



MULTICHANNEL MARKETING ORCHESTRATION

**Effective  
marketing,  
simplified.**



**See how customers across  
the globe are driving growth  
using Zoho Marketing  
Automation**



"With Zoho Marketing Automation's advanced capabilities available with budget-friendly pricing, marketing teams like ours can leverage it to achieve significant results."

Cassandra Pereira, Growth Marketer



### CHALLENGE

- Difficult to target multiple customer groups across the globe with a centralized marketing team.
- Marketers had to manage campaigns individually for each region, which was monotonous and tiresome.

### SOLUTION

- Classified customer groups using advanced segmentation and ran targeted nurturing email campaigns.
- Set up a complete lead engagement cycle using journeys to trigger personalized communications based on leads' actions.

### BENEFIT

- Zoho Marketing Automation helped scale their marketing efforts with existing resource bandwidth.
- Helped them automate regional engagement and consistently nurture their target audience using custom criteria and segments.

"We use Zoho for almost everything because of its easy integration with other Zoho Apps. We'd recommend using Zoho Marketing Automation if using other Zoho platforms."

Isabel Mariani Monje, Marketing Consultant



### CHALLENGE

- Faced a deficit in marketing insights from the lead database
- Wanted to handle leads from a marketing angle before sending them to sales for action.

### SOLUTION

- 360° lead dashboard yielded valuable insights into their acquisition channels and organized their leads according to topics, segments, and lists.
- Enabled journeys for a seamless flow of nurturing campaigns before passing on the best qualified leads to sales.

### BENEFIT

- Integrates with Zoho CRM, which enhances flow of leads and provides a holistic lead view.
- Improved coordination between departments, which eliminated communication silos for more efficient workflows.

"Zoho Marketing Automation allows us to easily update and segment our leads, contacts, and accounts on the fly. Having used Mailchimp for years, Zoho Marketing Automation allows us to focus on important tasks instead of learning yet another system. Time is money in sales. Zoho is saving us time. Win-win."

Steve Snyder, President



### CHALLENGE

- Managing a substantial volume of leads and identifying high-quality ones among 20,000+ contacts posed a significant challenge.
- Faced complexities in prioritizing follow-up actions across the large lead pool.

### SOLUTION

- Utilized the lead scoring feature efficiently to prioritize highly motivated clients and ensure timely engagement with the right audience for optimal results.
- Leveraged email campaign reports to actively pursue leads based on email activities and seamlessly compiled activity reports for documentation.

### BENEFIT

- Allowed them manage a high volume of contacts and send highly targeted emails by designing and personalizing stock messages.
- Automated the nurturing process while prioritizing top leads from the large lead pool.

"We recommend Zoho Marketing Automation for its suite of marketing reach capabilities—especially journeys."

Jason Agouris, CEO



## CHALLENGE

- Struggled with managing the contextual alignment of multi-layered journeys.
- Faced complexities in nurturing leads and customer loyalty based on source.

## SOLUTION

- Journeys allowed them to manage diverse automation workflows while providing value for clients, non-clients, and prospects alike.
- Used segments and journeys to design newsletters and send highly personalized messages to improve engagement.

## BENEFIT

- Zoho Marketing Automation aided in refining user outreach by crafting multiple journeys with unique purposes.
- Focused how they reach out to their users through trigger metrics and improved the value they provide to their users.

"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

- Transition from B2B to B2C caused difficulties in identifying engagement channels for super enterprises.
- Traditional marketing methods made it hard to handle tasks. Remote work during the pandemic added extra difficulty in coordinating marketing and sales work.

### SOLUTION

- Engaged online audiences with web analytics and user-friendly form builders, enabling smart pop-ups for effective interaction.
- Journeys automated and personalized campaigns for customers and dealers while the marketing team explored more growth opportunities.

### BENEFIT

- Zoho Marketing Automation seamlessly integrated with Zoho applications and enabled a quick transition, especially with Zoho Commerce for B2C market entry and personalized campaigns.
- Helped them optimize ad channels and spending and improve product insights. The marketing planner facilitated remote campaign planning.

