

What Is Marketing Automation

And Why Should You Care?

Marketing Automation

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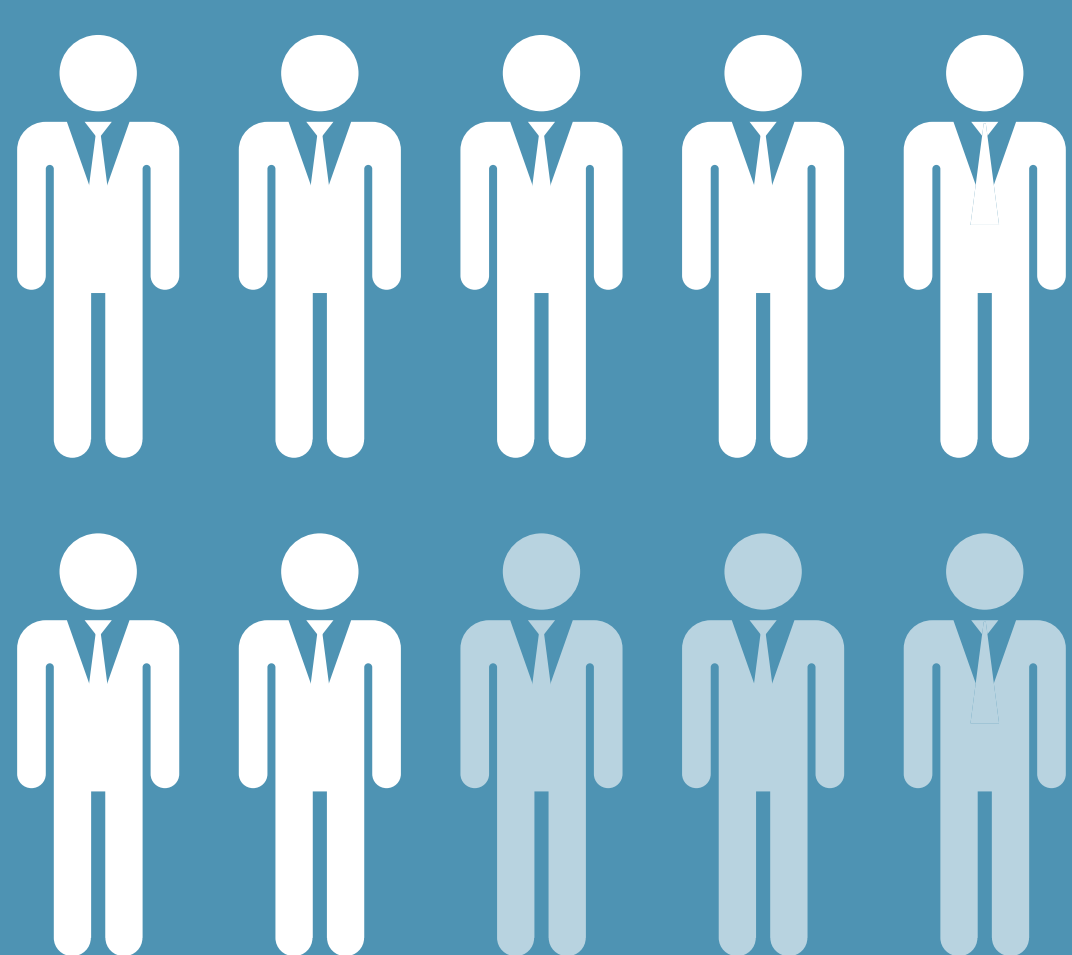
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Marketing automation empowers organizations of all sizes to deliver more targeted campaigns, drive better engagement and more conversions, and allocate their time and resources where they matter most — all while generating some serious ROI.

Organizations that use marketing automation can experience up to a

451%

increase in qualified leads



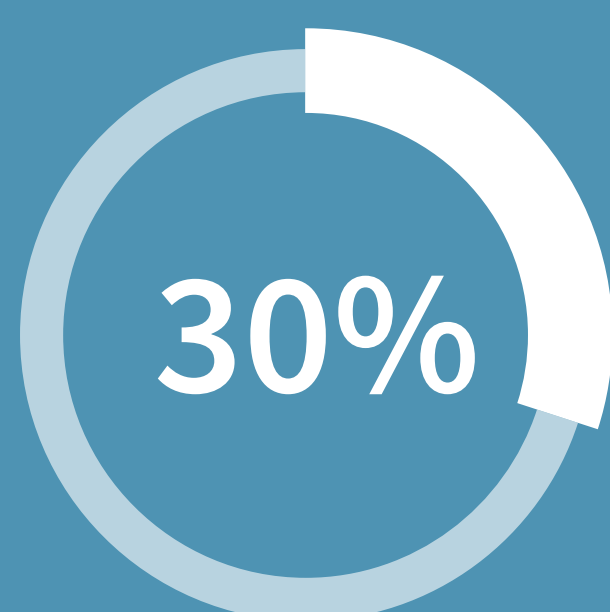
69%

OF MARKETERS

feel that marketing automation improves targeting of messages

Market Beyond Batch-and-Blast Email

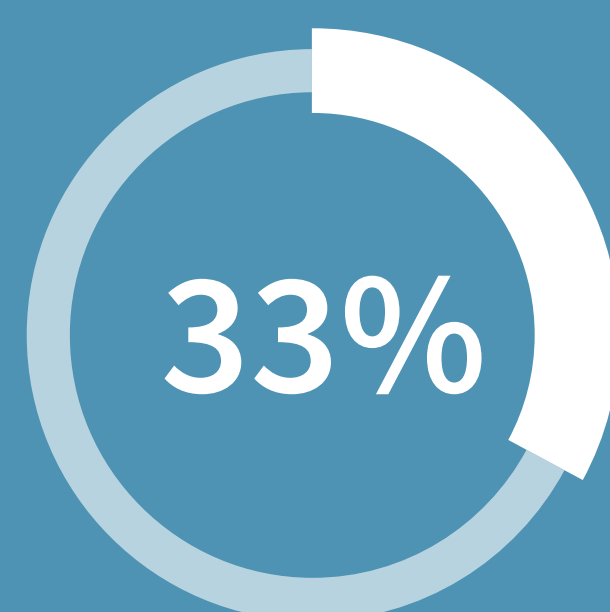
Unlike Email Service Providers (ESP), marketing automation allows you to move past batch-and-blast email to deliver more targeted and effective campaigns and messaging.



of marketers state that marketing automation increases conversions



of marketers state that marketing automation improves the user experience



of marketers state that marketing automation increases their ROI

90%

of marketing automation users leverage the software to send more targeted email marketing campaigns



Download our full [What Is Marketing Automation eBook](#) to learn the fundamentals of marketing automation!