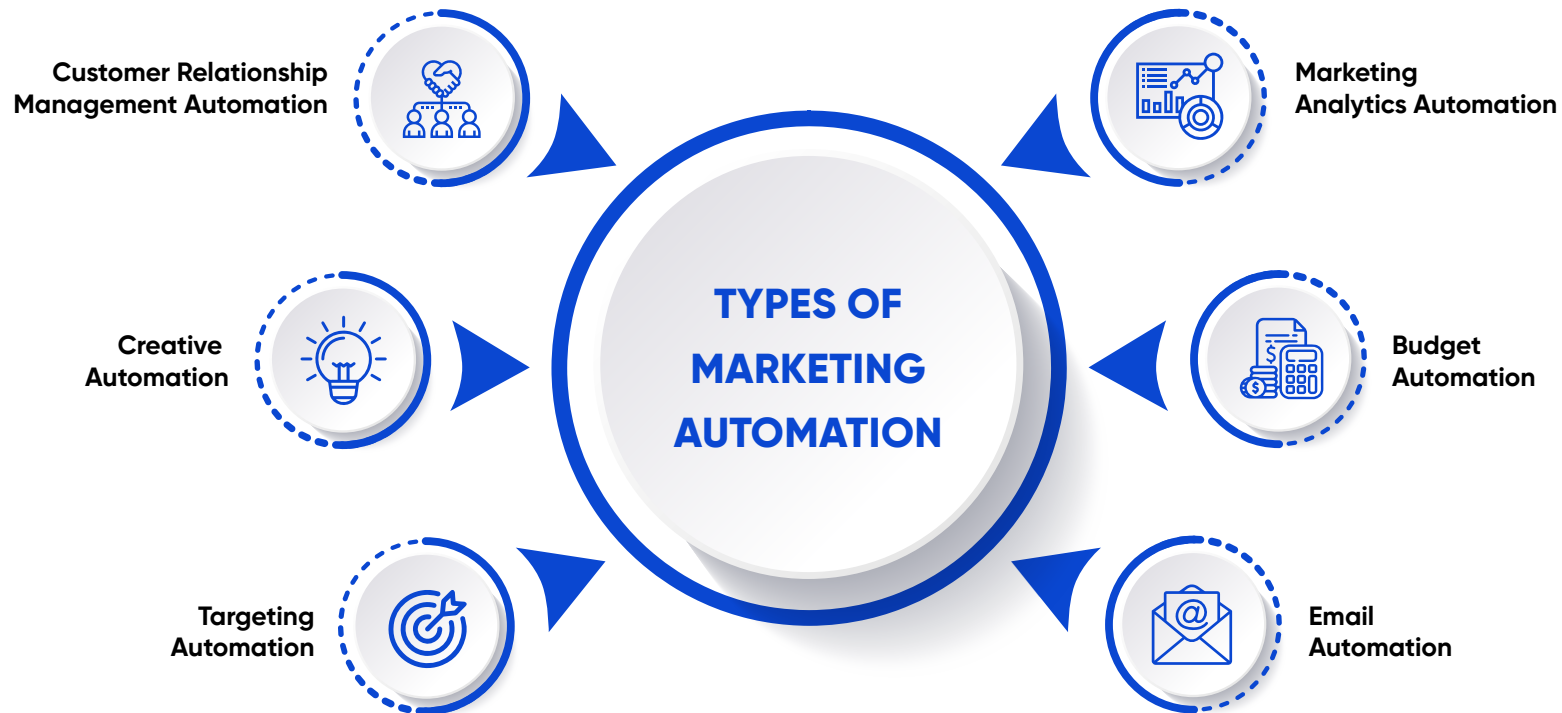
MARKETING AUTOMATION EXPLAINED

- Marketing automation helps you to identify potential customers, automating the process of nurturing those leads to sales-readiness. It automates actions that bring prospects to the point where they can be directly approached by the sales team with the aim of closing a sale and starting an ongoing relationship, and the information it gathers can drive your choice of marketing tactics.
- Marketing automation does this by massively improving the efficiency of your sales funnel, quickly turning a broad base of leads into happy customers using a combination of tactics.