"Zoho Marketing Automation is inexpensive and covers basically all the functions small businesses like ours need."

Kapil Khangaonkar, CEO

## CLODURA.AI

### CHALLENGE

- Encountered complexities in gaining insights from website performance and visitor engagement.
- Managing marketing efforts without a marketing automation platform was difficult.

### SOLUTION

- Leveraged website analytics to derive insights about website traffic and visitor behavior.
- Engaged visitors via pop-up forms by delivering relevant content at the right times based on visitor behavior.

### BENEFIT

- Revealed contextual insights into how users interact with their website.
- Provided them with contextual insights about website behavior and helped them engage with visitors proactively with the right content at the right time.



"A lot of marketing automation tools offer a different set of specialties. Zoho Marketing Automation, however, has several customization options to tailor it to our requirements. It syncs in real time with Zoho CRM and helps us keep track of all our goals on a daily, weekly, monthly, quarterly, and even yearly basis."

Vignesh Jayaprakash, Manager, Marketing Communications



### CHALLENGE

- Faced difficulty mapping and monitoring users as their business grew, prompting the need for a structured system.
- They sought a platform to monitor multichannel campaigns and measure growth factors, emphasizing return on investment.

### SOLUTION

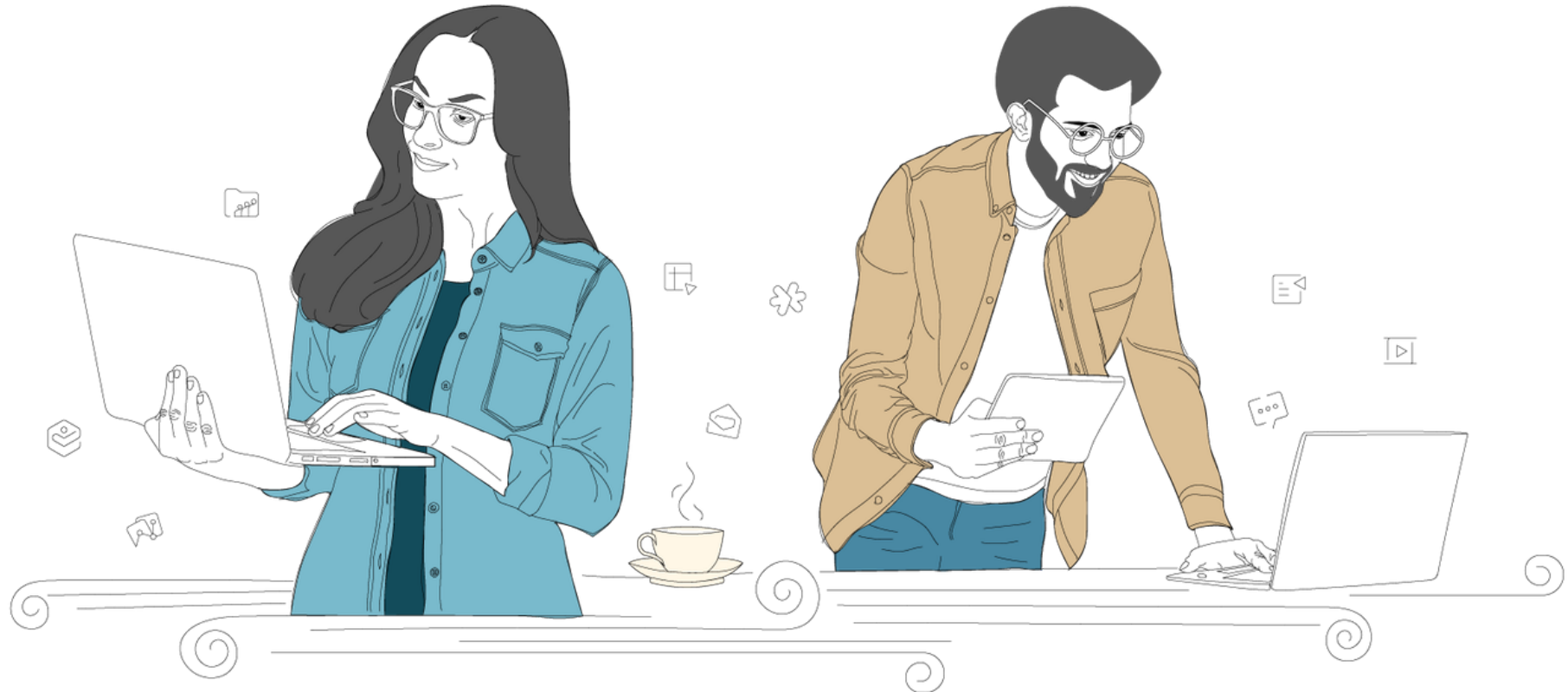
- Integrating Zoho CRM with Zoho Marketing Automation mapped all the data and workflows to one place, which simplified the process of tracking marketing impacts.
- Gained insights using real-time metrics and optimization tools to improve open rates and click-through rates, and minimize churn for optimal performance.

