

MARKETING AUTOMATION



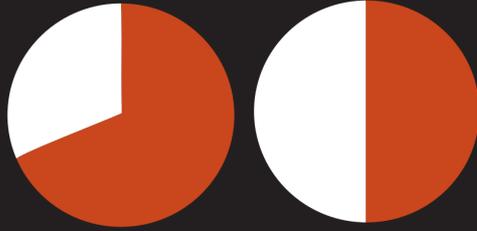
Getting the Most Out of Your Marketing Automation Solution

Marketing automation technology has helped transform marketing organizations around the world, allowing them to be more productive and effective with fewer resources. However, as a recent Rutgers article pointed out,¹ many companies find it challenging to adopt marketing automation.

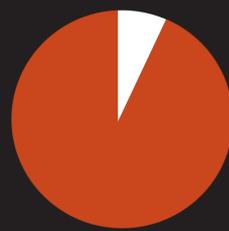
Once you do embrace the solution, getting every potential benefit from your marketing automation solution requires expertise not only in marketing automation but also in business intelligence.

Make Your Marketing Automation Work Smarter

Marketing automation not only enables your company to run multiple, complex campaigns but also saves time and money.



Gleanster Research found that **69%** of successful companies use marketing automation for customer acquisition, and **50%** use it for customer retention.²



Top-performing companies are **20%** more likely to use marketing automation than average companies.³

Be forewarned: Even though marketing automation drives value by streamlining processes, you cannot just set it and forget it.

Don't Assume Marketing Automation Is a Silver Bullet

Before you unleash the full power of marketing automation, use all available data to understand your precise targets.



90%

90% of marketers want to personalize their interactions with customers.⁴

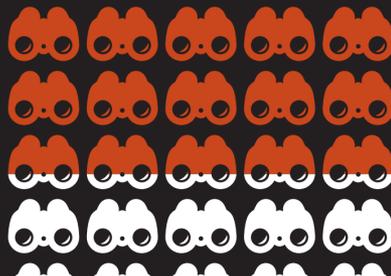


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Only half of marketers regularly use data to influence the way they interact with customers.⁵

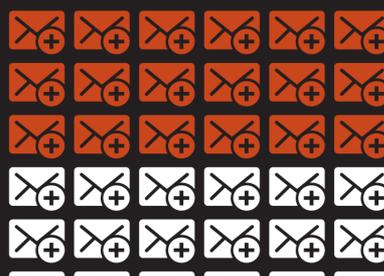
Put Intelligence Into Your Marketing Automation

Business intelligence (BI) enables your company to set and track goals using data analytics. BI provides information that allows you to segment customers accurately and understand channel attribution.



47%

In an eTail survey, **47%** of the retail organizations surveyed cited a lack of full attribution visibility as their biggest pain point in designing effective marketing plans.⁶



50%

Segmenting email lists boosts open rates almost **50%**.⁷

Integrate Business Intelligence and Marketing Automation

Marketing automation works best when partnered with business analytics.



An Integrated Marketing Solution (IMS) ensures you have the platform needed to get a complete view of marketing data.



The insights gained ensure your marketing automation system reaches customers at the right times through the right channels.

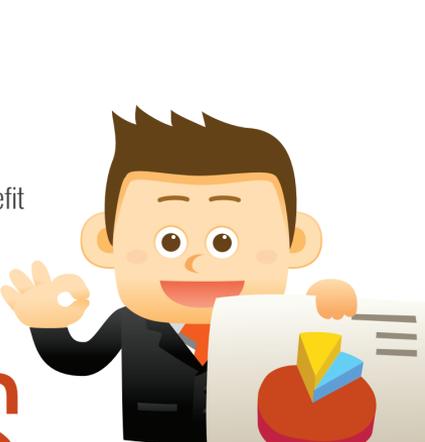
Unleash the Full Potential of Marketing Automation

Let Pluris Marketing help you get every possible benefit from your marketing automation technology by incorporating business intelligence for a seamless, holistic, and astoundingly effective solution.



PLURIS

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SOURCES:

¹<http://www.business.rutgers.edu/executive-education/blogs/why-your-company-can%E2%80%99t-adopt-marketing-automation>

² <http://mktg.actonsoftware.com/acton/attachment/248/1-1413/1/1/1/1/Rethinking%20the%20Role%20of%20Marketing%20-%20a%20Gleanster%20Research%20Report.pdf>

³ <http://mktg.actonsoftware.com/acton/attachment/248/1-1413/1/1/1/1/Rethinking%20the%20Role%20of%20Marketing%20-%20a%20Gleanster%20Research%20Report.pdf>

⁴ <https://images.forbes.com/forbesinsights/StudyPDFs/Teradata-Data-Driven-Marketing-REPORT.pdf>

⁵ <https://images.forbes.com/forbesinsights/StudyPDFs/Teradata-Data-Driven-Marketing-REPORT.pdf>

⁶ <http://etailcast.wbresearch.com/whitepaper-the-mid-year-e-commerce-outlook-for-mid-market-retailers-mc>