TYPES OF MARKETING AUTOMATION

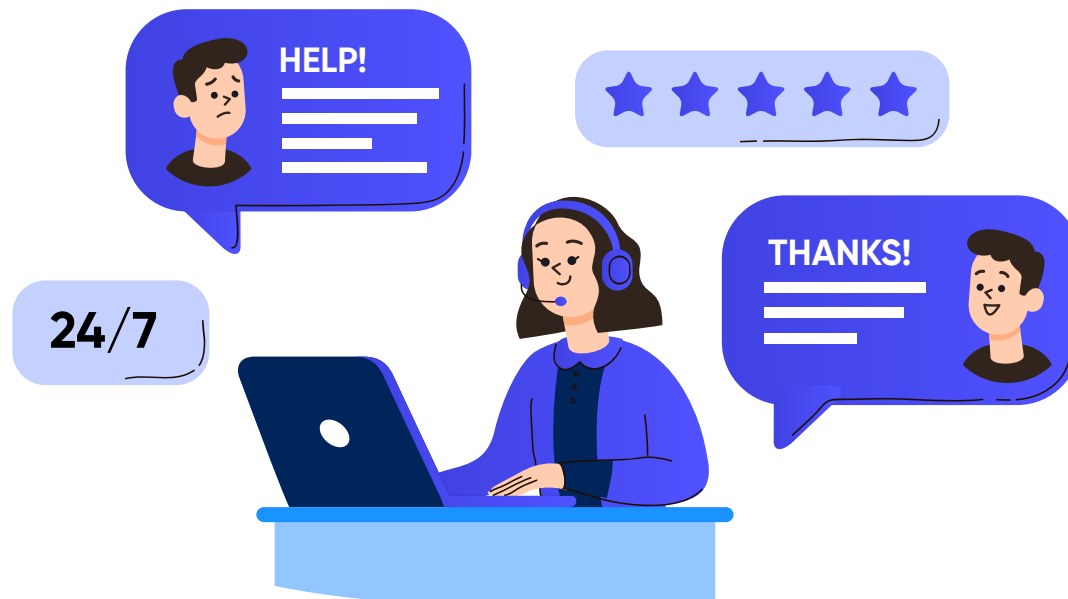
Marketing automation refers to software programs that take control of various internal and external marketing tasks. Depending on what kind of marketing stack you decide to go with, you can alleviate many tedious or repetitive jobs by incorporating automated marketing into your company.



1. CUSTOMER RELATIONSHIP MANAGEMENT AUTOMATION

One of the biggest features in automated marketing is customer relationship management (CRM).

- A good CRM program will aggregate customer data in one convenient space (often referred to as the dashboard). Marketing team members can quickly access relevant customer data such as email addresses, phone numbers, location and other demographics.
- CRM automation allows your team members to communicate with one another via social notes and reminders.