### BENEFIT

- FYERS achieved user-centric growth by tracking leads through the buyer journey, understanding lead generation success, and streamlining automated outreach.
- Email open rates have gone up by 11% since the company started using the marketing automation tool's advanced features.

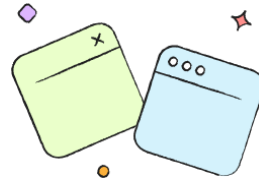


Trusted by **100 million+** users worldwide.

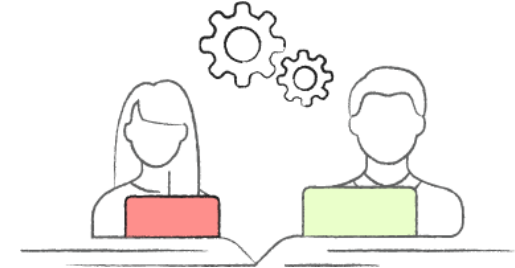




**150+**  
COUNTRIES

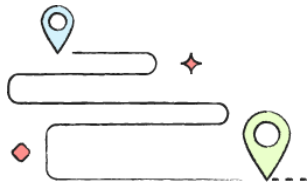


**55+**  
APPS



**15K+**  
EMPLOYEES

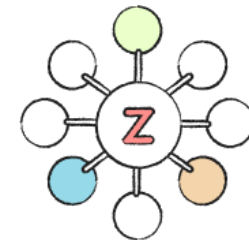
# About Zoho



**25+**  
YEARS



**100M+**  
USERS



**CONNECTED**  
ECOSYSTEM

# Global footprint

## Offices



# Global footprint

 **Data Centers**



# Brands that trust us



Mercedes-Benz



# Analyst recognitions

## **Gartner Magic Quadrant**

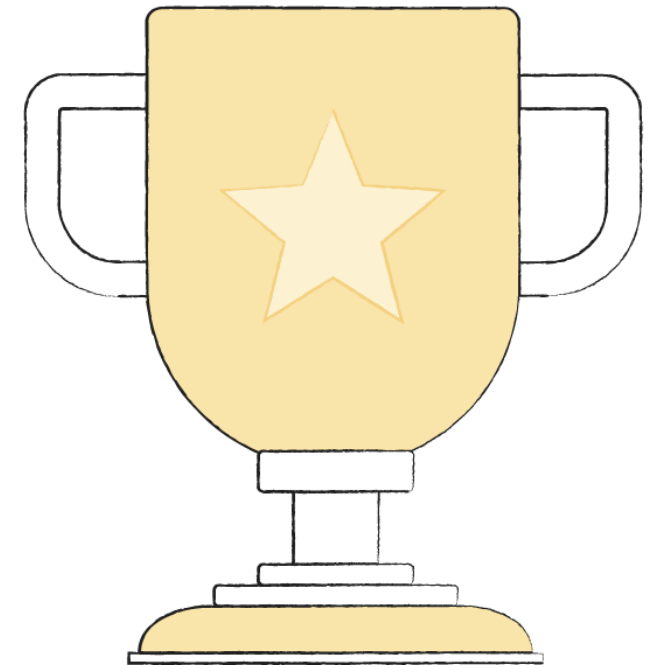
Zoho has been named as niche vendor in Gartner's 2021 B2B Marketing Automation Magic Quadrant, lauded for progress, customer value, and lead workflow flexibility.

