

Harnessing the Power of Marketing Automation

Bryan Soltis
Kentico Technical Evangelist



**Marketing Automation helps
you understand your data.**

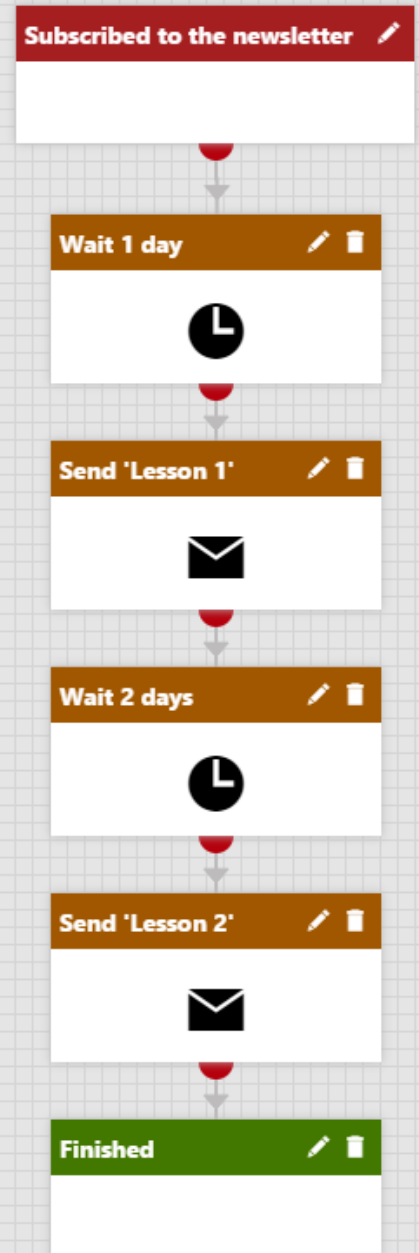
Marketing Automation

- Completely configurable
- Workflow Designer
- Steps
- Triggers
- Contacts
- Reports







Actions

- Contact updates
- Contact group updates
- Send email
- Start a process
- Import to Salesforce
- Update from Data.com
- Wait



Customer Activities

- Page Visit
- Comments
- Chat requests
- Purchases
- Wishlists

| | | |
|-------------------|---|-----------------------|
| Contact* | Jones | Select |
| Activity type* | Custom activity | ▼ |
| Activity title: | Testimonial: Gold Partner Membership | |
| Activity value: | 100 | |
| Activity URL: | | |
| Campaign: | (none) | ▼ |
| Activity time: | 3/3/2014 4:09:35 PM | 📅 Now |
| Activity comment: | <p>B <i>I</i>    </p> <p>### - 3/3/2014 4:09:35 PM ###</p> <p>Manually added the activity. See the testimonial on the product's page</p> | |
| | <small>body div span</small> | |
| | <input type="button" value="Add stamp"/> | |

Real-World Examples

- Send a coupon when a customer does not complete checkout
 - Reclaim lost revenue
 - Use campaign for tracking
- Send the user
 - Create a campaign / campaign email / landing page
 - Set action of sending campaign email
 - Set trigger for users with specified activity

Bryan Soltis

Office: (678) 234-0433

E-mail: bryans@kentico.com

Skype: kentico_bryans

Twitter: bryan_soltis

devnet.kentico.com

facebook.com/KenticoCMS

twitter.com/kentico

linkedin.com/company/kentico-software

