

Zoho Marketing Automation

All-in-one Marketing Automation



Value Proposition

Effective Marketing, Simplified.





Generate

Nurture

Convert



Landing **Page**

- Mobile responsive
- Free hosting
- Response action configuration
- Seasonal templates



Sign-up **Forms**

- WYSIWYG editor
- Form success customization
- Multiple trigger conditions
- Pre-built templates



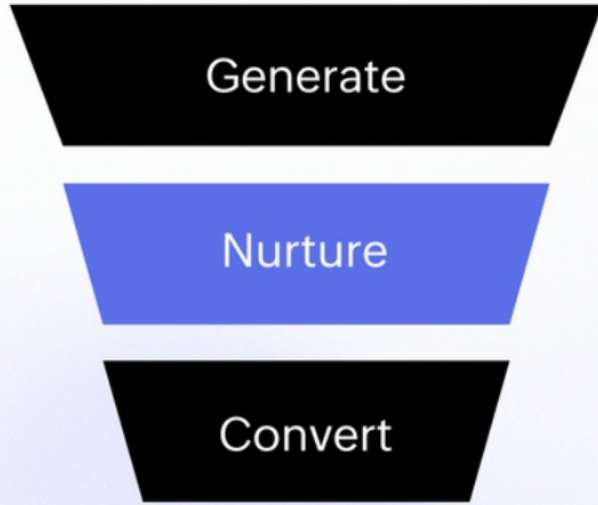
Pop-up **Forms**

- Pop-up template library
- Multi type pop-up forms
- Social integrations
- Advanced trigger capabilities



CRM **Connect**

- Seamless contact sync
- Robust integration
- 360 degree lead view



Lead **Nurturing**

- Drip campaigns
- Dynamic content
- Lead segments and tags
- A/B tests



Personalized **Journeys**

- Automate customer journeys
- Workflows
- Templates
- List building



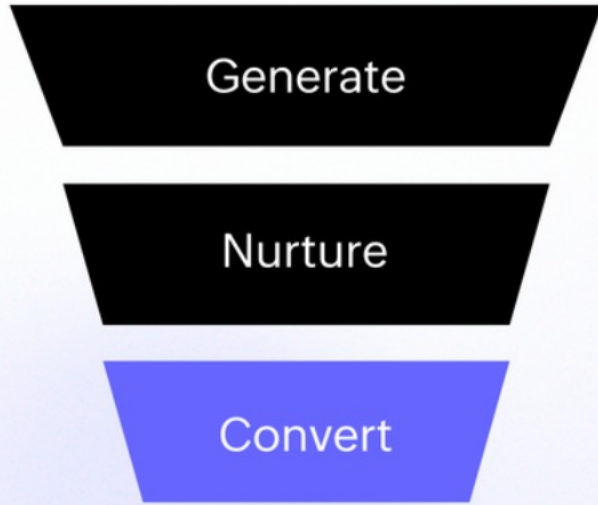
Behavioural **Engagement**

- Web behavioural marketing
- Personalized targeting
- Touchpoint analysis



Personalized **Experience**

- Funnel based engagement
- Instant sync to CRM
- Product recommendation
- Multichannel engagement



