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A Guide to Ecommerce Marketing Excellence

Customer Data Platforms
& Marketing Automation

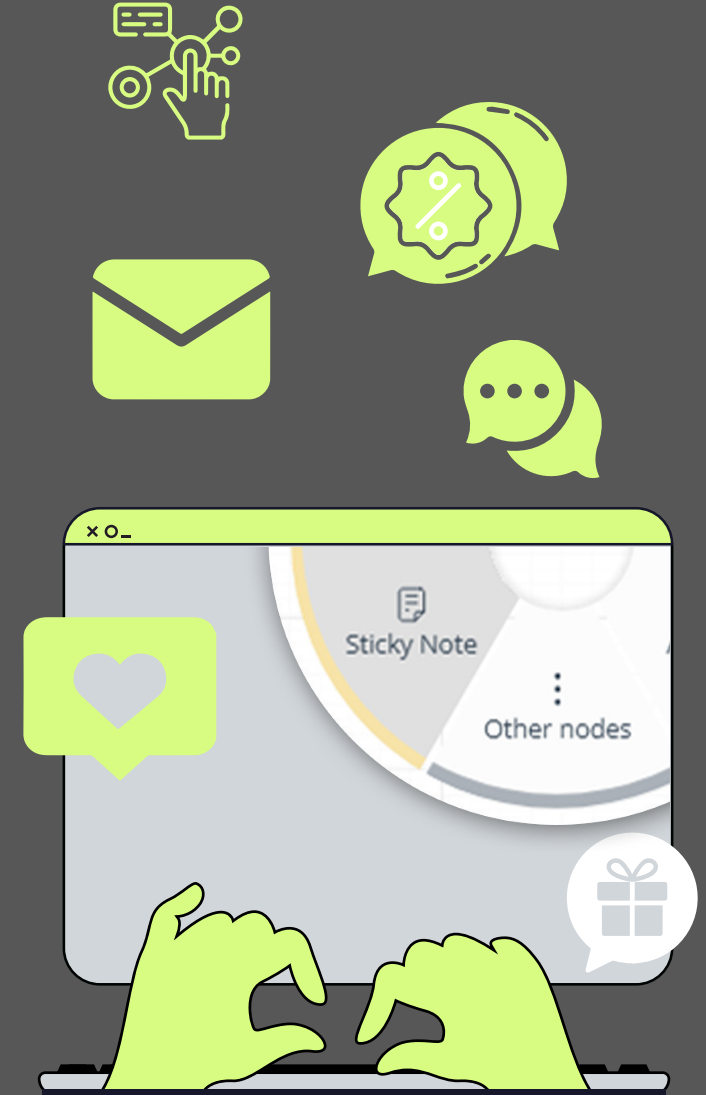**Ebook**

Table of contents

# The Power of Automation and CDP in eCommerce Marketing

Welcome to the world of automation, where cutting-edge technology meets marketing prowess to revolutionize eCommerce businesses. In this section, we'll dive into the fundamentals of automation and explore how it can empower marketing managers to achieve unprecedented success. Get ready to harness the power of automation and CDP to propel your business forward.

Why automation is crucial for scaling and efficiency in marketing

The adoption of automation in various functions is on the rise, with **41%** of respondents indicating that they are using automation extensively or across multiple areas of their organization, according to Deloitte. This trend reflects the recognition of the value and effectiveness of automation in streamlining processes and driving efficiency. Moreover, the cost of lost productivity and poorly managed leads is staggering, amounting to over **$1 trillion annually**, as highlighted by the CMO Council.

This emphasizes the urgent need for businesses to leverage automation solutions to mitigate these losses and optimize their operations. Deloitte's survey findings further reveal that **13%** of organizations are implementing intelligent automation at scale, with 51 or more automations, while **23%** are in the process of implementing 11 to 50 automations, and **37% are piloting 1 to 10 automations**. These statistics demonstrate the increasing recognition and adoption of automation as organizations strive for enhanced productivity and efficiency in their processes.

41%
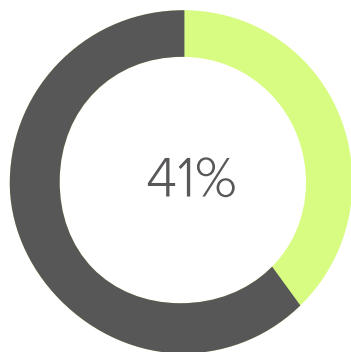
41% of respondents say they are using automation extensively or across multiple functions.
(Deloitte)

60%
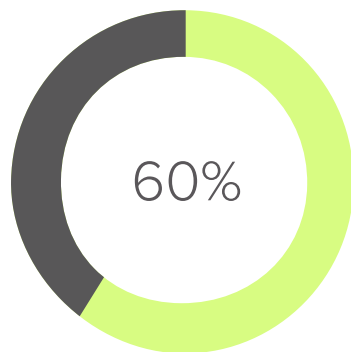
13% of surveyed organizations say they are implementing the practice of intelligent automation at scale (51+ automations), 23% are implementing (11–50 automations), and 37% are piloting (1–10 automations).
**(Deloitte)**

$1
trillion annually

Lost productivity and poorly managed leads cost companies over $1 trillion annually.
(CMO Council)

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Why automation is crucial for scaling and efficiency in marketing

Implementing marketing automation in eCommerce offers several benefits that can significantly impact your business's growth and success. On average, businesses experience a 30% increase in revenue within the first twelve months of implementing automation. This substantial growth demonstrates the positive impact automation can have on your bottom line. Additionally, automation delivers a remarkable 20x ROI after just twelve months, highlighting the financial gains that can be achieved.

Average revenue growth

After first 3 months	After first 6 months	After first 12 months
17%	33%	38%
Best time-to-value	Sky-high development and optimization possibilities	Scalability

Furthermore, automation enables businesses to witness a significant 25% growth in their customer database within the same twelve-month period, expanding their reach and potential customer base. With fast time-to-value, scalability, and endless possibilities for development and optimization, marketing automation is a powerful tool for driving eCommerce success.
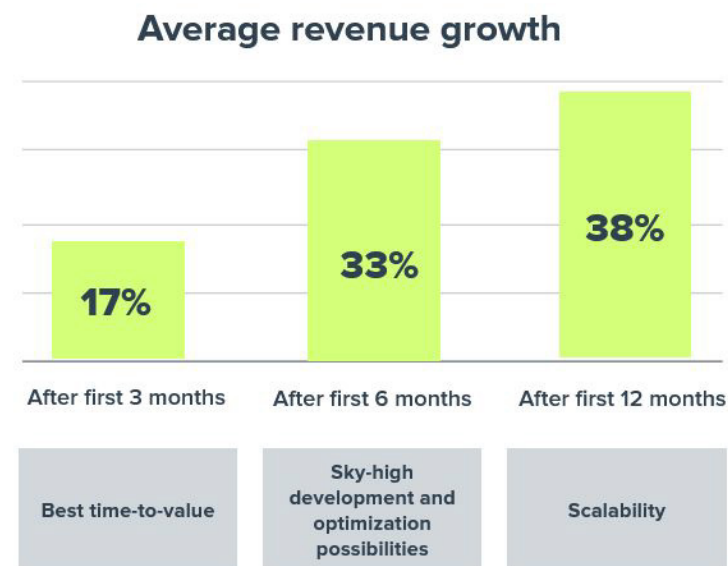
Understanding Automation:

A Comprehensive Overview

Nowadays, manual marketing processes are no longer sufficient to keep up with the competition. Automation offers a game-changing solution, enabling marketing managers to streamline their efforts, optimize resources, and drive remarkable results.

By automating repetitive tasks and leveraging AI-driven insights, businesses can unlock new levels of efficiency and effectiveness.

Event Triggers:
The Starting Point of Automation

Workflows serve as the backbone of automation, providing a structured framework for executing marketing campaigns and customer journeys. They empower marketing managers to orchestrate seamless, personalized experiences for their customers. From event triggers to conditional logic and action sequences, workflows offer a versatile toolkit for creating dynamic and engaging campaigns.


Basics and Key Features

At the heart of any workflow lies the event triggers. These triggers act as the catalysts, initiating the automation process based on specific conditions or actions. Common event triggers include email opens, website visits, form submissions, or even custom events like product purchases or abandoned carts. By setting up event triggers, marketers can kick-start personalized communication and engagement at the right moment in the customer journey.
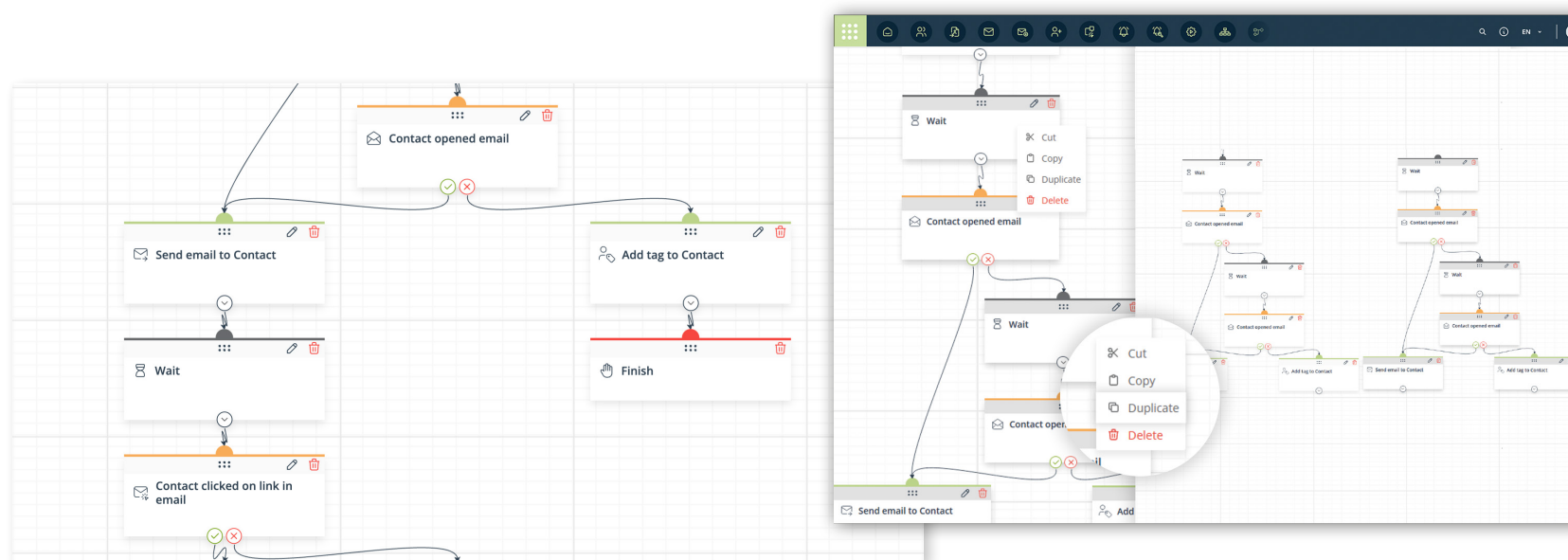
Conditional Logic:
Tailoring the Journey

