Marketing Automation
Made Simple.

PREDICTIVE MARKETING AUTOMATION: TAKE YOUR EMAIL MARKETING TO BOLD NEW HEIGHTS

What if you could predict what customers want with a full-circle profile? What if you could remove the barriers created by multiple data sources and get a single, consolidated view of your prospect?

What if you could have everything in Salesforce, allowing you to send the types of focused, targeted messages you need to see your engagement levels increase immediately?

Thankfully, now you can. It's all possible thanks to Predictive Marketing Automation.

Put your audience at the heart of your digital marketing with Predictive's applications, all of which have been built on the Salesforce platform. Effortlessly keep them engaged by continually listening to and capturing every interaction with your brand. Use a contact's own interests and behaviors to your advantage; create compelling, customized campaigns to get the most out of your email marketing.

Get to know your prospects like never before, using the types of actionable insights gained through powerful marketing automation to create better, more effective campaigns. Speak directly to each person to build the ongoing, long-lasting relationship you need that will pay dividends for a lifetime!

CREATING EMAIL CAMPAIGNS HAS NEVER BEEN EASIER

Use Predictive's powerful email platform to get the most out of your email marketing with state of the art tools and features.

- You can create automated, effective email campaigns in minutes.

- Build the most professional-looking emails from a library of predefined and custom templates to make things easier.

- No technical or HTML knowledge needed.

- Build your own branded template with our intuitive, user friendly and startlingly simple-drag and drop editor.

- If you know how to use a word processor, you can create the types of powerful email campaigns you've been looking for with Predictive's drag and drop editor by your side!

OPTIMIZE YOUR EMAIL MARKETING LIKE NEVER BEFORE

Predictive's powerful email platform was built to give you access to state of the art tools and features you need to get the most out of your email marketing.

- Effortlessly find out what your emails look like in 40+ different email clients, browsers, and devices.

- Never send another broken, unformatted email. Predictive's cross-browser email testing enables you to test efficiently, save production time, and ensure compatibility over 40 browsers and devices.

- Personalize the customer journey and design messages to match your prospect's interests with powerful dynamic content.

- Create meaningful interactions with your prospects by delivering relevant content as you guide them through the buying cycle.

- Automatically trigger the right email at the right time off of behaviors like web visits, form completions, status changes and so much more.

- Update your list members automatically as their statuses and behaviors change.

- Automatically trigger emails based on real-time activity - or a lack of activity - using any prospect data field.

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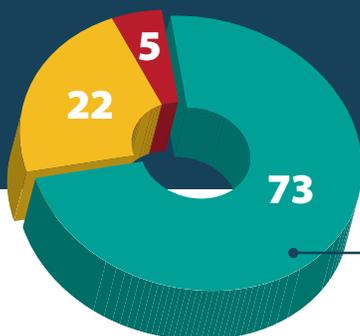
A recent industry survey shows email marketing coming out top for ROI, ahead of SEO, with 73%, up from 66% last year, of companies agreeing that email offers "excellent" to "good" ROI.

Email Marketing Industry Census 2016 - Econsultancy

SIMPLIFIED PROSPECT MANAGEMENT FOR IMPACTFUL CAMPAIGN RESULTS

- Increase the quality of each prospect thanks to Predictive's automated lead scoring and profiling.

- Easily record and analyze every interaction a prospect has with your brand. Use this information to create targeted campaigns that produce results.

- Get the important details of the customer journey that you need to know including email opens, clicks, web-page visits and beyond.

- Find out exactly what your prospects want to know about your products as they start engaging. Let the data start painting the picture you've always wanted.

ACCURATELY MEASURE YOUR EMAIL & WEB ROI LIKE NEVER BEFORE

Move beyond "open" and "clicks" and cut right to the heart of the matter:

- Measure email return on investment down to the individual email, connecting a closed opportunity amount in real-time to the latest email to the contact.

- Measure your web ROI down to the last three web visits that the contact completed before closing the opportunity.

- Analyze what's working and what's not, setting the stage for better, more meaningful customer interactions moving forward.

ANALYZE, OPTIMIZE, REPEAT

You no longer need to spend hours drilling for the results you need to find out what is working and what isn't. Find impactful results in minutes. Measure and calculate your marketing ROI by tracking things like:

- Most popular web pages per campaigns

- Click-thrus from email links to web pages

- Web page visits per campaign

- Web page ROI per campaign

- Email ROI per campaign

YOUR TICKET TO A WINNING STRATEGY HAS ARRIVED

Get the powerful Salesforce integration you demand in a snap and start sending emails today using the data you've already collected. There are no complicated per-user licenses, no need to login outside of Salesforce, and no need to waste precious time trying to figure out what your data is already telling you.

Start driving engagement immediately and unlock the full potential of all your engagement analytics available inside Salesforce.
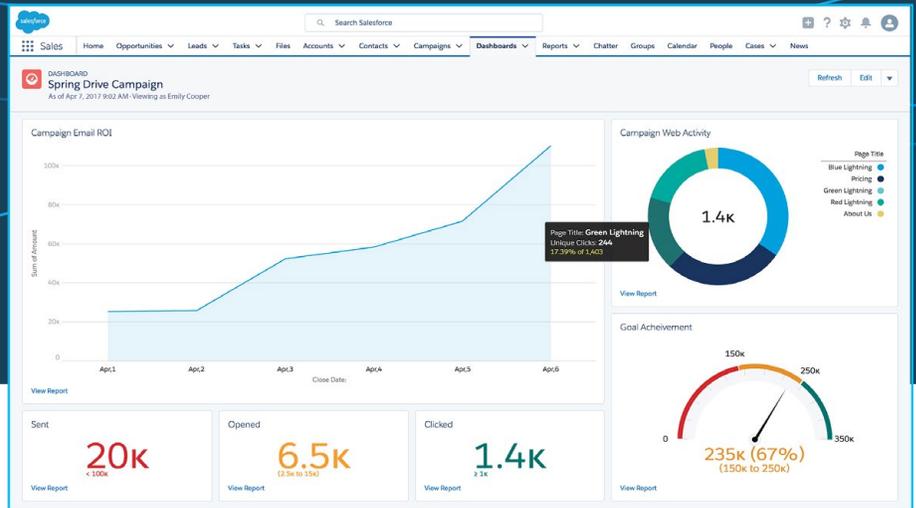
For More Information
Contact us and we will be happy to walk you through a live, personalized demonstration of the product and discuss your marketing automation needs.

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PREDICTIVE ™