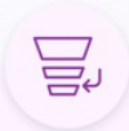
Lead **Qualification**

- Custom lead stage configuration
- Out of the box integration
- Funnel analysis



Marketing **Analytics**

- Lead attribution reports
- Campaign dashboards
- Journey X-ray



Lead **Scoring**

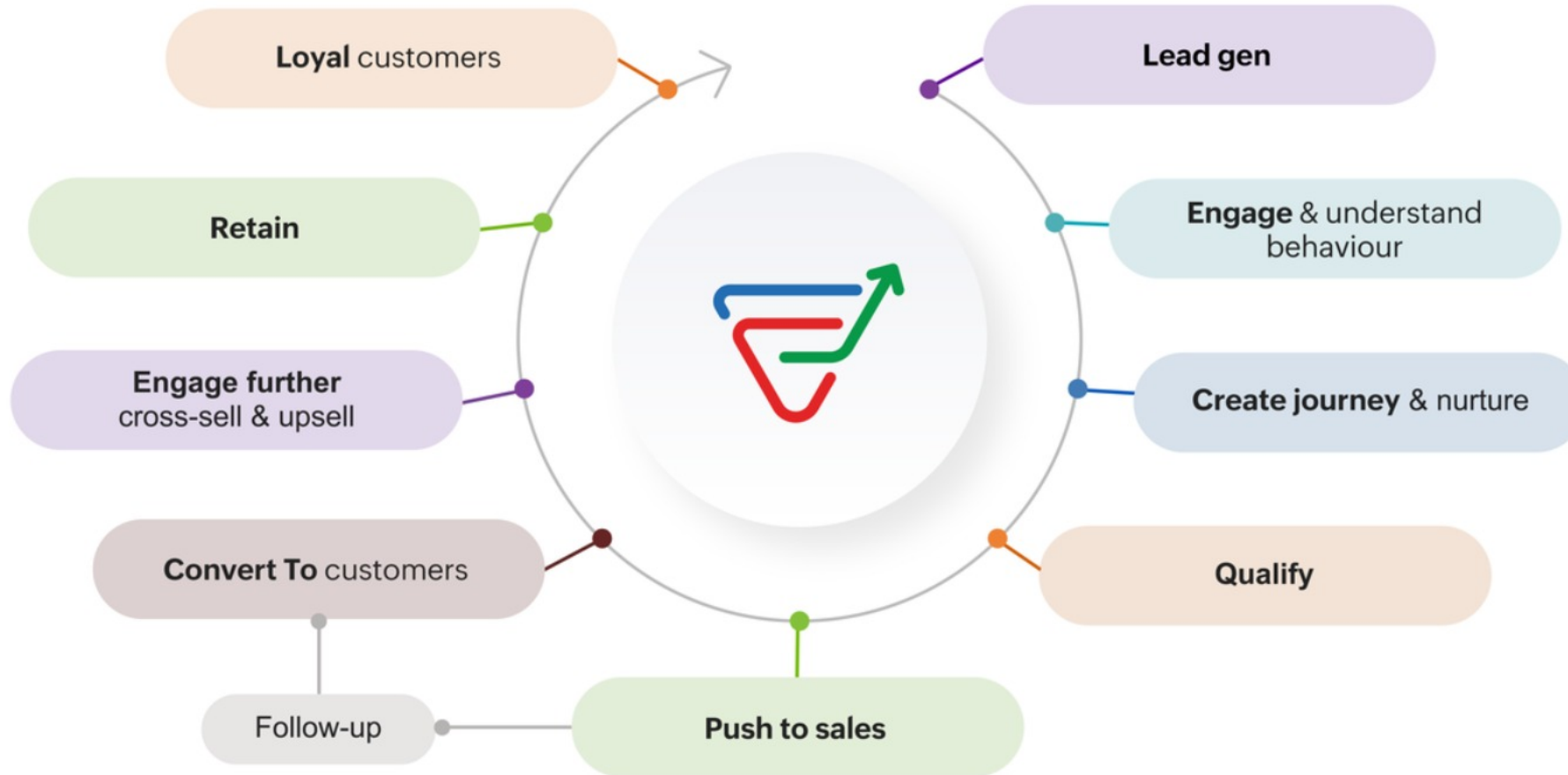
- Custom lead score configuration
- 260+ computing fields
- Web based, email based and field based scoring



Integrations

- Connected Zoho ecosystem
- Instant sync with Zoho CRM
- Forms and survey integrations

All in one Marketing Automation Tool



Our Vision

Provide businesses with end-to-end marketing solution that can be tailored to suit industry specific requirement.