By leveraging this sequence-based conditional logic, marketers can deliver personalized and timely messaging, optimizing engagement and driving conversions. Stay tuned to uncover the secrets of harnessing the true power of automation and maximizing your eCommerce marketing efforts.
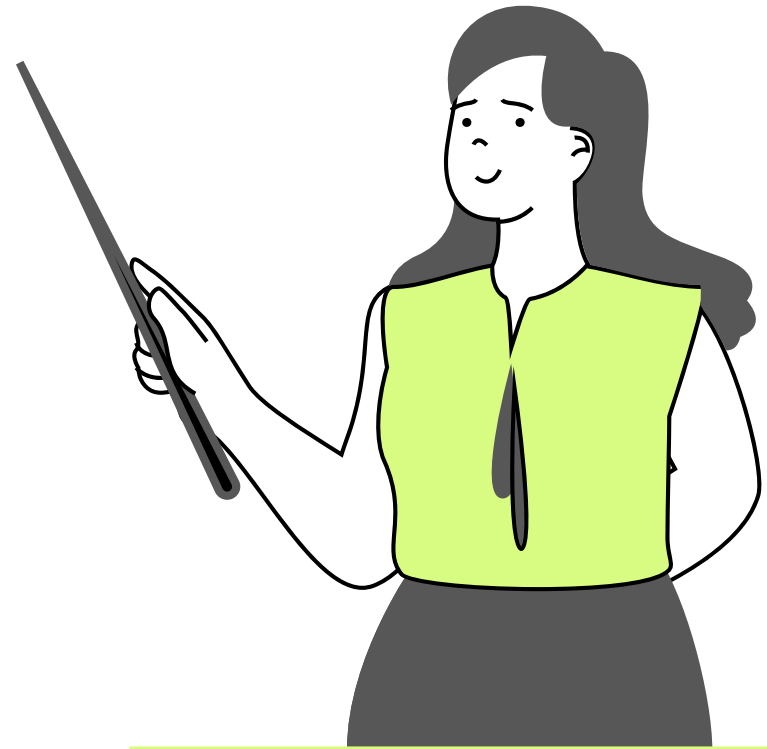
Action Sequences:
Driving Meaningful Engagment

The action sequences within workflows are the building blocks of automation. These sequences encompass a range of activities, such as sending personalized emails, assigning tasks to team members, updating customer profiles, or triggering targeted advertisements. Marketers can design and sequence these actions to create cohesive and impactful campaigns that guide customers through their journey and drive meaningful engagement.

By combining event triggers, conditional logic, and action sequences, workflows offer a versatile toolkit for creating dynamic and engaging campaigns. Marketers can orchestrate a series of interconnected steps, ensuring that the right message reaches the right audience at the right time. With the ability to personalize and automate marketing efforts, workflows become the driving force behind successful eCommerce marketing strategies.
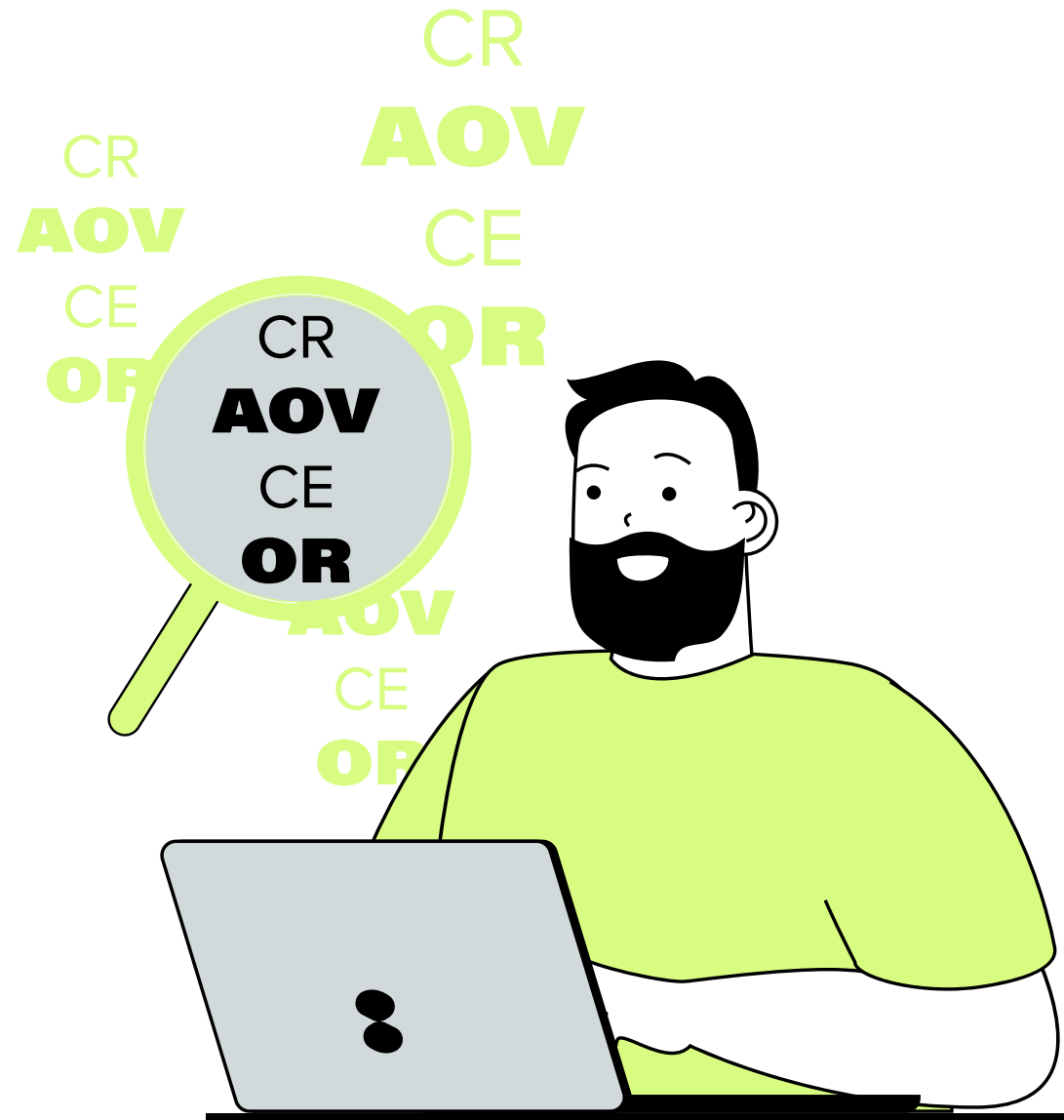
Enhancing Customer Experience with CDP-powered Processes

Fuel for automation

In the age of customer-centricity, delivering exceptional experiences is paramount. Customer Data Platforms (CDPs) play a crucial role in understanding and engaging with customers effectively. By integrating CDPs with workflows, businesses can unlock the true potential of personalized communication and create unforgettable experiences across multiple channels.

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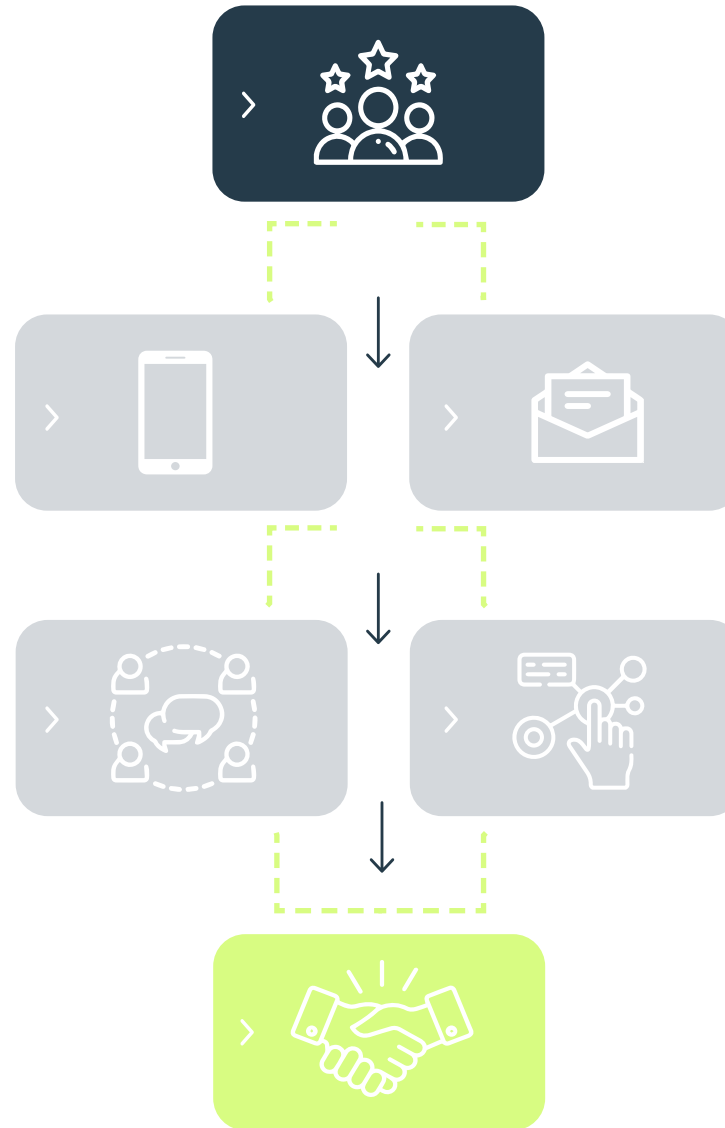
# Enhancing Customer Experience with CDP-powered Processes

Customer Intimacy

CDPs serve as a centralized repository for customer data, consolidating information from various sources into a unified view. This comprehensive understanding enables marketers to gain valuable insights into customer preferences, behaviors, and interactions. By infusing workflows with this wealth of CDP data, businesses can orchestrate highly personalized communication at every touchpoint of the customer journey.

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Enhancing Customer Experience with CDP-powered Processes

By harnessing the power of CDP-powered processes within workflows, businesses can elevate the customer experience to new heights. The combination of rich customer insights, segmentation, and real-time adaptability empowers marketers to create personalized journeys that leave a lasting impression. These unforgettable experiences drive customer loyalty, boost growth, and set businesses apart in today's competitive landscape.
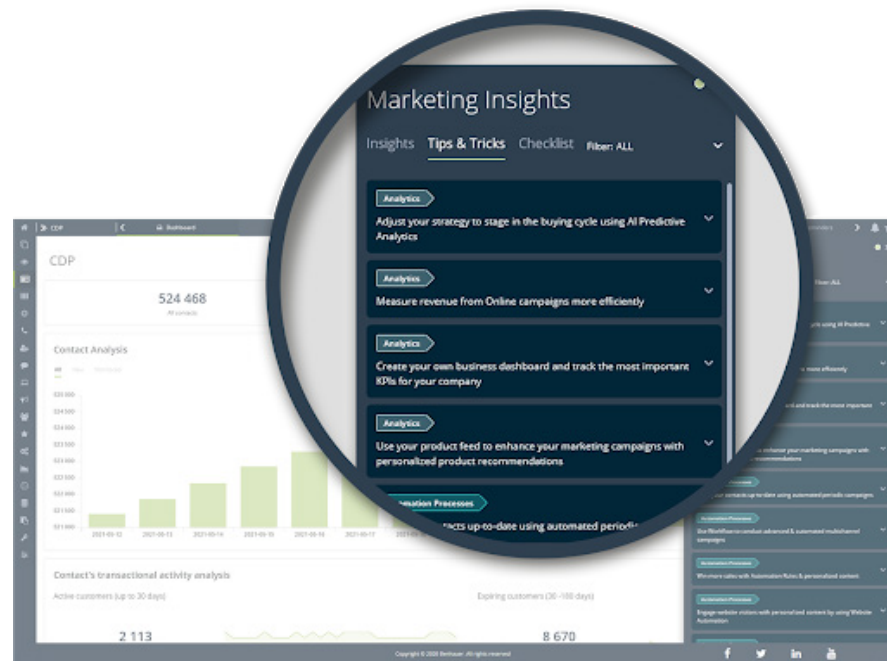
Increased Loyalty

