

MARKETING AUTOMATION

451%

Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads.

79%

79% of top-performing companies have had marketing automation for more than two years.

63%

63% of companies using automation are outgrowing their competitors.

25%

Companies using marketing automation report 25% higher revenue than companies not using it.

Triggered Emails Average

70.5%

Higher Open Rates

152%

Higher Click-Thru Rates

Than Business-As-Usual Marketing Messages