Marketing Automation
Quick Reference Guide

CX3 DIGITAL

Marketing automation gives you the power to drive more leads, convert leads to sales, and prove your marketing ROI. It enables personalized, one-to-one marketing. Here's just a sample of what's included:

Email Marketing & Automations
Trigger-based emails with personalized content for your leads

Dynamic Lists/Segmentation
Lists that automatically update as contacts meet the list's criteria

Campaign Tracking
View end-to-end conversion cost and revenue to see ROI of your marketing efforts

Lead Scoring
Prioritize your pipeline and reach out to sales-ready leads

Sales Notifications
Email or text sales team when leads indicate they are ready to buy

VisitorID
Triple your leads by identifying anonymous traffic

Dynamic Landing Pages & Forms
Drive traffic to targeted pages and transform them into leads with forms that auto-complete

Blogging with RSS Email Integration
Attract search engines with valuable content, manage and publish posts with ease

Gmail/Email Syncing
Email sent and received from IMAP clients show up right in leads' histories

A/B Testing
Test emails head-to-head to see exactly what works best

Media Center
Manage, send, and track click-throughs for all of your marketing and sales materials

Behavior Tracking
Understand your leads to create one-on-one communication