With CDP-powered workflows, businesses can leverage customer insights to craft targeted and relevant communication. By segmenting audiences based on demographic information, purchase history, engagement level, or other data points, marketers can deliver messages that resonate with individual customers on a profound level. This level of personalization fosters a strong connection, builds trust, and drives customer loyalty.
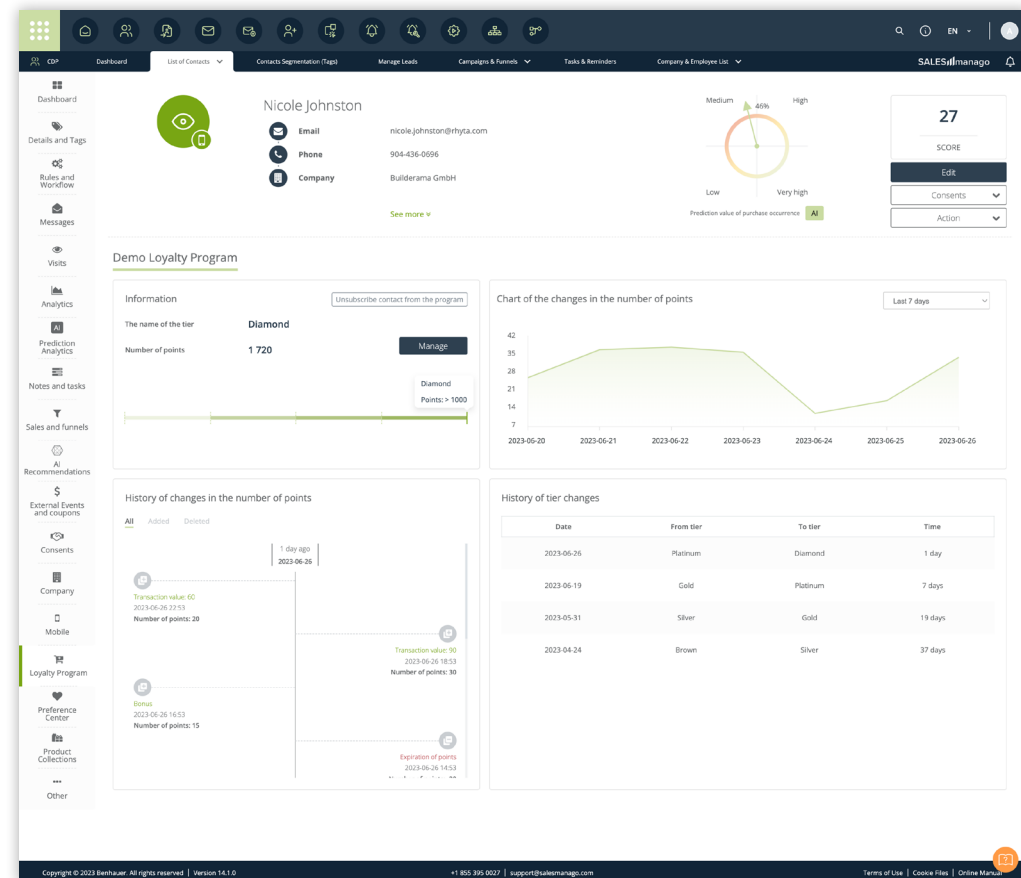
Real-Time interaction

Furthermore, CDP-powered processes provide the opportunity for real-time interaction and adaptive communication. As customers engage with various touchpoints, their interactions, and behaviors are captured by the CDP, allowing workflows to dynamically respond and deliver tailored messages. This level of responsiveness ensures that customers receive timely and relevant communication, further enhancing their overall experience.

Gaining a Competitive Edge:
Real-time Engagement and Increased Sales

Marketing actions should be taken immediately, to respond to ever-changing customer needs. Near-real time marketing is not good enough anymore. The newest workflow tools are built with brand-new technologies, like the latest Angular. They are not only safer than older tools, but also fast enough to enable real-time marketing.

> FIRST-TIME PURCHASE OFFER

Unlocking New Paths:
# **Visualization Options**

One of the Lean Marketing rules emphasizes the importance of delivering only the experience which drives the most value to the customer and company alike. Such an attitude requires a customer-centric view—breaking free from funnel vision and starting to think like a customer journey designer. Be it a traditional sales funnel, or modernized customer journey, finding the most comfortable orientation of your process enhanced with the intuitive builder is a must.

The Secret Ingredients:
Flexibility and Collaboration for Success

Flexibility

Lean Marketing should also be understood as achieving results in the most efficient manner, and martech tools should reflect this notion. In workflow tools, you will find a number of facilities and useful options which reduce the time of journey creation process. It could be something as simple as context menu, but also copying individual and multiple Workflow elements, flexibility with the orientation of the flow, and keyboard shortcuts.
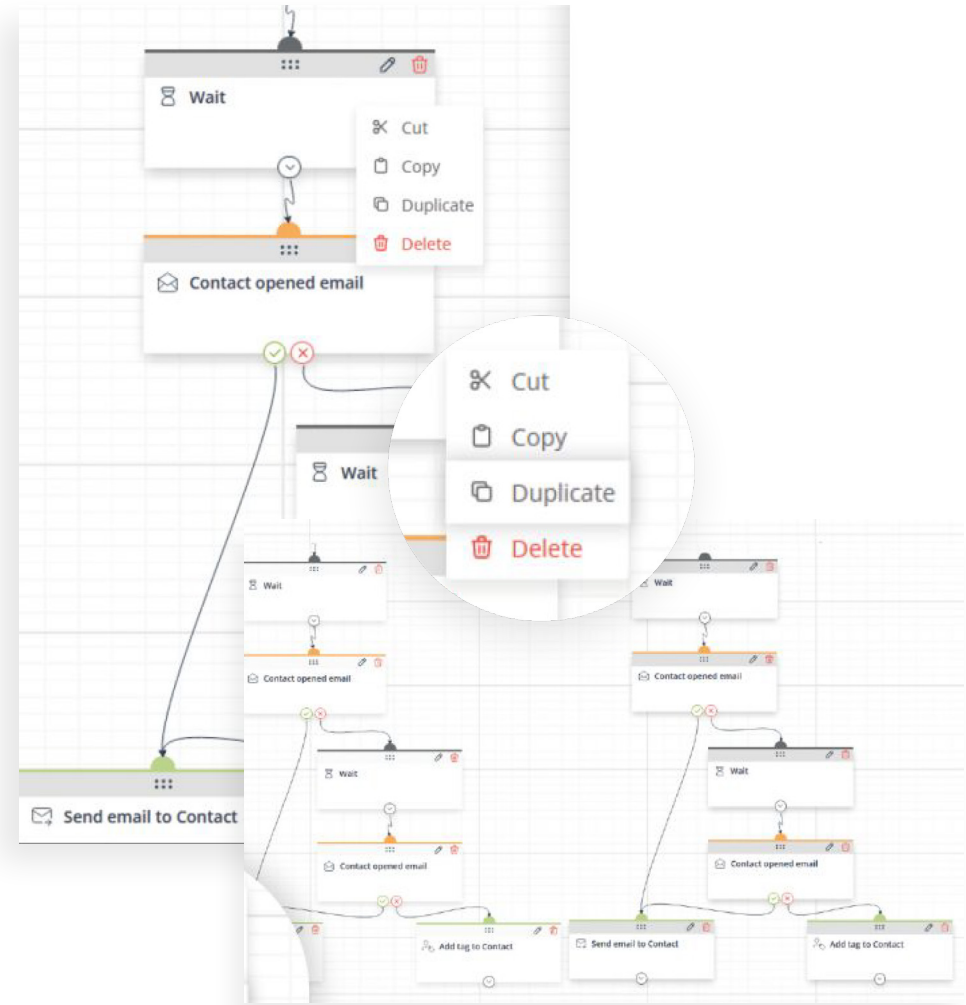
The Secret Ingredients:
Flexibility and Collaboration for Success

Collaboration

One of the Lean Marketing rules point to the importance of the focused collaboration of the team members, with daily stand-ups included. Such cooperation should be easy and effortless while designing and activating customer journeys. Lossless communication, for example, is especially important in sharing best practices. It may include assigning tasks, clear communication, or the ability to easily copy and reuse the best-performing parts of automation processes. It allows marketers to capitalize on what works best for their business, enhancing efficiency and consistency.

john@examplecompany.com

John, please prepare Web Push Notification copy for the next flash sale.

Meeting Modern Marketing Challenges

Modern marketers face a multitude of challenges in the fast-paced and competitive landscape of eCommerce. In this section, we'll explore how marketing automation serves as a strategic solution to tackle these challenges head-on. From navigating vast customer data to delivering personalized experiences and driving conversions, workflow automation empowers marketers to optimize their efforts and stay ahead of the curve.

# The Role of Marketing Automation in Overcoming Marketing Challenges

Marketing challenges such as low customer lifetime value, declining customer loyalty, and high churn require innovative solutions. Workflows provide a structured approach to address these challenges effectively. By automating repetitive tasks, nurturing leads, and delivering targeted messages, workflows enable marketers to optimize their efforts and drive positive outcomes.

How Workflow Processes Streamline Marketing Automation
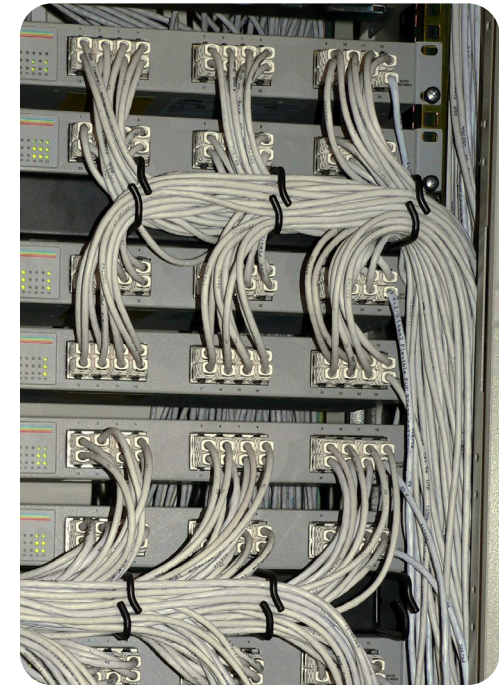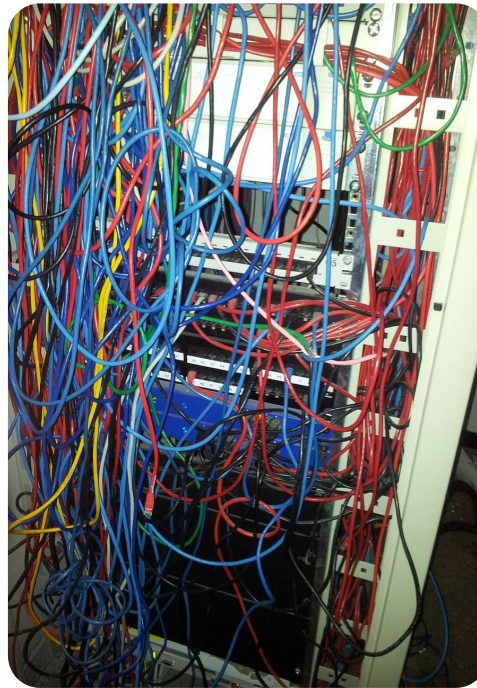
# Efficiency and Results-Driven Marketing with Marketing Automation

Efficiency is paramount in modern marketing, and workflows offer a path to achieve it. Automation streamlines processes, reduces manual effort, and optimizes resource allocation. By automating routine tasks, marketers can focus their time and energy on strategic initiatives that drive results. Workflows enable marketers to execute campaigns with precision, saving time and effort while maximizing effectiveness.

