

# How Marketing Automation FUELS SCALABLE GROWTH

*Marketing automation makes it much easier to manage, measure, customize, and optimize the customer experience across multiple online channels (e.g., email, web, social, events) and through all stages of the funnel – brand, demand, and expand.*

*The result: When you move from a cobbled-together set of disparate tools to one cohesive platform, you make marketing more effective – and set the stage for revenue growth.*

## Why Marketing Automation Works:

### LEAD GENERATION AND MANAGEMENT

- Inbound and outbound can be managed from a single platform
- Lead capturing and scoring fills the funnel and qualifies leads
- Lead nurturing strengthens relationships over time
- Lead segmentation happens automatically and allows you to craft effective, relevant campaigns
- Tightly targeted messages deliver the content your prospects care about ... at the right time

### CAMPAIGN AND CONVERSION OPTIMIZATION

- Personalized communications increase conversions
- A/B testing identifies winning campaigns before launch
- “Set-it-and-forget-it” programs automatically engage prospects

### SALES ENABLEMENT

- In-depth insights support smarter sales calls and reduce cold calls
- Integration of CRM with real-time alerts lets sales prioritize activities
- Shorter sales cycles + more qualified leads = happy sales teams

### RESOURCE OPTIMIZATION

- Personalized communications increase conversions
- A/B testing identifies winning campaigns before launch
- “Set-it-and-forget-it” programs automatically engage prospects

### DATA AND ANALYTICS

- Full-spectrum insights unlock the power of your data
- Customized dashboards integrate critical data into a single view
- Out-of-the-box reporting tracks ROI, from campaigns to revenue

# Why Invest in Marketing Automation Now?

## 1. REVENUE

**Top line.** Improved engagement drives more demand for your products and services, generates higher quality leads, and helps close sales.

**Bottom line.** Process and operational efficiencies decrease costs while increasing profitability.

## 2. ACHIEVE ORGANIZATIONAL GOALS

**Brand relevance.** Delivering personalized content at the right time dramatically increases your relevance in the customers' eyes.

**Increased efficiency.** Campaign creation, launch, and management can be done quickly with no IT support. Automating common tasks requires fewer resources while increasing personalization.

**Data intelligence.** Visibility into campaign performance, personas, and buying stages optimizes marketing efforts and results. Funnel views attribute spend to revenue.

## 3. IMPROVE INTERNAL COOPERATION

**Sales and marketing cooperation.** Mutual decisions to calibrate and harmonize marketing and sales efforts increases interdepartmental trust.

**Buyer intelligence.** Real-time intelligence helps marketing qualify more sales-ready leads and helps sales have warmer conversations with prospective buyers.

## Companies that Deploy Marketing Automation See:

107%

better lead conversion rates

40%

greater average deal sizes

20%

greater average deal sizes

17%

better forecast accuracy

(Aberdeen Group)

## About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more