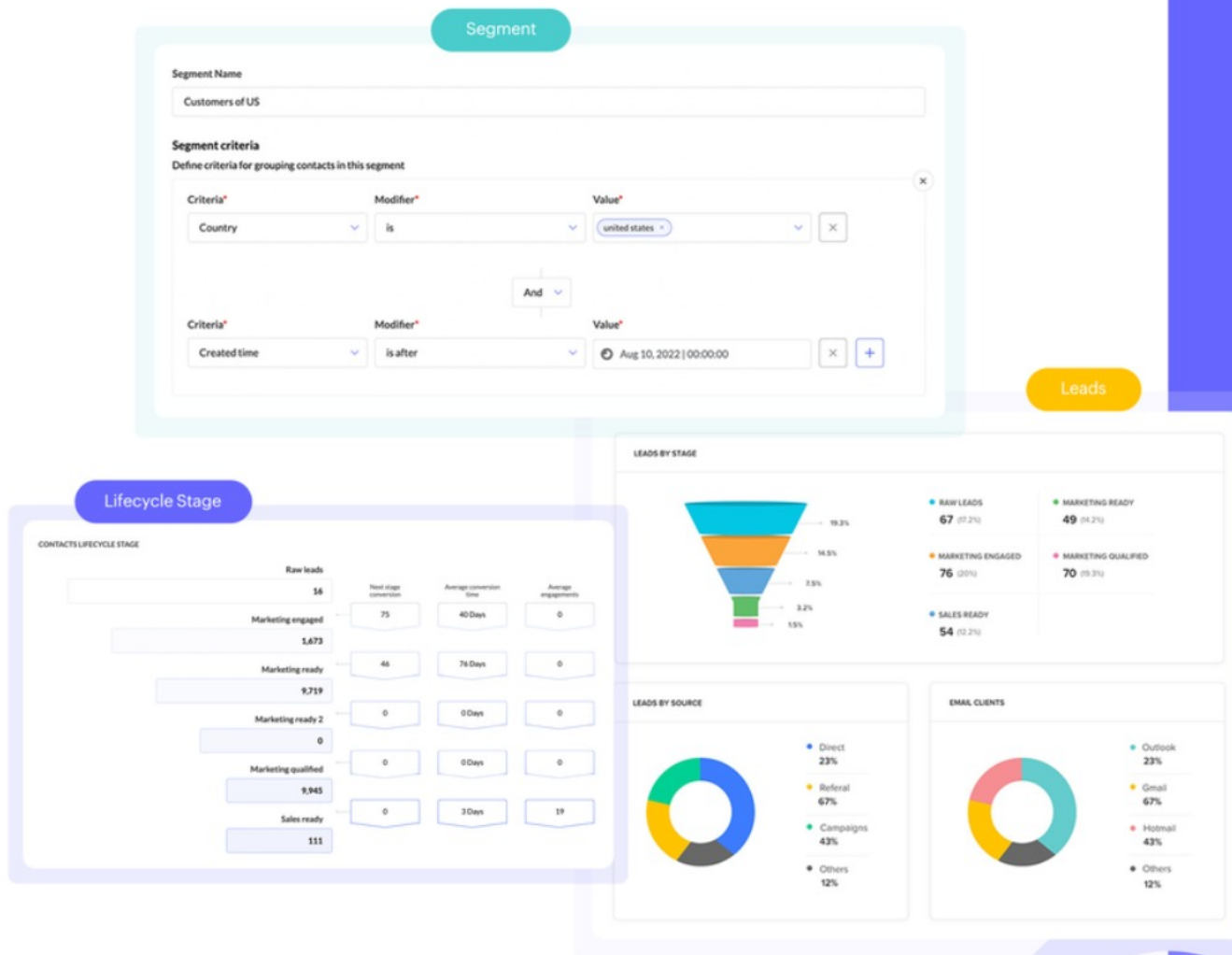
Market Approach



*Pricing per **1000** contacts and **25%** discount on any pricing model for annual pricing.

Feature Overview

Unified Lead Management



- ◆ **Comprehensive lead view** dashboard with detailed funnel view
- ◆ Increase conversion with **real-time lead qualification**
- ◆ Hyper target audience with lead **tags and segments**
- ◆ Manage **preferences** for target audience with topics

Website Behavioural Marketing

The image displays two overlapping screenshots from Zoho. The top screenshot is the Zoho Analytics website analytics dashboard, showing a table of website performance metrics. The bottom screenshot is the Zoho Marketing Automation website builder interface, showing a preview of a website with a newsletter sign-up pop-up and a sidebar of customizable elements.

CHANNEL	Visitors	New Visitors	Sessions	Bounce Rate	Pages /Session	Avg Sess Duration	Goal Completion	Goal Conv Rate			
	673,342	100%	4.2%	32,343	100%	40.2%	3.9	00:11:22	673,342	100%	4.2%
Direct	12,322	34.3%	7.3%	12,343	34.4%	61.3%	7.73	00:17:12	12,322	34.3%	7.3%
Organic...	124,345	56.5%	2.5%	11,235	22.4%	21.5%	2.2	00:12:32	124,345	56.5%	2.5%
Referral	23,567	44.1%	1.3%	8,767	11.6%	19.7%	1.32	00:8:13	23,567	44.1%	1.3%
Display	11,423	28.4%	2.1%	5,644	10.5%	12.5%	1.10	00:5:11	11,423	28.4%	2.1%
Social	12,456	35.5%	7.9%	6,800	11.6%	17.8%	1.80	00:10:17	12,456	35.5%	7.9%
Affiliates	12,322	34.3%									
(Other)	124,345	56.5%									
Paid Search	23,567	44.1%									

Website Analytics Dashboard:

- Website Analytics
- Dashboard
- Acquisition
- Behaviour
- Goals
- Smart URL

Website Builder Interface:

- Builder
- Preview URL: https://www.zoho.com
- Elements: GRID, TEXT, IMAGE, INPUT BOX, TEXT AREA, BUTTON, VIDEO, CHECKBOX, RADIO, SOCIAL
- Fields: Title, Date Of Birth, Gender, Middle Name, Job title, Topics, Add special elements

- ◆ Define goals for visitors and track achieved or missed goals
- ◆ Segment visitors based on their behaviour for advanced targeting
- ◆ Advanced trigger based pop-ups and signup forms
- ◆ Analyze visitor **behaviour**, top performing pages and elements