49%
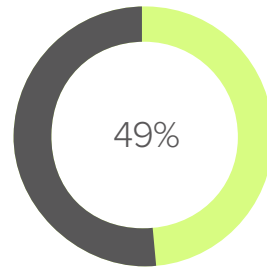
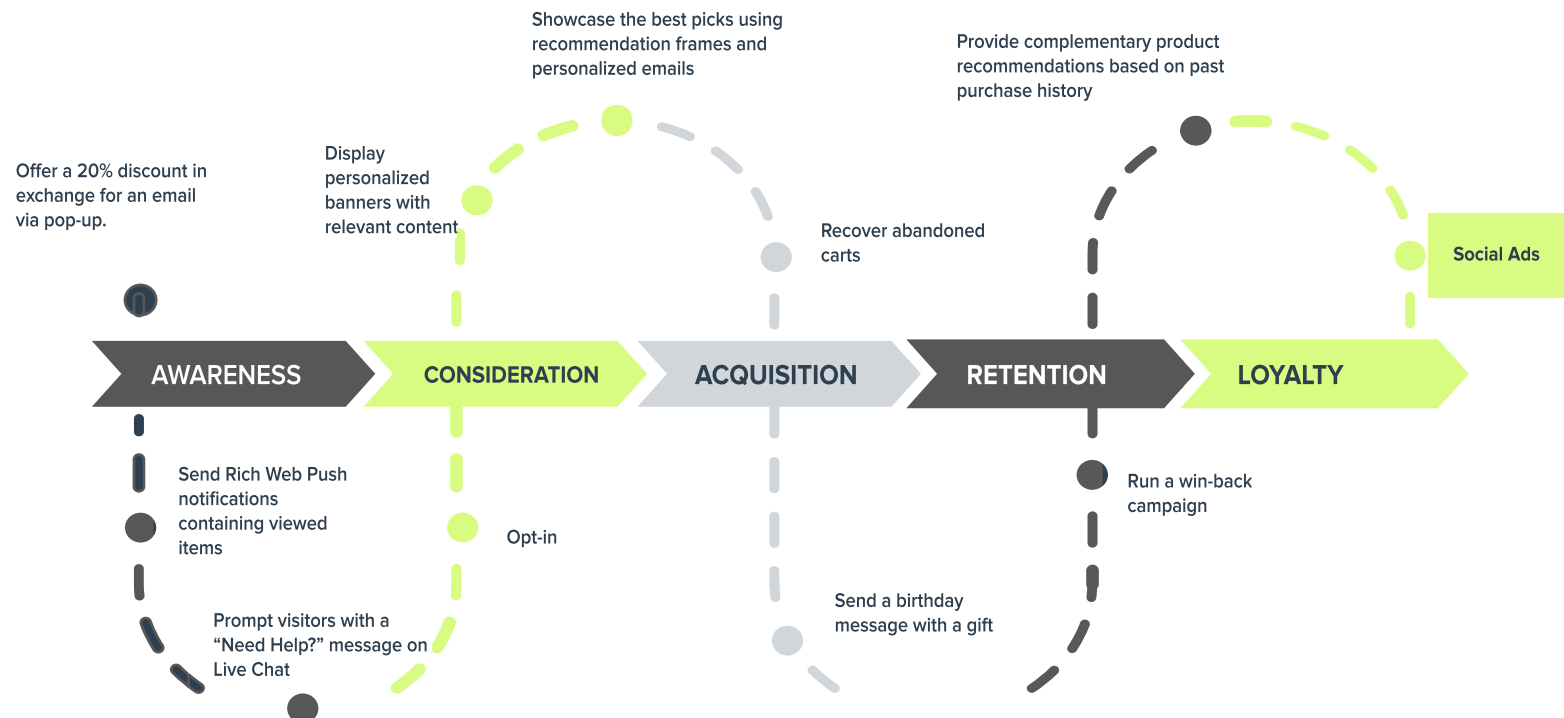One of the biggest benefits of marketing automation is saving time on repetitive tasks according to 49% of companies.

14,5%
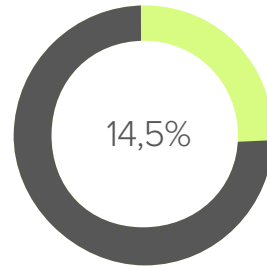
Marketing automation software has lead to a 14.5% increase in sales productivity

12,2%
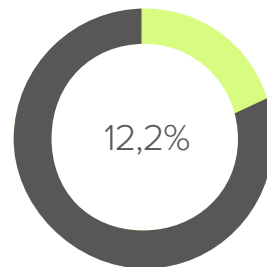
Marketing automation provides a 12.2% reduction in marketing overhead

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Harnessing the Power of Automation for Personalized Experiences

In a highly competitive market, delivering personalized experiences is key to capturing customer attention and loyalty. Workflows empower marketers to leverage automation for personalized communication. By integrating customer data platforms (CDPs) and leveraging rich insights, marketers can create highly targeted and tailored messages across multiple channels. Workflows enable marketers to deliver the right message at the right time, nurturing customer relationships and driving conversions.


Showcase the best picks using recommendation frames and personalized emails

Provide complementary product recommendations based on past purchase history

Offer a 20% discount in exchange for an email via pop-up.

Display personalized banners with relevant content

Recover abandoned carts

Social Ads

AWARENESS — **CONSIDERATION** — **ACQUISITION** — **RETENTION** — **LOYALTY**

Send Rich Web Push notifications containing viewed items

Opt-in

Run a win-back campaign

Prompt visitors with a "Need Help?" message on Live Chat

Send a birthday message with a gift

Unleashing the Potential
of Data-Driven Automation

Data is a valuable asset in modern marketing, and workflows enable marketers to harness its power. Workflows integrate seamlessly with customer data platforms, enabling marketers to leverage data-driven automation. By analyzing customer preferences, behaviors, and interactions, marketers can craft highly personalized and relevant messages. Data-driven automation empowers marketers to make informed decisions and create impactful campaigns that resonate with their audience.
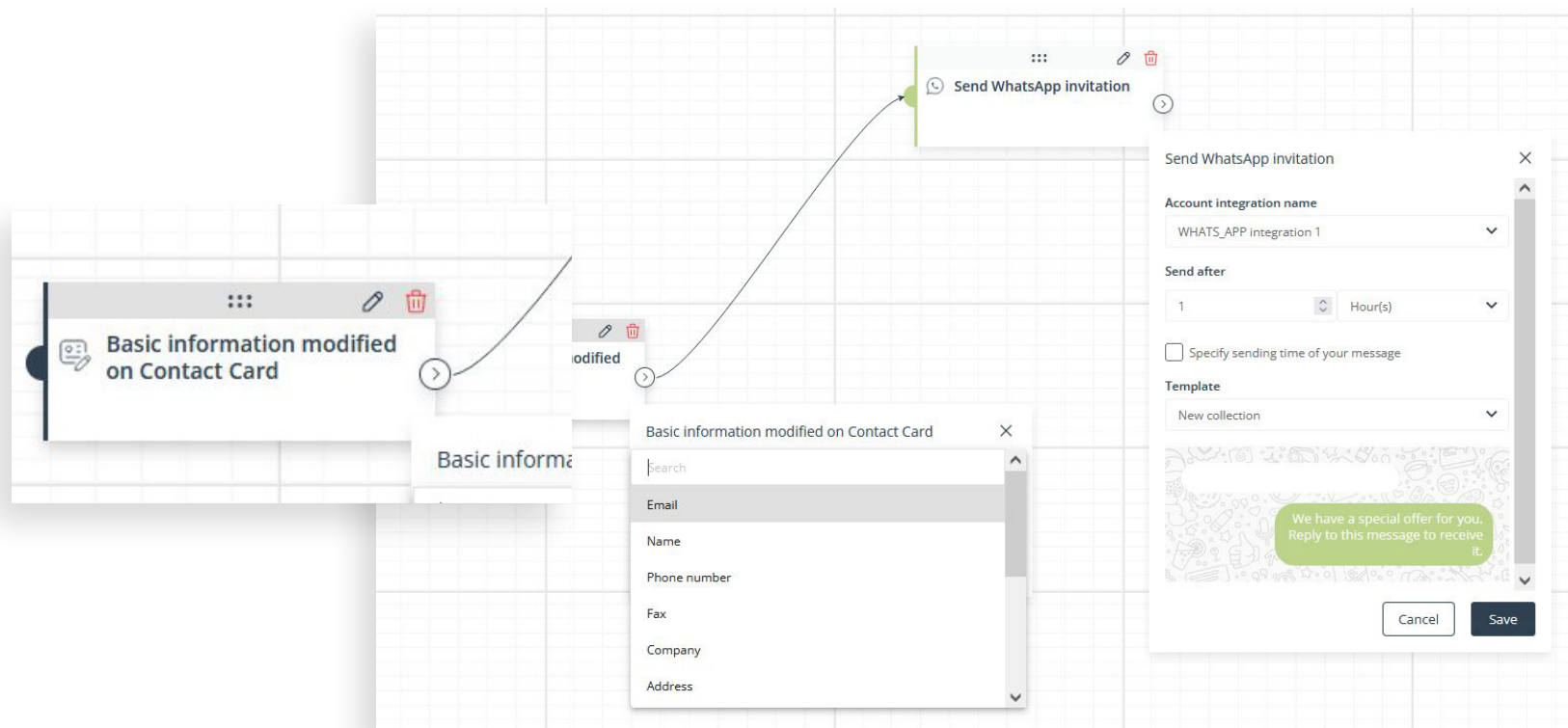
Achieving Better Results
with Workflow Automation