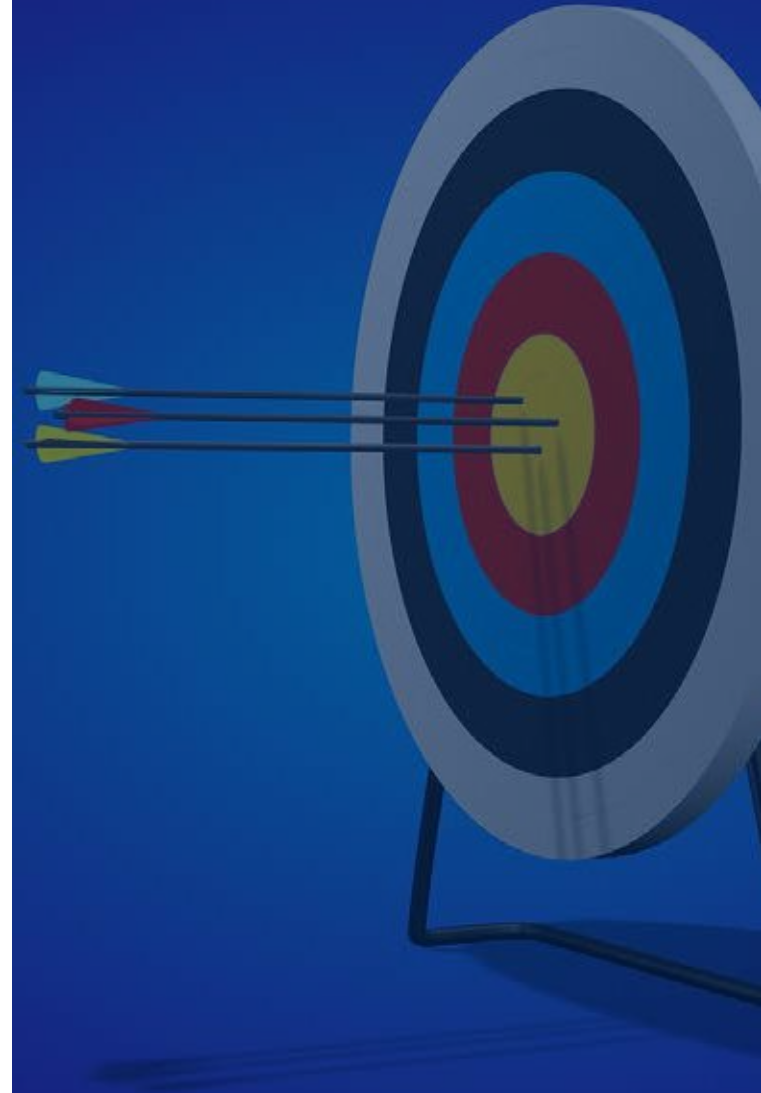
2. CREATIVE AUTOMATION

- Creative automation helps marketers with end- to- end automation, making machines suitable to better deliver the right announcement to the right followership at the right time.
- The number of variations and variables demanded to make this decision for each situation, member and channel(in a nano-alternate or less) has grown beyond mortal capacity.
- This is where machine literacy excels making the match between the followership and the creative grounded on a deep understanding of your campaign objects and KPIs.
- Put simply, creative automation allows you to produce and distribute dispatches automatically, icing the communication resonates with the unique requirements of each client grounded on their behavior in your communication channel.



3. TARGETING AUTOMATION

- Targeting automation is all about pulling together data from different sources, generating new audiences, exporting segments, and advertising to your specific audience.
- All these actions are performed automatically with the help of machine learning.



4. EMAIL AUTOMATION

- Another type of marketing automation that affects both internal and external marketing efforts is email automation. Externally, a program such as this allows email campaigns to be sent out based on triggers. Internally, it cuts out a lot of repetitive tasks and contributes to a smoother workflow.
- A great example that combines email automation with CRM automation is a birthday email. Your marketing team can design an email that is sent out on your customers' birthdays. It's a great way to humanize your business and show your customers that you care.



5. BUDGET AUTOMATION

- Budget robotization helps marketers allocate budgets to juggernauts(and channels), allowing them to meet their target KPIs with the loftiest effectiveness.
- Budget automation equips marketers to meet their strategy and crusade performance pretensions without having to do all the homemade work.
- Start- stop robotization increases flings on high- performing campaigns and stops poorly performing ones automatically.