Multichannel Campaigns

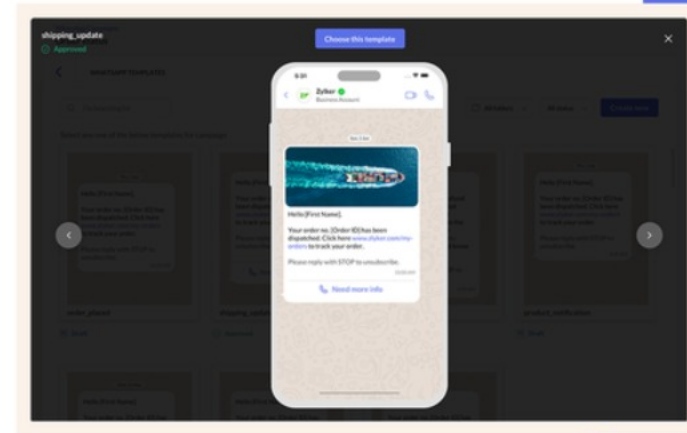
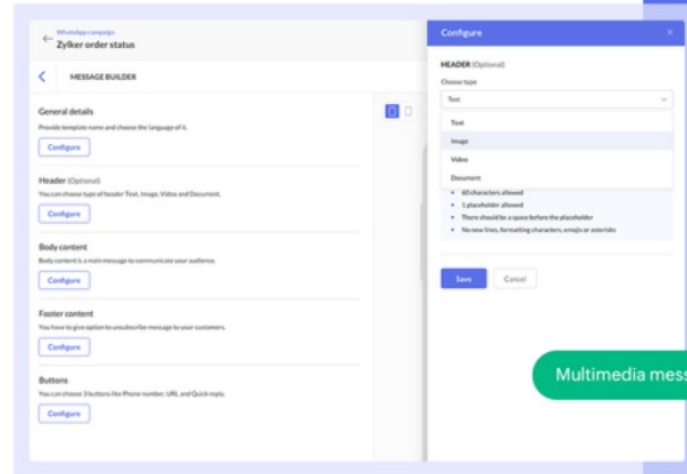
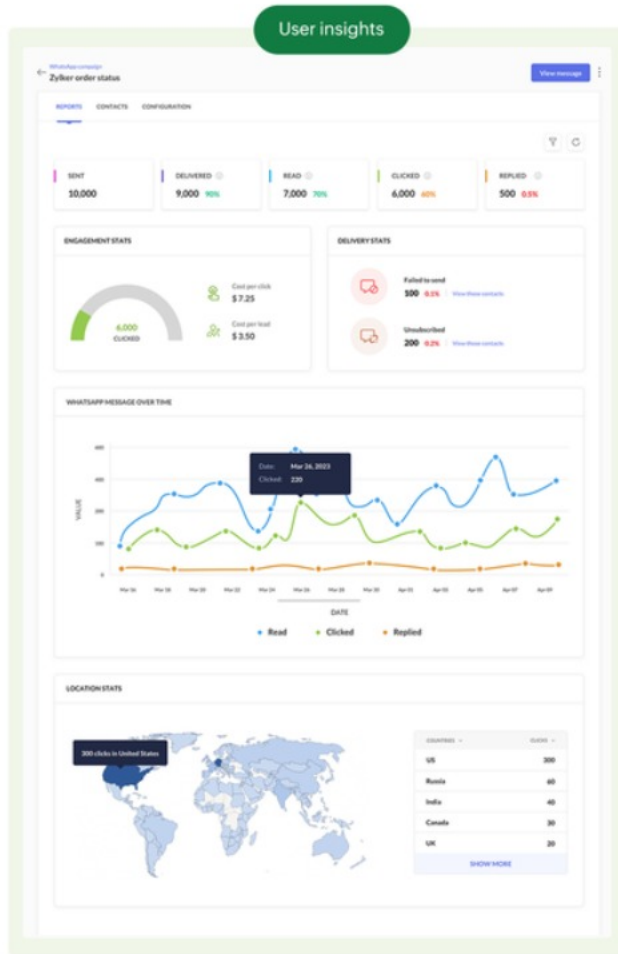
Email Campaign