The ultimate goal of workflow automation is to achieve better results for eCommerce businesses. Workflows optimize the customer journey, drive conversions, and increase customer lifetime value. By automating key touchpoints along the customer journey, marketers can create seamless and engaging experiences that enhance brand loyalty and boost business growth. Workflow automation offers the tools and strategies to achieve meaningful and measurable results.
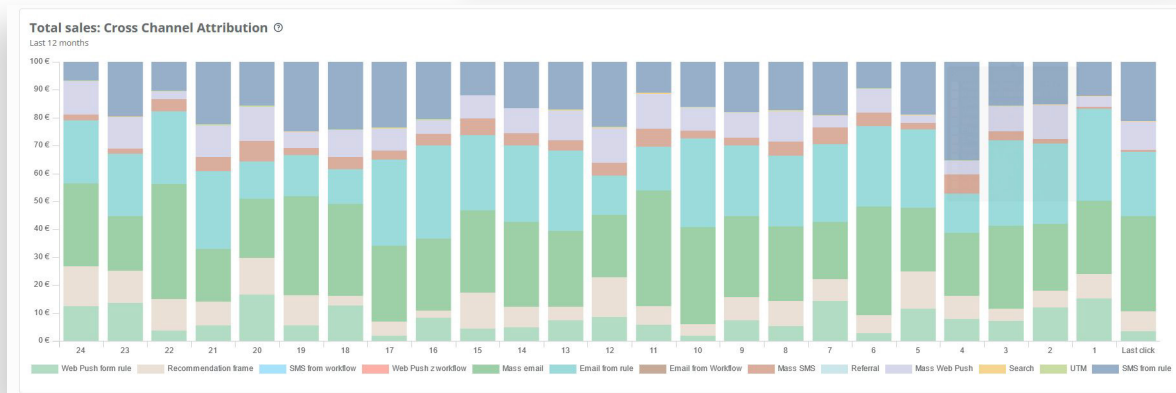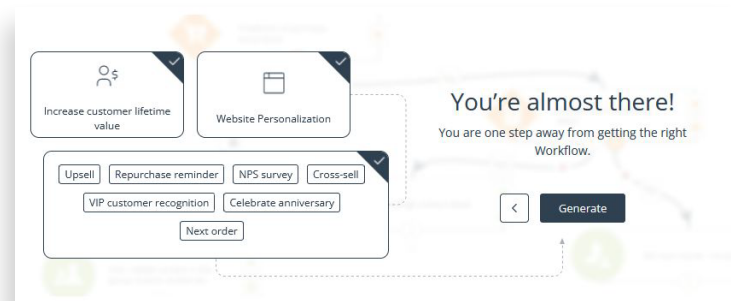
Unleashing Customer Insights

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Gaining a deep understanding of customers is crucial for effective marketing strategies. This chapter explores the power of integrating Customer Data Platforms (CDPs) with Workflows, enabling marketers to unlock valuable customer insights and deliver personalized, targeted communication.

By leveraging CDP data, businesses can create extraordinary customer experiences that drive loyalty, boost engagement, and fuel business growth.

In this chapter, we will delve into the seamless integration of CDPs with Workflows, showcasing how it empowers marketers to harness the full potential of customer data.

Integrating Customer Data Platforms (CDPs) with Workflows

Customer Data Platforms (CDPs) have become indispensable in understanding and engaging with customers effectively. Workflows seamlessly integrate with CDP-powered processes, allowing marketers to harness the power of customer insights. By leveraging rich data, marketers can create highly personalized communication across multiple channels. With a deep understanding of customer preferences, behaviors, and interactions, marketers can tailor their messages to resonate with their audience on a profound level. By enmeshing CDP data into Workflows, marketers unlock the potential to create extraordinary customer experiences that drive loyalty and boost business growth.
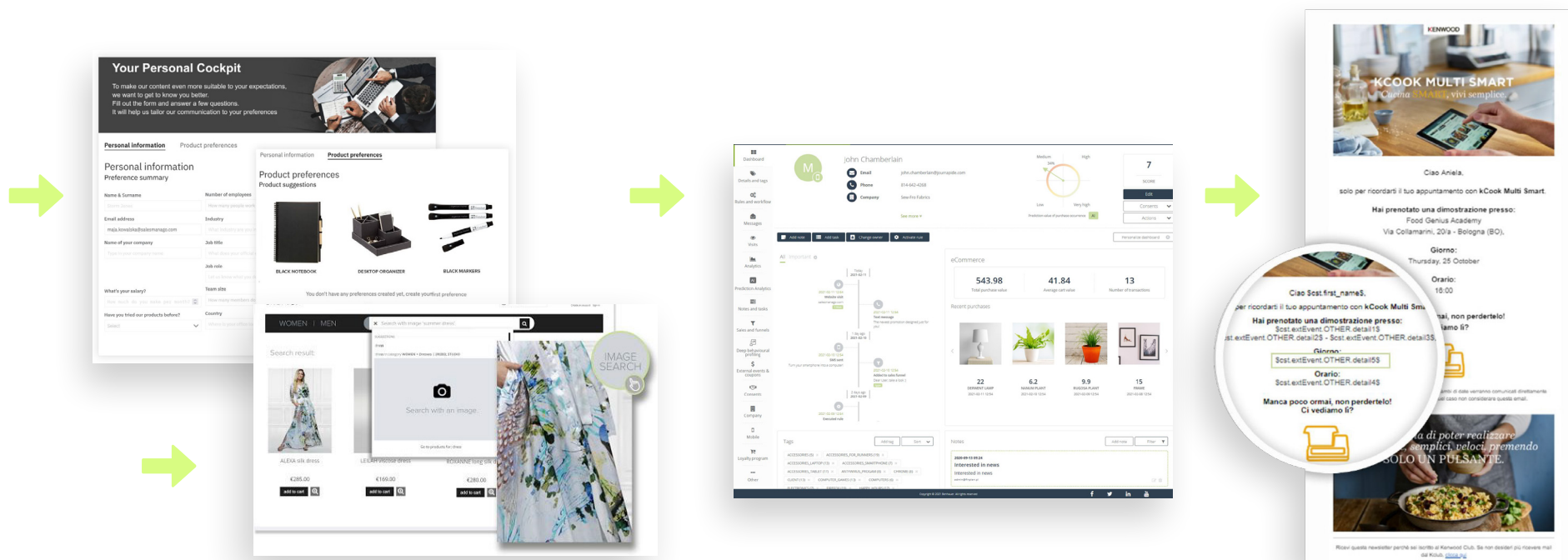
Personalized Communication and Targeted Messaging

Creating Dynamic Customer Segments: Build dynamic customer segments based on CDP data within Workflows. Use customer attributes, behaviors, and preferences to create highly targeted segments for personalized communication.

Tailoring Content and Offers: Match content and offers to individual customers. Leverage CDP data within Workflows to dynamically adapt messaging, personalize recommendations, and optimize customer engagement.

Omnichannel Campaign Orchestration: Synchronize customer data across multiple channels to deliver a consistent and personalized experience throughout the customer journey.

Enhanced Reporting and Analysis: Leverage comprehensive data insights to measure campaign effectiveness, track customer engagement, and optimize future marketing strategies.

Creating Dynamic Customer Segments:
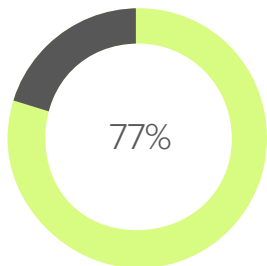## Everyone wants to be treated as an individual
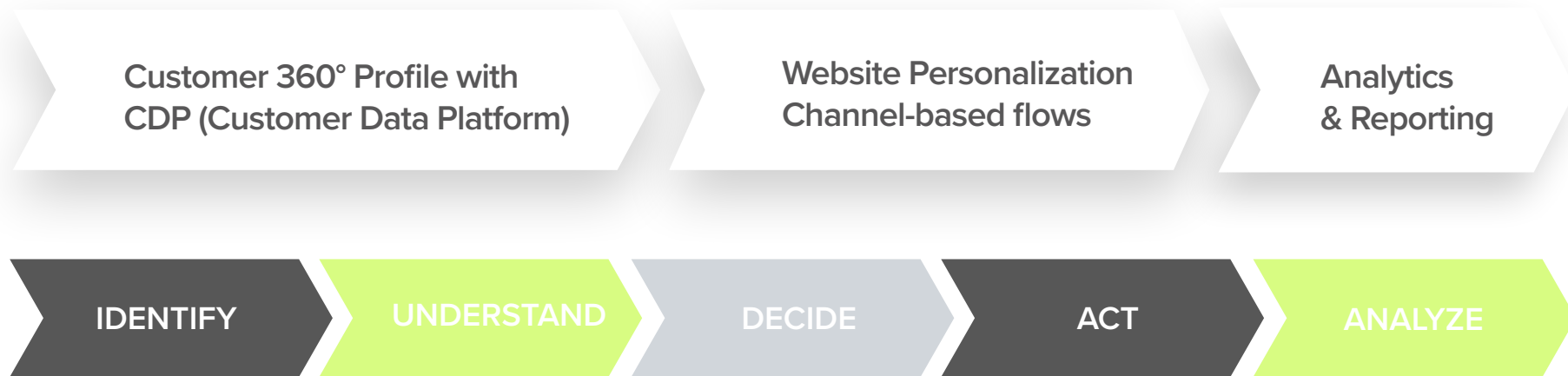
Audience

Segment

Rachel

77%

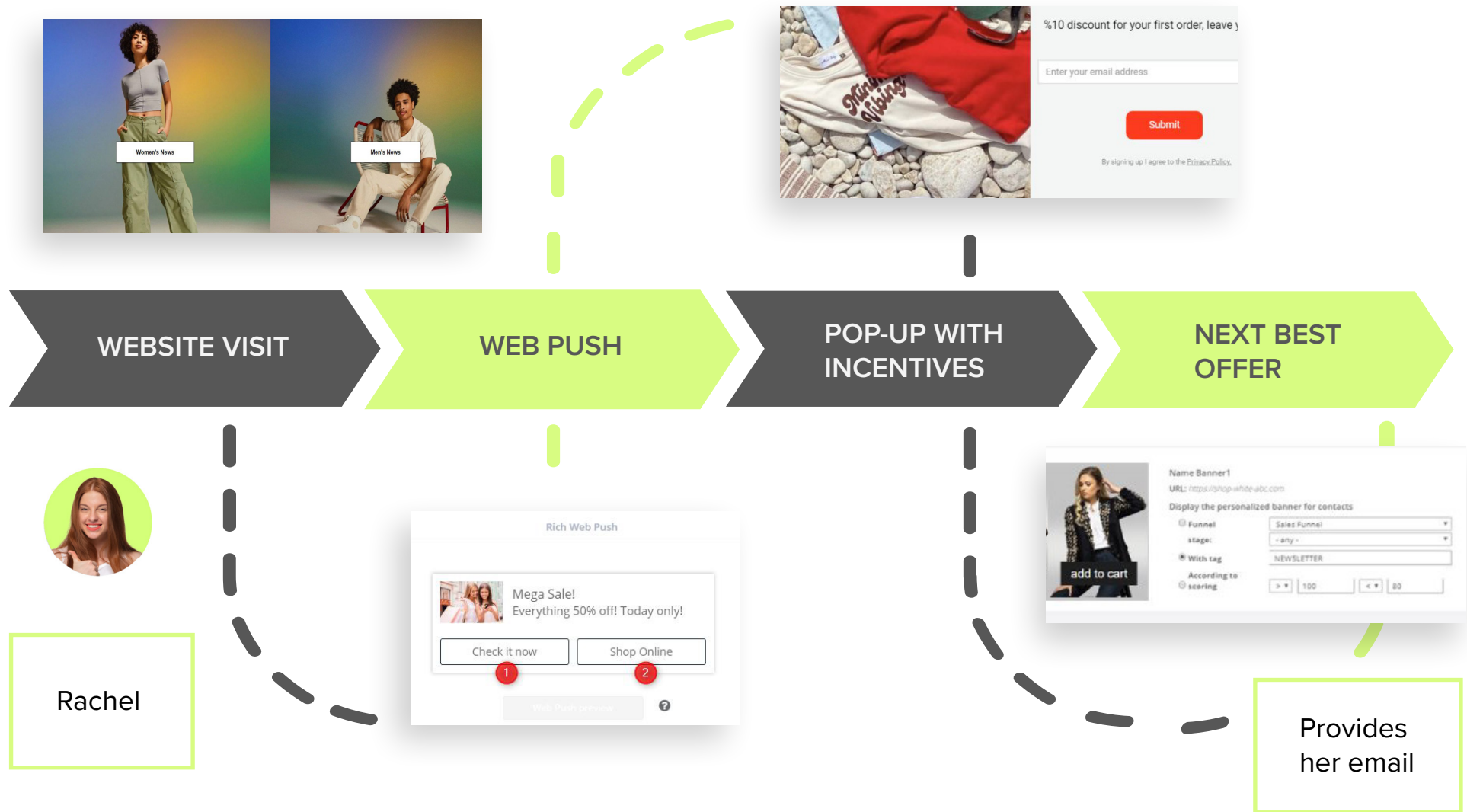77% of consumers have chosen, recommended, or paid more for a brand that provides a personalized service or experience