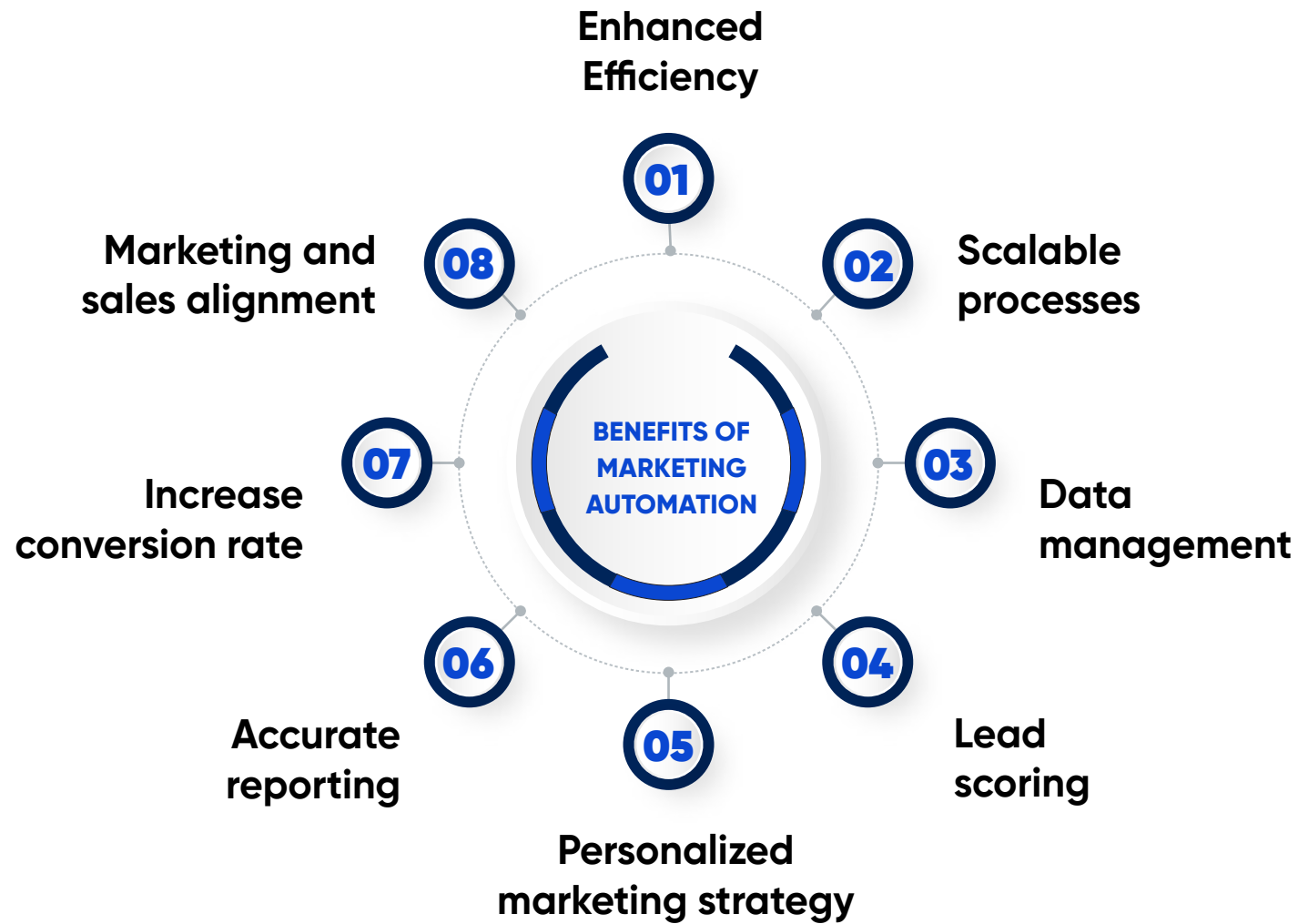


6. MARKETING ANALYTICS AUTOMATION

- The last type of marketing automation is analytics and reporting.
- Marketing analytics automation lets you track all sorts of campaigns, including email, social media, blog articles, ads and more.
- With email campaigns, you can easily see the delivery, open, click-through and bounce rate of every email sent.
- For social media, blogs and advertisements, you can view how well each campaign is performing and use that data to optimize future campaigns.



BENEFITS OF MARKETING AUTOMATION



WHY CHOOSE TRACKIER?

- Easy integrations with over 100+ Ad Networks with 2 way API to fetch campaign details from your advertisers to Trackier.
- Effectively optimize your campaigns & block the sources that are not maintaining the right CR.
- Track and keep hourly reports of your campaigns to better understand your hours of conversion.
- Enjoy customer-friendly conversion based pricing models.
- Eliminate new and known forms of click/install fraud with our machine learning and behavioral analysis fraud prevention tool.
- Use extremely customer friendly & customizable dashboards with multiple colors & widgets to choose from.

To learn more about [Trackier's Performance Marketing Software](#) or to [request a free demo](#), feel free to visit www.trackier.com.



WHY
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support@trackier.com

<http://www.trackier.com>

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