Configuration

SMS Campaign

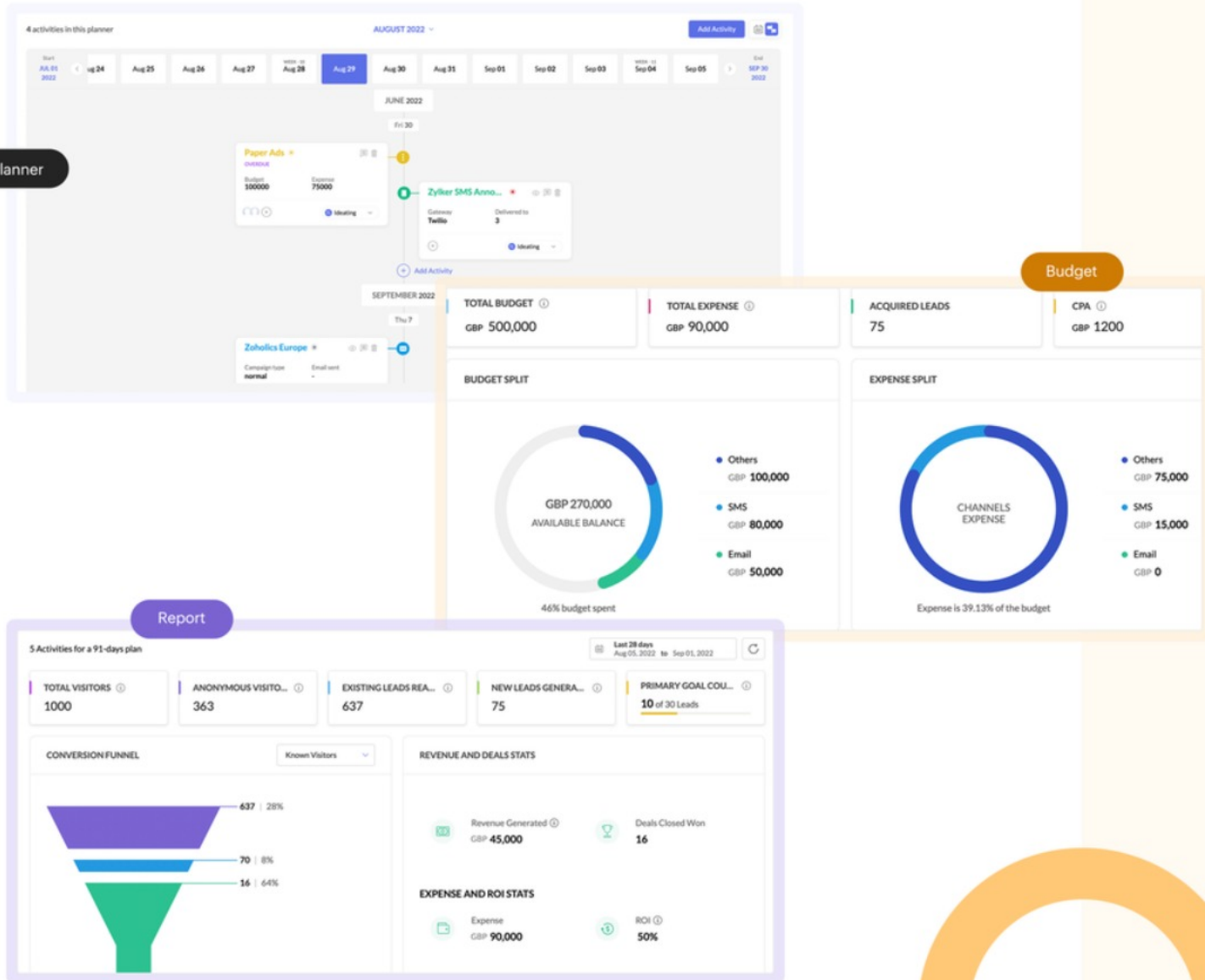
- ◆ Design, schedule, and execute **email, social, SMS,** and WhatsApp campaigns on the go
- ◆ **Drag and drop** campaign builder
- ◆ Optimize campaigns with **A/B tests**
- ◆ Library of responsive campaign **templates** to choose from
- ◆ Tightly integrated with Zoho CRM

