Uses Of Data In Marketing Automation

- Automation based on data can manage every marketing activity across multiple channels (such as websites, social media, email).
- Help you not only automate repetitive tasks but understand the customer journey, gain leads and convert them into sales.
- Help you plan your marketing strategy, segment customers, create content, and track customer behavior.
you can create automated email campaigns in minutes and engage customers everywhere they are (mobile, web, app, etc.)

let you increase revenue by focusing your sales on the hottest prospects and close more deals by triggering a sales call at the right time

show you how each of your marketing campaigns impact revenue and analyze what’s working and what’s not

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