## **Forrester Now Tech**

Zoho was mentioned in Forrester's Now Tech report for marketing automation, showcasing a strong vision and focus on sales and marketing processes across diverse business dimensions.

## **Nucleus Research**

Nucleus Research dubbed Zoho a core provider of marketing automation, highlighting its success in driving personalized omnichannel campaigns and gaining momentum as a leader.



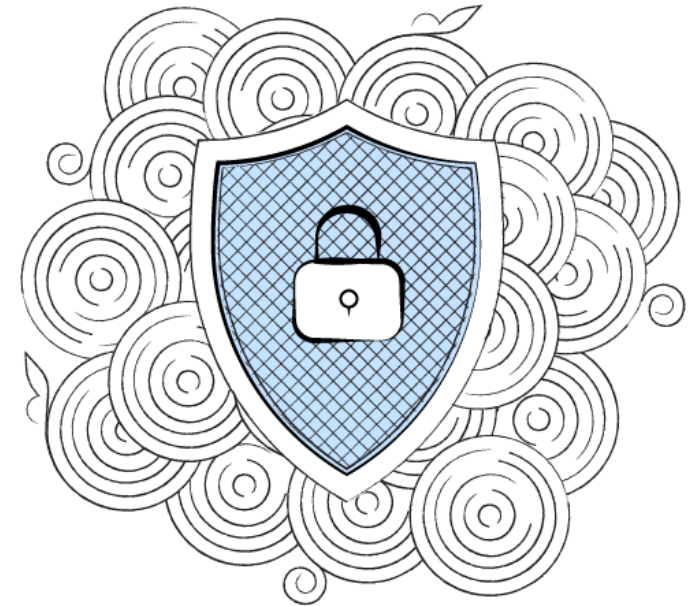
# Why choose Zoho?

- ⦿ We provide the **most comprehensive business application suite** in the industry.
- ⦿ **Unified software** is more than a buzzword:
  - It's crafted into our products
  - It gives you measurable ROI across business units
  - It increases productivity
- ⦿ **Data privacy and IT security** are at the core of our business values.
- ⦿ Our customers experience **faster deployment** time (up to 50% faster).
- ⦿ We're transparent with our pricing and **give you control of your contract**.

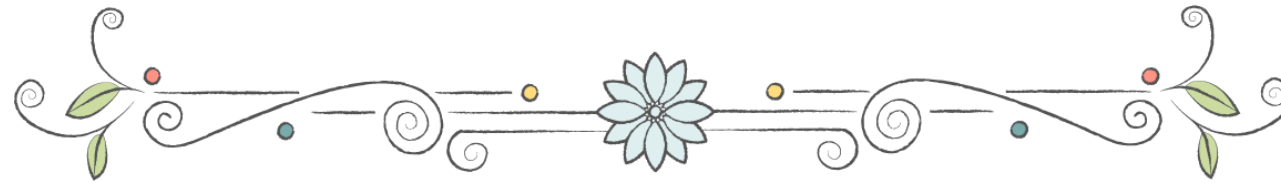


# Security and privacy

- ◉ We run our own **data centers** around the world with **7/24/365 monitoring**.
- ◉ International Security Compliance: **ISO/IEC 27001, SOC 2 Type II**
- ◉ **GDPR**-compliant
- ◉ Periodic and need-based **security audits**.
- ◉ We provide **geo-mirroring** of customer data for disaster recovery and business continuity.



**We'd love to help you with your  
digital transformation journey!**



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