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Tailoring Content and Offers:
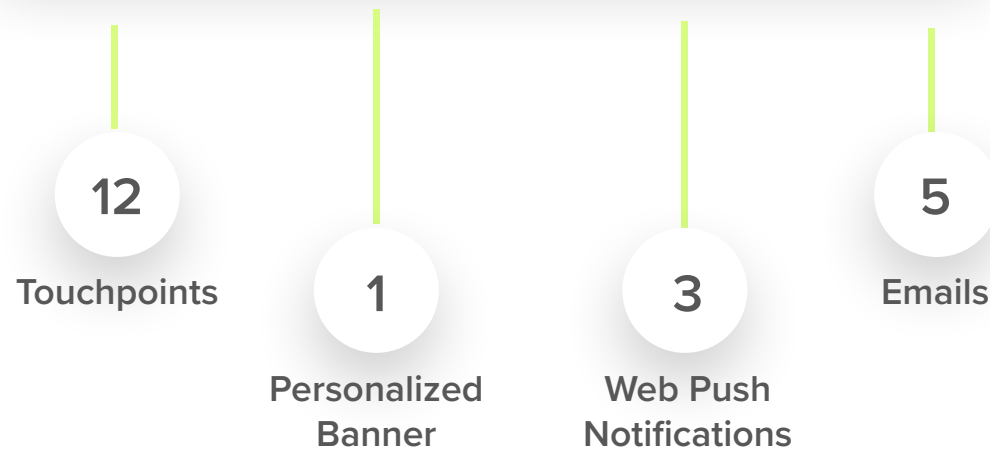## How to create hyper-personalized experiences to build a seamless journey for your customer?

Customer 360° Profile with CDP (Customer Data Platform)	Website Personalization Channel-based flows	Analytics & Reporting

IDENTIFY	UNDERSTAND	DECIDE	ACT	ANALYZE

> All of this happens with just a few clicks

Omnichannel Campaign Orchestration:
Real-Time Personalization

| WEBSITE VISIT | WEB PUSH | POP-UP WITH INCENTIVES | NEXT BEST OFFER |

Rachel

Rich Web Push

Mega Sale!
Everything 50% off! Today only!

Check it now | Shop Online

Provides her email

Enhanced Reporting and Analysis:

Mugo
Small mug

Rp 2.300.000

New

12
Touchpoints

1
Personalized Banner

3
Web Push Notifications

5
Emails

A Guide to Ecommerce Marketing Excellence - Customer Data Platforms & Marketing Automation

5(6) Steps
to Success
with Automation

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Automation has the potential to shift eCommerce marketing from good to remarkable, but success lies in implementing it strategically. Here are five essential steps that marketing managers can follow to achieve success with automation.

From intuitive workflow creation to precision execution and access to expert know-how, these steps will guide you towards maximizing the benefits of marketing automation.

Step - 0
Identify marketing processes to be automated

Creating a viable shortlist of automation candidates is crucial. Consider tasks that are high volume, repeatable, and standardized. Look for workflows that are digital and prone to manual errors. Identify tasks with a large degree of manual overhead or tasks that are monotonous. Ensure there are clearly defined business rules and systems that utilize the same data. Also, consider the scalability and ease of use of the automation candidates, and evaluate the impact on upstream and downstream processes for higher value wins.

The task:

☑ Is high volume, repeatable, and standardized

☑ Involves digital workflows

☑ Is prone to manual errors and lacks quality

☑ Has a large degree of manual overhead

☒ Is monotonous

☑ Possesses clearly defined business rules

☒ Involves systems that utilize the same data

☑ Requires a stable/mature system

☑ Is associated with non-complex systems

Examples of automated processes and their impact on eCommerce marketing

Cart Abandonment Recovery:

This can have a significant impact on revenue by recovering potentially lost sales.

Cross-Selling and Upselling:

This strategy can lead to increased average order value and revenue.

Win-Back Campaigns:

Get the opportunity to regain the transaction and boost revenue.

Product Retargeting:

Increase conversions and drive repeat purchases.

Effective Loyalty Program Management:

Foster customer loyalty and encourage repeat purchases.

Customer Onboarding:

This tactic sets the foundation for long-term customer satisfaction and repeat business.

Step - 1
Effortlessly Build Advanced Processes

Setting up a Workflow has never been easier. SALESmanago provides an intuitive wizard that simplifies the process of creating and visualizing automation processes. With the help of this user-friendly solution, marketers can effortlessly plan a series of automatic activities that significantly increase their marketing and sales effectiveness. The Workflow consists of three essential elements: events, conditions, and actions. This streamlined approach empowers marketers to build advanced processes without the need for complex technical knowledge.

Step - 3
Get the best picks for your business and keep your eyes on the prize

Utilize the extensive Workflow Library that offers a remarkable collection of templates designed to address the biggest eCommerce marketing challenges. Choose the marketing goals you want to work on, specify the parameters, and select the perfect template from the suggested list. By leveraging these pre-designed templates, you can save valuable time and launch campaigns that efficiently execute your goals. With the Workflow Generator you can view different sequences with specific parameters, inspiring the creation of even more advanced Workflows based on collected know-how.

Design customer journeys, not sales funnels

Sometimes it helps to shift your perspective from a traditional funnel-driven approach to a customer journey-focused view. By aligning marketing strategies with the customer's buying journey, marketers can deliver a personalized and impactful experience. This shift in optics allows for a more comprehensive understanding of the customer's path, enabling the creation of customer-centric workflows that guide them through a seamless and engaging journey.
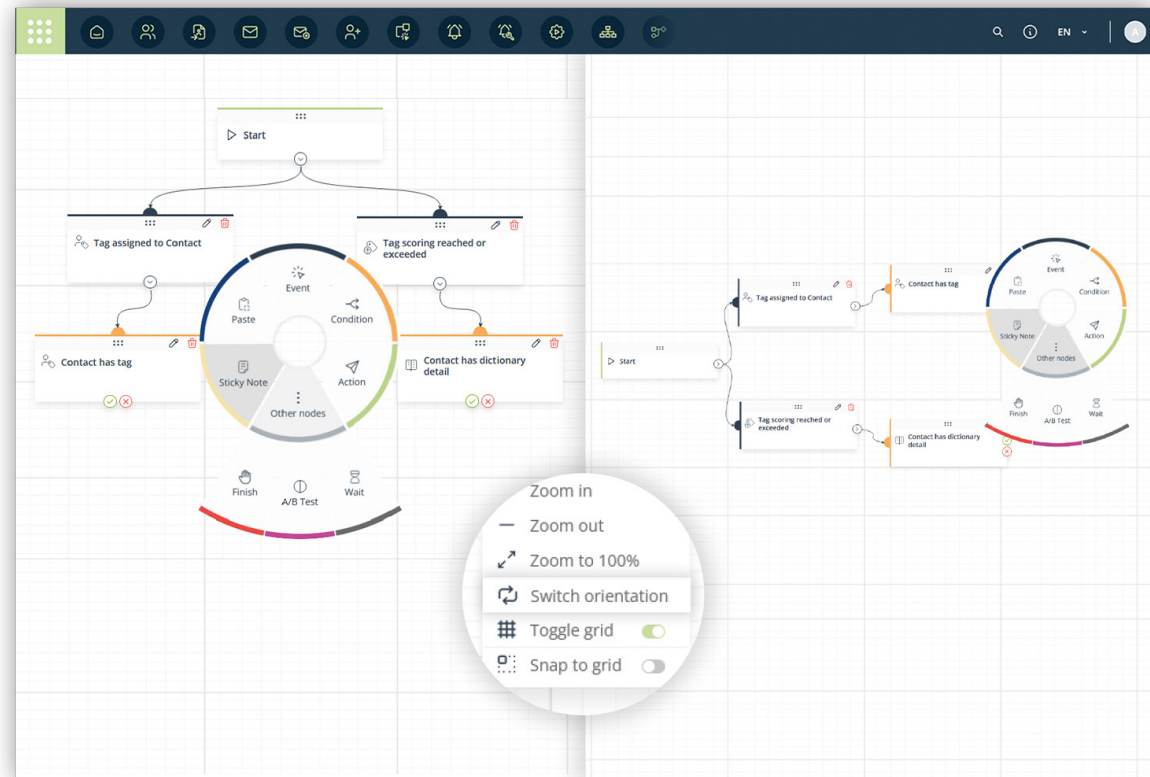
Step - 5
Enhance your workflows with CDP data
to unleash the power of customer insights

Integrating Customer Data Platforms (CDPs) with workflows empowers marketers to leverage rich customer insights. By understanding customer preferences, behaviors, and interactions, marketers can create highly personalized communication across multiple channels. CDP-powered processes seamlessly integrate with Workflows, enabling marketers to craft extraordinary customer experiences. With deep customer understanding, marketers can deliver tailored messages that resonate on a profound level, fostering loyalty and driving business growth.

Automation at Work:
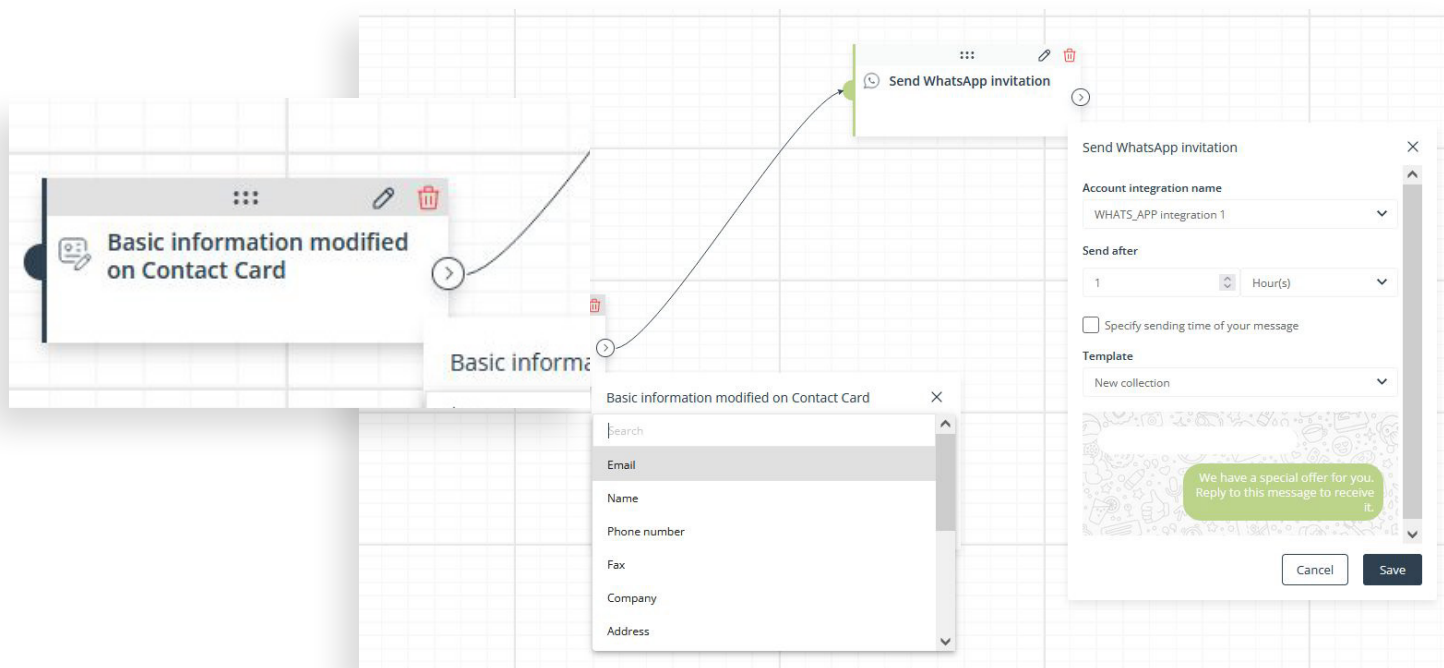
Key Use Cases for eCommerce Marketers

