

- ECOMMERCE MARKETING AUTOMATION -

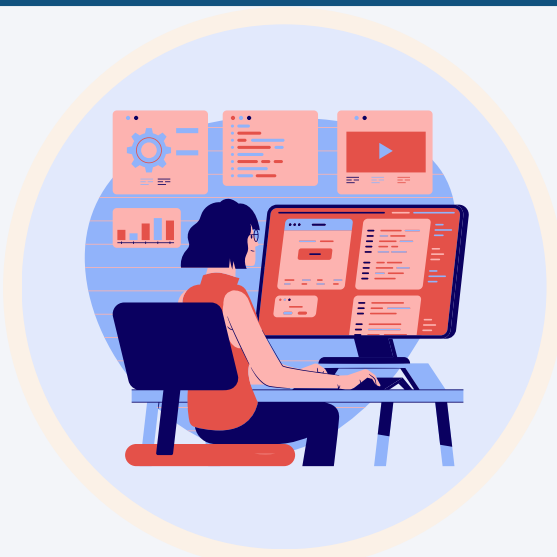


1. What is marketing automation?

Marketing automation utilizes software to complete marketing tasks and execute predetermined campaigns across several different channels at scheduled intervals.

2. How does marketing automation work?

Marketing automation uses software to automate monotonous marketing work. The technology behind marketing automation makes these tasks faster and easier to do.

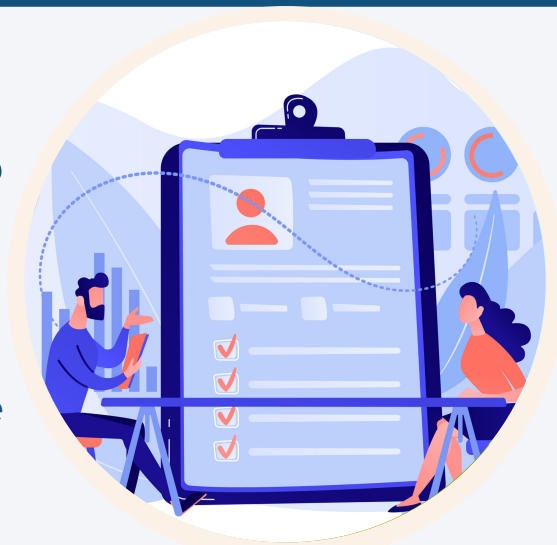


3. Is marketing automation the future?

Automation can also assist with decision-making. With the use of automatic tools to track engagement, perform A/B testing, and create customer segments, your marketing process can become more effective over time.

4. How effective is marketing automation?

Marketing automation helps businesses of every size and makes for more effective marketing, letting marketing teams do more with less.



5. Is marketing automation the same as a CRM?

CRM software and marketing automation software serve different purposes. The main difference is that CRM software is used primarily for sales purposes and marketing automation is used mostly for marketing.