WhatsApp Marketing



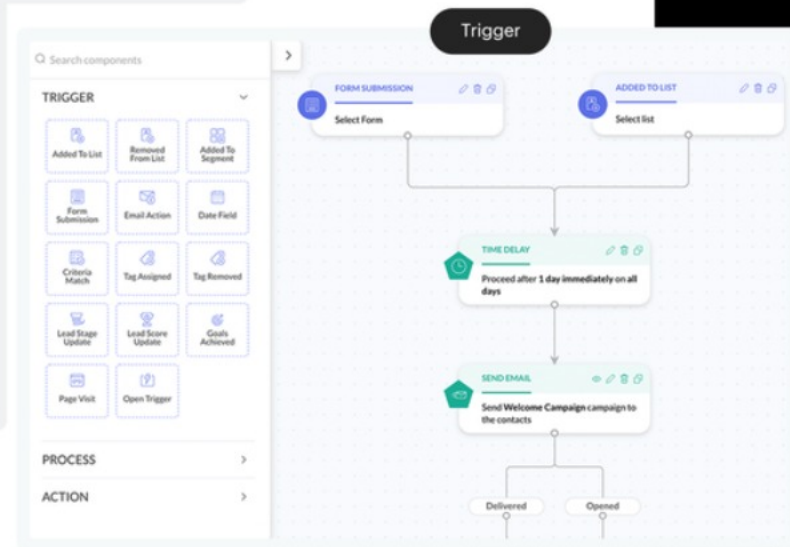
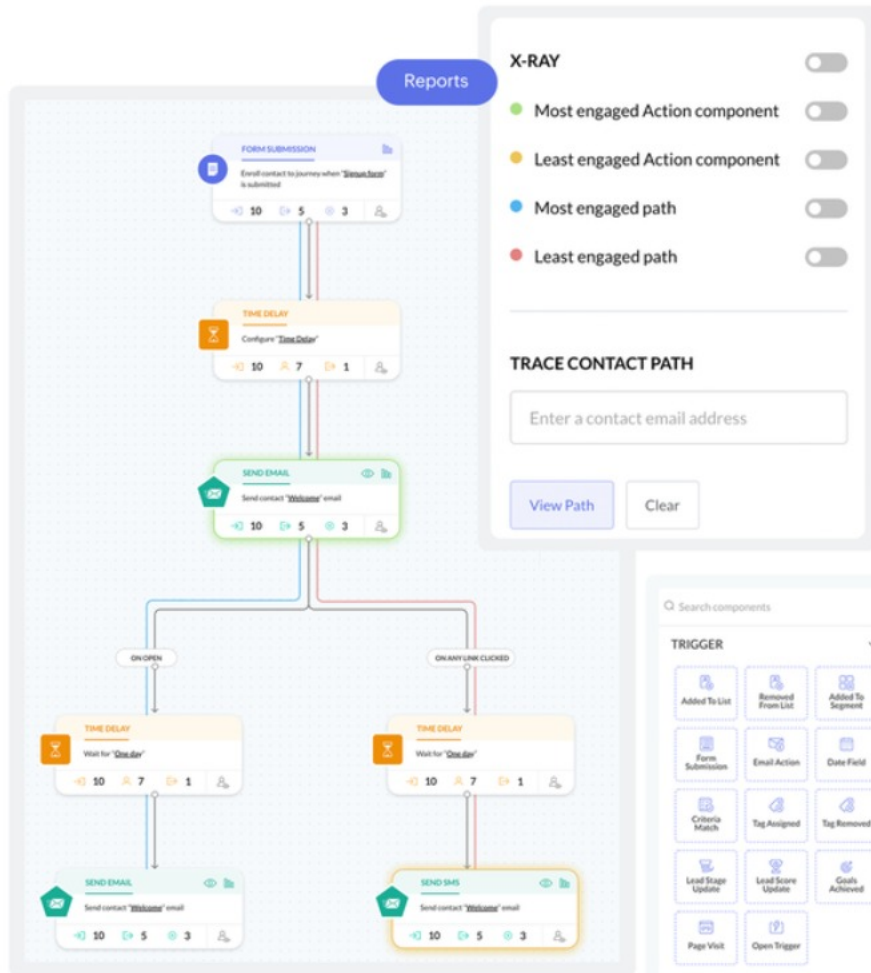
- ◆ Craft and schedule **bulk marketing messages with ready-to-use templates.**
- ◆ Enrich conversations with **texts, emojis, images, videos, or documents.**
- ◆ Gain a **comprehensive view of your campaign performance, engagement metrics, and user insights.**
- ◆ Craft **personalized campaigns with advanced segments and smart filters.**

Marketing planner



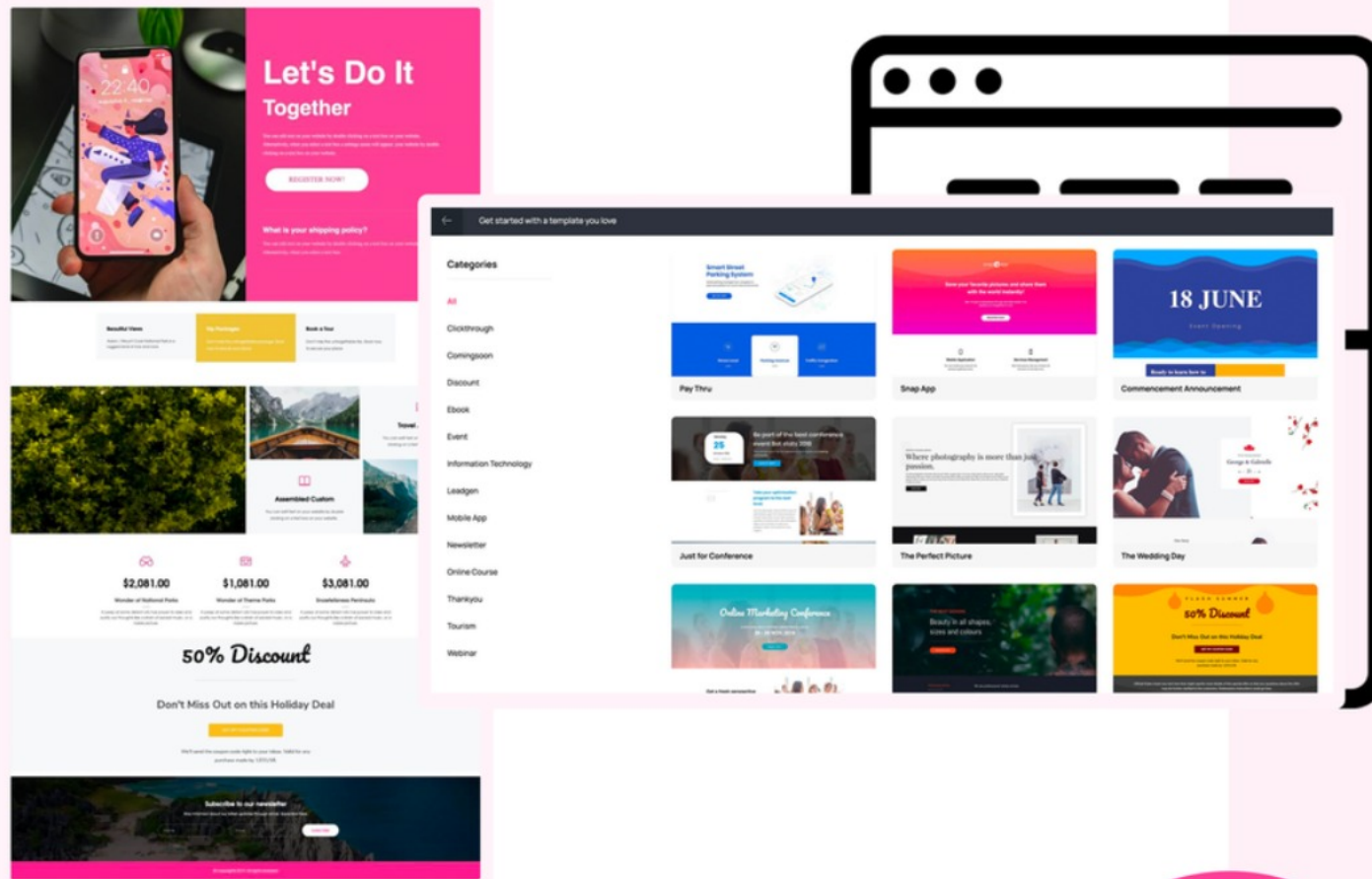
- ◆ **Timeline view** of active and scheduled campaigns.
- ◆ **Collaborate** and assign tasks to team members.
- ◆ Set campaign specific **goals** and measure success.
- ◆ Allocate **budget** for tasks or plans.
- ◆ Track **ROI**, expenses and **CAC**.

