

B2C Marketing Automation



First off, what is Marketing Automation?

Marketing Automation is software that allows your business to nurture leads and convert them into customers through personalized, behavior triggered content. It allows marketers to automate tasks to improve efficiency and speed while also measuring results and improving ROI.



B2C marketers cite "brand awareness" as the top goal (29%).

Source: Campaign Marketing Institute, 2016 Brand Awareness Study



B2C marketers who are using automation - including everything from birthday emails to cart abandonment programs - have seen conversion rates as high as 50%.

Source: HubSpot, "Email Marketing Performance" (2015)



Relevant email drives 18x more revenue than broadcast emails.

Source: Experian, "The Email Marketing Handbook" (2015)

Nearly 70% of businesses are either using a marketing automation platform or implementing one.



CMOs at top-performing companies indicate that their most compelling reason for implementing marketing automation is to increase revenue (79%) and get higher quality leads (76%).

Source: Salesforce, "2015 Global Marketing Technology Benchmark, July 2015"

While companies using list email software still generate more leads than those who use nothing at all, marketers using automation software generate 2X the number of leads that those using list email software and are perceived by their peers to be 2X as effective at communicating.

Source: Campaign, "Marketing Automation Performance Report" (2015)



Marketers who have adopted marketing automation suggest that the biggest benefits are:



- Taking repetitive tasks out of marketers' hands, so they can work on other projects (28%)
- Better targeting their prospects and existing customers (26%)
- Improving customer experience (19%)
- Better email marketing (19%)
- Reduction of human error (18%)
- Lead management (14%)
- Multichannel marketing (1%)

Source: HubSpot, "The Marketing Automation Report 2015" (2014)



Successful lead nurturing breeds educated, qualified customers who burn their wallets on high-value purchases, making 47% larger purchases than non-nurtured leads.

Source: HubSpot (2015)

Marketing automation users have seen an average increase of sales revenues by 34%.

Source: HubSpot



75% of companies using marketing automation saw ROI in just 12 months.

Source: HubSpot (2014)



INCREASED LEADS & CONVERSIONS

80% of marketing automation users saw their number of leads increase, and 77% saw the number of conversions increase.

Source: HubSpot, "Marketing Automation: The Small Business Advantage" (2015)



86% of senior-level marketers say that it's absolutely critical or very important to create a cohesive customer journey.

Source: HubSpot, "The Marketing ROI" (2015)



Companies that nurture their leads get 45% more lead generation ROI than companies that do not.

Source: MarketingProfs, "2015 Marketing Performance Report" (2015)



Companies that most of lead nurturing generate 50% more sales-ready leads at 33% less cost.

Source: MarketingProfs

Businesses using marketing automation to nurture prospects see a 451% increase in qualified leads.

Imagine if every email you sent could double your leads and turn them into golden sales opportunities. Stop dreaming and start believing - because marketing automation can turn that dream into a reality.

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