

WHY

Marketing Automation

marketing **AUTOMATION**

is a category of technology that makes marketing actions (such as lead management or customer engagement) easier.

By automating repetitive tasks, companies become more efficient in their marketing efforts and see an increase in

- 1) lead generation
- 2) lead nurturing
- 3) sales revenue



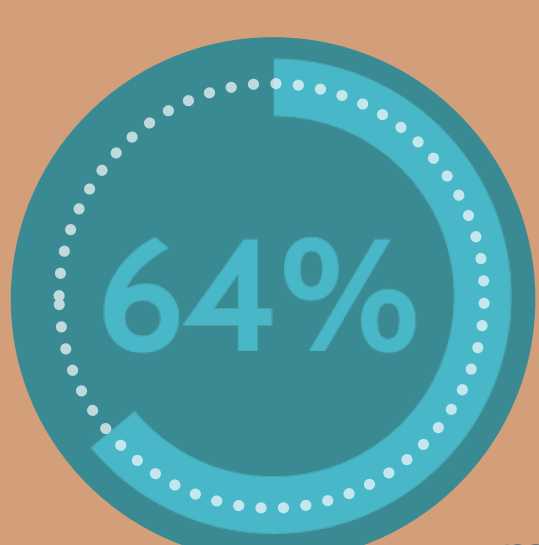
the **PROCESS**



the **RESULT**

Companies that use marketing automation to nurture prospects say the biggest benefits are

- saving time
- increased customer engagement
- more timely communications.



of marketers that automate lead management see its benefits within the first six months of implementation.

Sources:

1. <http://partner.ascend2.com/three-deep-marketing-automation-success/>
2. <http://www.adestra.com/resources/downloadable-reports/marketer-vs-machine/>
3. http://www.regalix.com/by_regalix/research/reports/state-of-b2b-marketing-automation-2015/