Customer Journeys



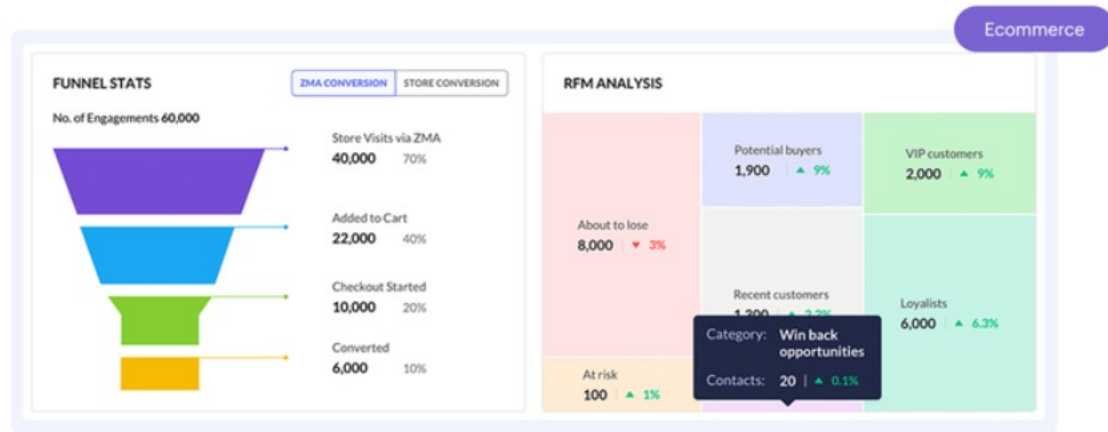
- ◆ Personalize entire customer lifecycle
- ◆ Automate lead qualifications with **trigger based scoring**
- ◆ Enable **real time** communications with journeys.
- ◆ Gauge user engagement with **Journey X-ray**

Landing Pages



- ◆ Contextual engagement with **dynamic** content and responsive **templates**
- ◆ Design on the fly with **WYSIWYG** **visual** editors
- ◆ Develop and deploy landing pages without any **third-party integrations**
- ◆ Monitor real-time visitor behaviour using **heatmaps**

Ecommerce



◆ RFM analysis for customer profiling

◆ Recover from purchase abandonments

◆ Product recommendation engine

◆ Drive purchase intent by re-targeting

Marketing Automation Step 4 out of 4

Connect store
Select any one of the e-commerce services to integrate. Note, it is still possible to configure this later within product.

ZOHO COMMERCE SHOPIFY

Go back

Hey Michael, good to have you on board!
Complete the checklists to get started quickly.