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Explore key use cases where workflows can make a significant impact. In this chapter, we will delve into various scenarios where automated workflows can drive revenue, enhance customer engagement, and optimize marketing efforts. By leveraging the capabilities of workflow automation, eCommerce marketers can streamline processes, deliver personalized experiences, and achieve their marketing goals with efficiency and effectiveness.

Abandoned Cart Recovery

Set up automated workflows to re-engage customers who abandoned their shopping carts. By sending timely and personalized reminders, incentives, and offers, you can entice customers to return and complete their purchase.

Cross-Selling and Upselling

Implement workflows that deliver targeted customer data-driven offers and recommendations based on their behavior and preferences. By leveraging customer insights, you can proactively cross-sell and upsell relevant products, increasing the average order value and overall revenue.
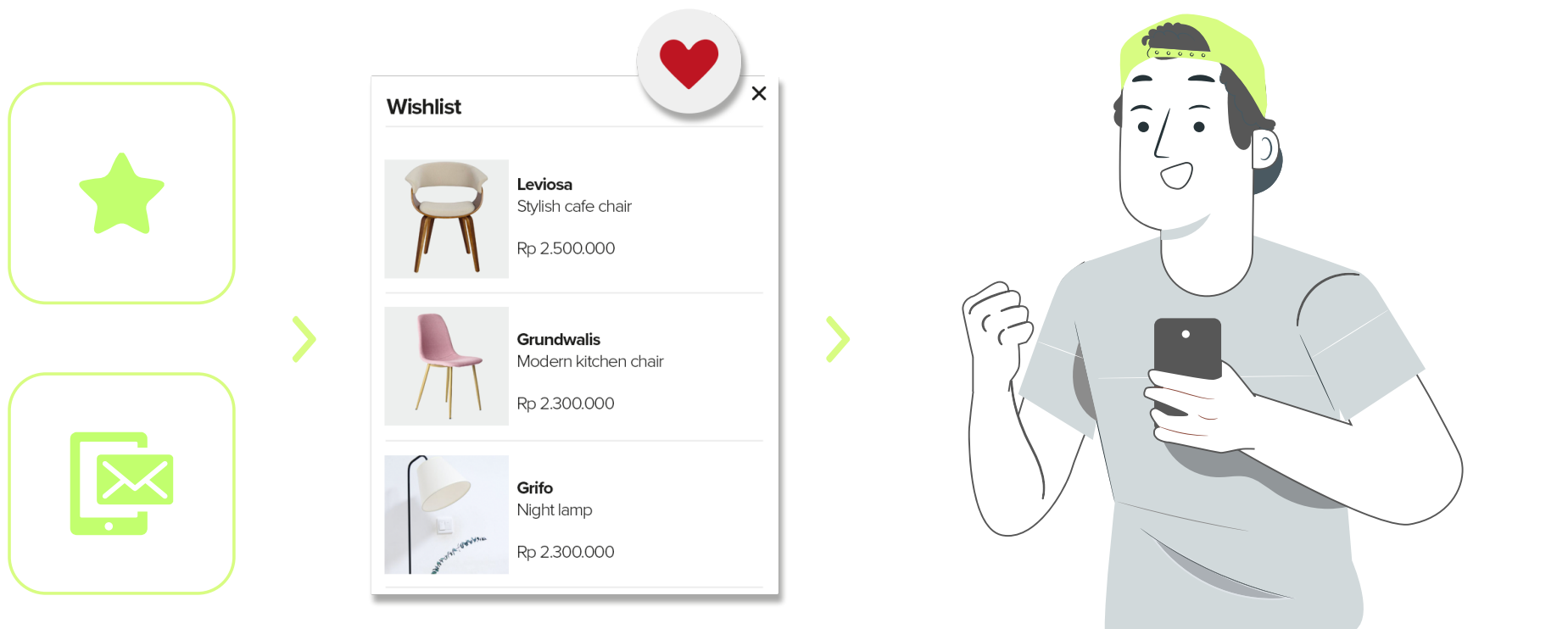
> Do you want
> fries with that?
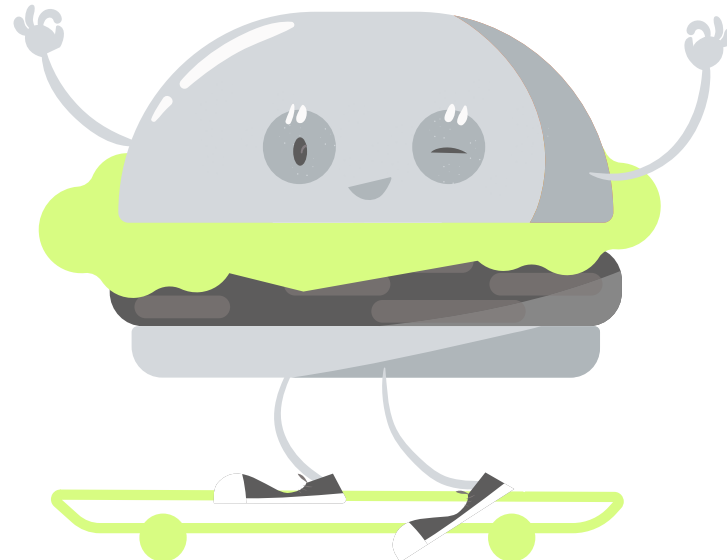
> Do you want
> to enlarge
> your set?

Win-Back Campaigns

Set up workflows to win back inactive or lost customers. Re-engage them with targeted messages and incentives designed to reignite their interest and bring them back to your brand. By re-engaging them with targeted messages and incentives, you have the opportunity to regain their business and boost revenue.

Wishlist

Leviosa
Stylish cafe chair

Rp 2.500.000

Grundwalis
Modern kitchen chair

Rp 2.300.000

Grifo
Night lamp

Rp 2.300.000

Product Retargeting

Target and re-engage customers who have shown interest in specific products.
By delivering personalized messages and offers,
you can increase conversions and drive repeat purchases.
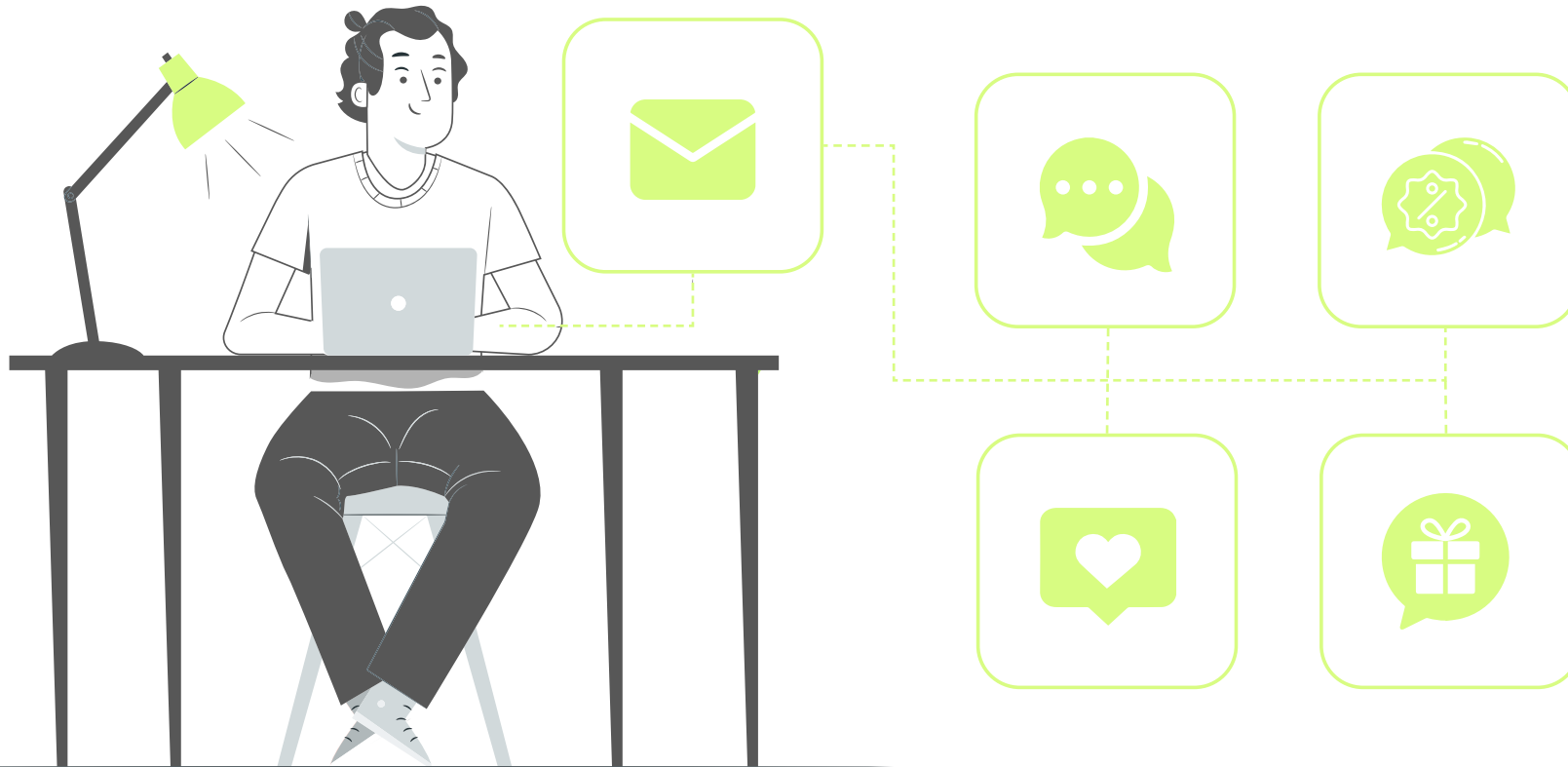
Effective Loyalty Program Management

