

MARKETING AUTOMATION

Communicating with the Right Customer, at the Right Time, through the Right Channel is key to keeping your customers engaged.

Customers today, expect to be treated as individuals. Marketing communications must provide an experience which takes into account an individual's interests and preferences and is delivered at the most appropriate time, via the most appropriate channel.

Many companies continue to market to customers based on their own timings and the products they have to promote. This can result in customers receiving irrelevant messages, which make them feel less engaged and less interested in any future communications.

Marketing Automation provides you with the ability to plan and deliver personalised, highly targeted one-to-one communications. You can plan out an entire engagement strategy, as well as specific triggered and periodic offers and campaigns. Once these campaigns are built, they will run in the background, selecting the most appropriate records, segmenting, and delivering personalised communications across multiple channels.

Many email providers allow you to schedule broadcasts and even set up some simple follow-up messages based on responses – true Marketing Automation takes this concept much further allowing you to plan complex, multi-channel campaigns and map out an entire customer journey.

KEY FEATURES & BENEFITS:

- Use flowcharts and intuitive user interface to build campaigns and map out customer journeys
- React in real-time to customer interactions to provide the most relevant and timely messaging
- Automate and coordinate complex, targeted and personalised communications
- Gather insight from each stage of every campaign to identify which messages and activities have generated uplift
- Manage and record details of every interaction with every client for further analysis and built in reporting
- Track the costs and Return on Investment of your campaigns at every stage
- Save time by creating templates for reuse in future campaigns



WHY MARKETING AUTOMATION THROUGH PEOPLESTAGE

Marketing Automation will free up your resources by increasing efficiency and allow you to take intelligent, customer centric marketing to the next level.

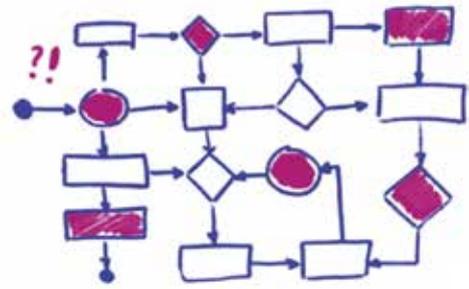
At Data HQ we recommend the **FastStats PeopleStage** marketing automation tool. Its intuitive nature is incredibly easy for you and your team to get started with multi channel marketing.

PeopleStage is a visual, interactive multi-channel campaign management system. Using PeopleStage your team can collaborate to implement marketing process flow diagrams that describe and automate your outbound communications.

As PeopleStage works alongside FastStats Discoverer, you are able to incorporate the insights gained through segmentation and predictive modeling, to support timely, automated and triggered campaigns.

PeopleStage integrates with a wide variety of digital marketing channels such as email broadcasters and direct social media posts. You are able to fully automate the delivery of campaigns through the various channels and collect the response data which will inform and drive the next communications or actions for each individual customer.

The reporting functionality includes delivery, communication and marketing effectiveness results, allowing you to monitor that your campaigns are delivering the required business results.



WHY CHOOSE DATA HQ

Our extensive client list choose to work with us because, since 2001, we have built a reputation and expertise in maximising sales and marketing results through intelligent data usage.

We work with our clients to understand their customer and prospect data, implement database solutions, improve data quality, and profile customers to inform insights and strategic planning.

Our experienced team will work closely with you to document the business requirements through a number of detailed scoping workshops. These workshops will involve parties from the different areas of your business to inform the best possible outcomes and project delivery.

At Data HQ we focus on implementing a bespoke system to deliver to your unique business requirements.



FOR FURTHER INFORMATION CALL US NOW

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