Get started with ZMA
How it works?
0 out of 4 completed

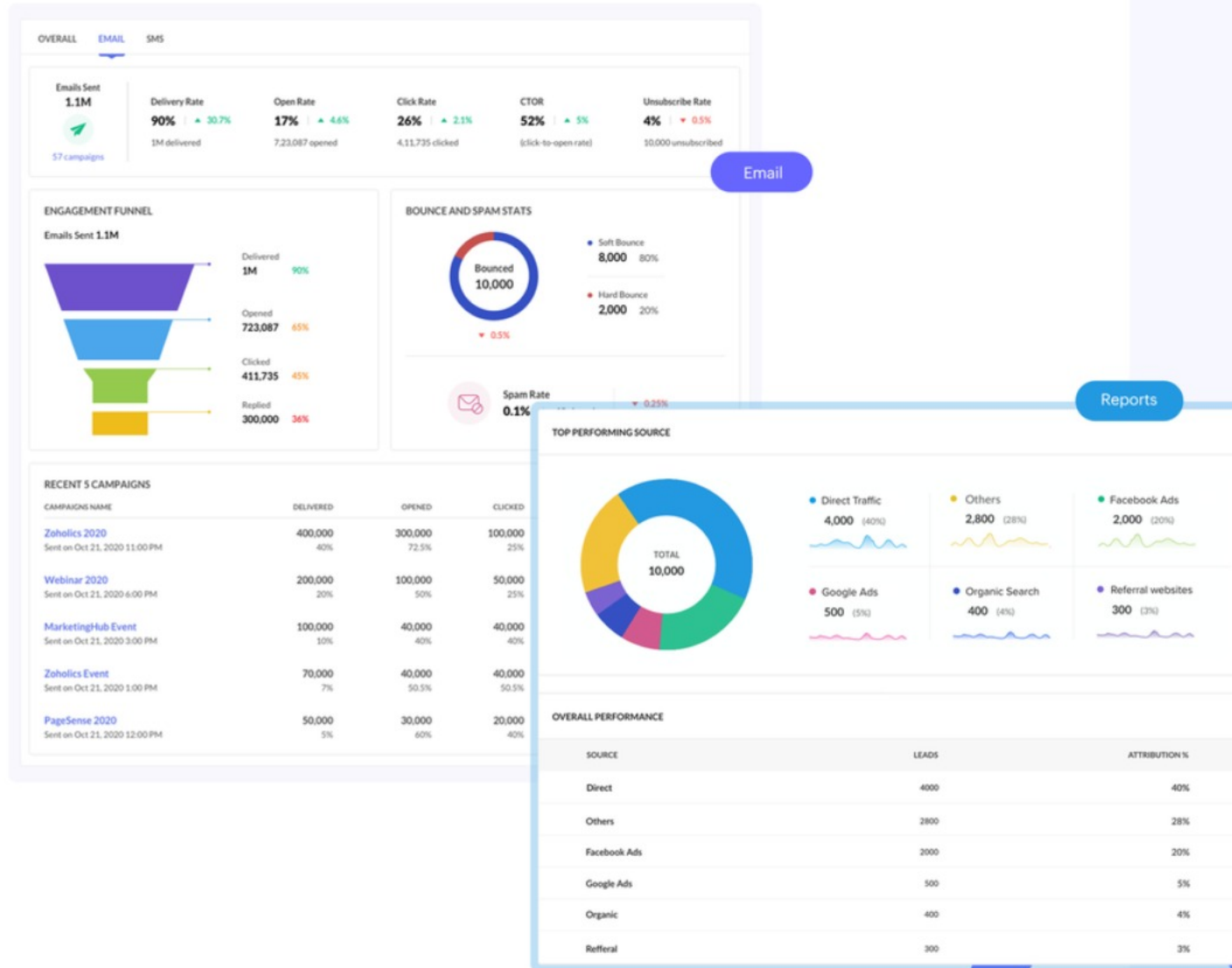
- Connect your store
- Create a campaign
- Automate user journey
- Invite your team

Store name: my-shop-name .myshopify.com

Basic contact information will be mapped to the default fields automatically. If you wish to configure custom fields, kindly do it under Settings > Integrations > Apps > E-commerce.

Connect

Analytics



- Track **key performance metrics** with business tailored dashboards and reports.
- Identify sources contributing to growth with advanced **lead attribution** reports
- Track **campaign delivery**, critical performance metrics and invest in top performing campaigns
- Touchpoint** analysis

CASE STUDY

“

WE HAD ISSUES WITH MANAGING AND MONITORING OUR BUSINESS. ZOHO MARKETING AUTOMATION REALLY HELPED US TO STREAMLINE AND PROGRESS FURTHER. ZOHO MARKETING AUTOMATION, ALL IN ONE!

Arun Narasimhan, Partner



CHALLENGE

- Explore and grow from B2B to B2C Segment.
- Streamline marketing operations for target audience with existing resources

BENEFIT

- Seamless integration with Zoho Commerce helped in tapping into the B2C market, distinguishing target audience, and running personalized buyer experience.

SOLUTION

- Hyper personalized targeting for online audience using web analytics features such as pop-ups and forms.
- Automated communications with users using journeys.

MOST LOVED MARKETING AUTOMATION SOFTWARE FOR A REASON



Seamless connection with Zoho's app ecosystem