Automate loyalty program management to reward and engage loyal customers. By creating tailored workflows that deliver exclusive offers, rewards, and personalized communications, you can foster customer loyalty and encourage repeat purchases.
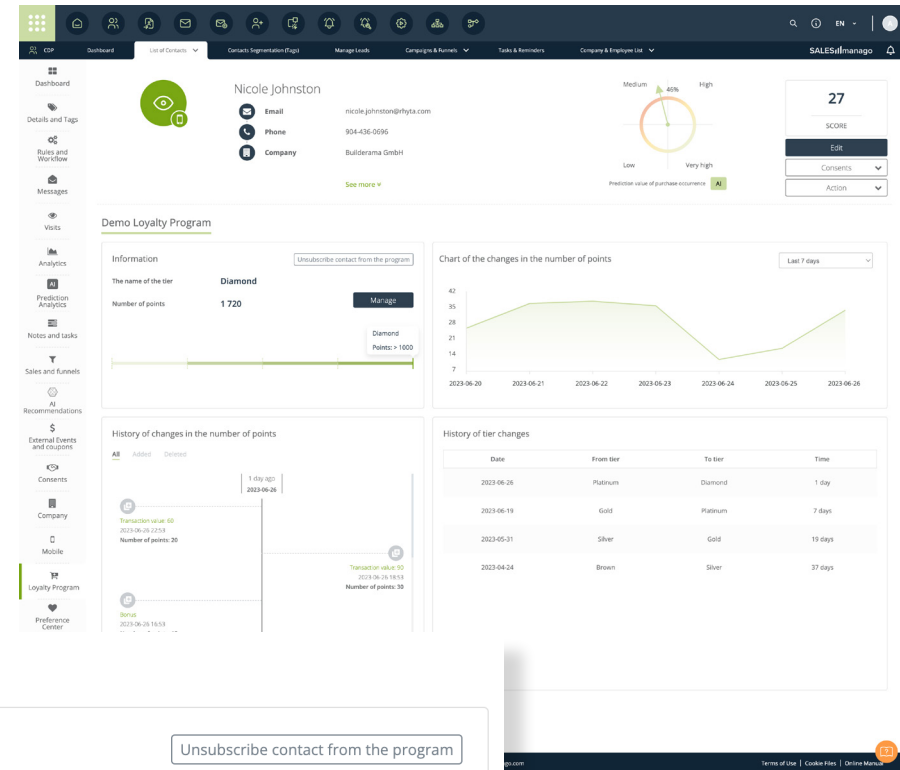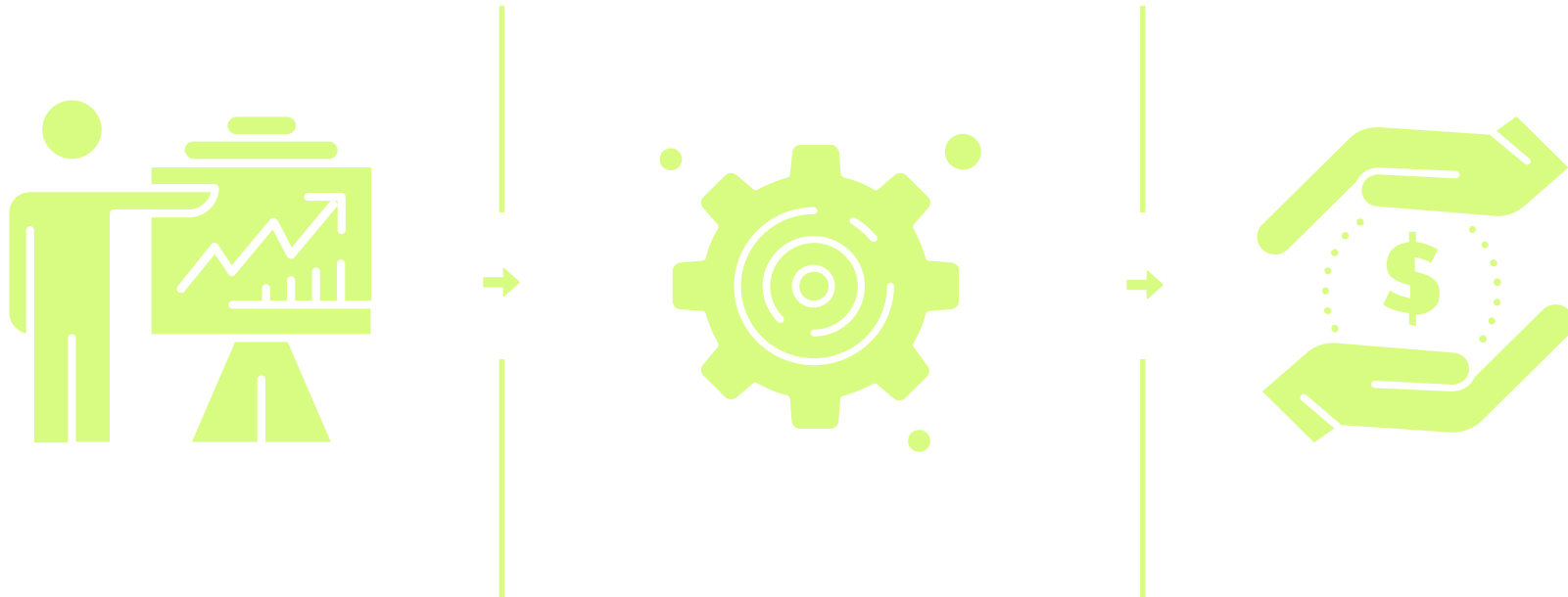
Customer Onboarding:

Create personalized onboarding workflows to ensure a smooth and engaging customer experience from the moment they join your brand. Enhance the onboarding process with customer data to craft an unforgettable experience, setting the foundation for long-term satisfaction and repeat business.

Unlocking the Power of Automation and CDP for eCommerce Success

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Automation has become a game-changer for eCommerce marketers, offering a wide range of benefits. From increased revenue growth to significant return on investment (ROI), the statistics speak for themselves. Companies that have embraced automation have experienced average revenue growth of **17%** after just three months, **33%** after six months, and an impressive **38%** after 12 months. The potential for growth is evident, and with a 20x ROI after just 12 months and a **25%** growth of the customer database within the same timeframe, the business case for automation is undeniable.
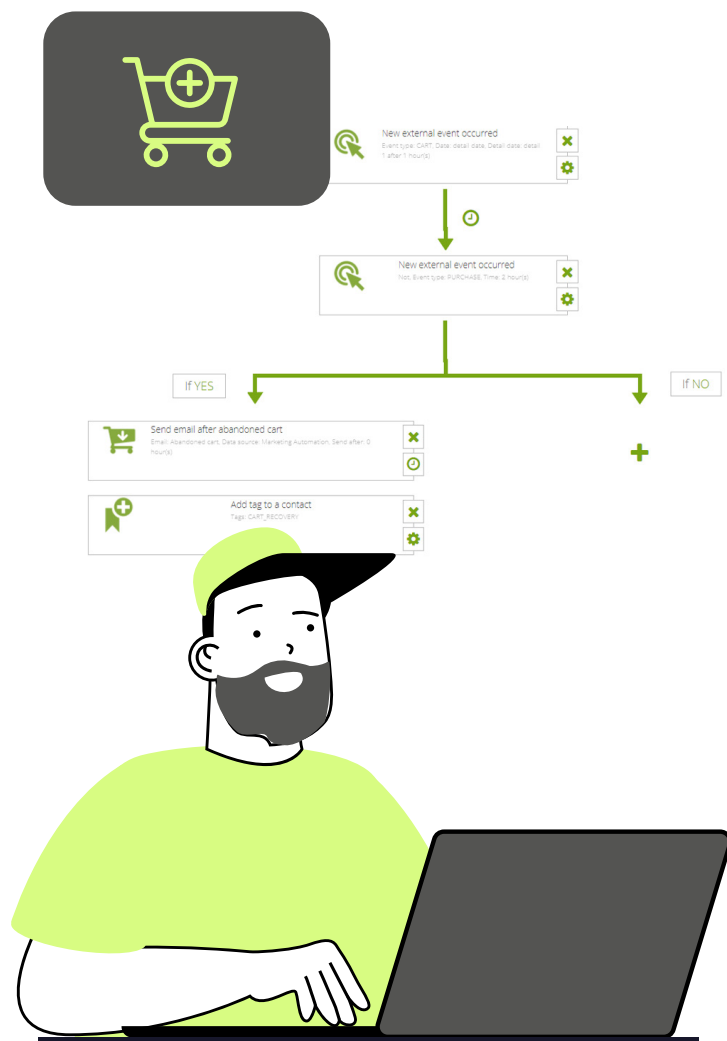
Integrating **CDPs with workflows** has further amplified the power of automation. By leveraging rich customer insights, marketers can create highly personalized and targeted communication across multiple channels.

From cart abandonment recovery and cross-selling to win-back campaigns and loyalty program management, the use cases for automation in eCommerce are vast. With personalized onboarding experiences and product retargeting strategies, you can nurture customer relationships and drive repeat purchases.

To further explore and unlock the full potential of automation and CDPs, we encourage you to take the next steps. See a webinar to gain deeper insights into implementing automation strategies, or schedule a demo to experience firsthand how our software can revolutionize your eCommerce marketing efforts.

By embracing automation and harnessing the power of CDPs, you can elevate your marketing strategies, engage customers in meaningful ways, and propel your eCommerce business to new heights of success.
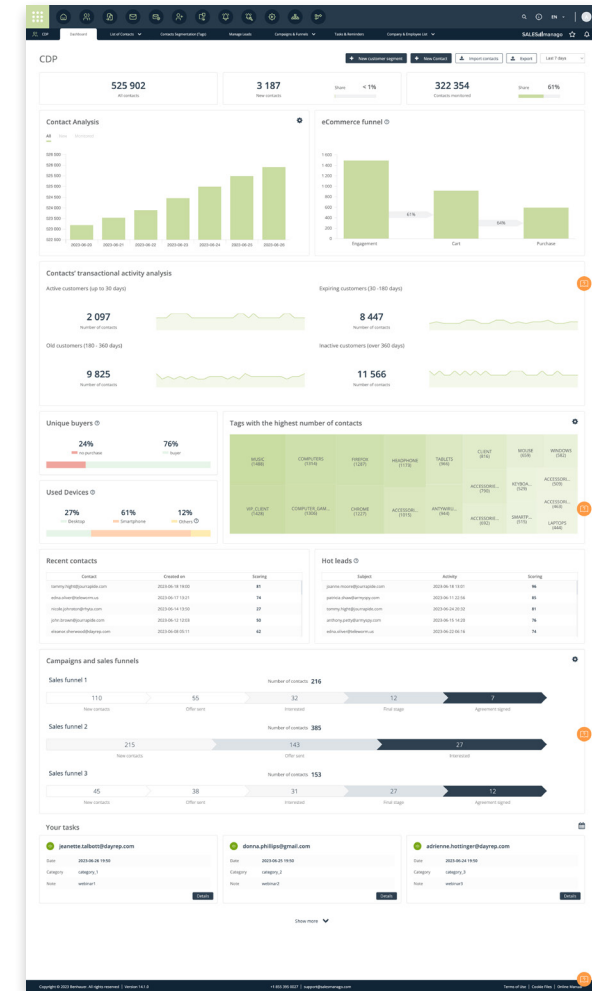
Don't miss out on the opportunity to transform your eCommerce marketing. Take action today and unlock
the power of automation and CDPs for your business.

Schedule a Demo ❯

See a Webinar ❯

Gain deeper insights into implementing automation strategies.

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Customer Data Platforms
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