



Zoho
Marketing Automation

Effective marketing, simplified.

An integrated, multi-channel marketing
automation platform.



Built with enterprise-grade features, crafted for every business

Cross channel engagement

Engage with prospects and customers consistently without losing context whether it be email, SMS, social media, website, pop-ups, polls, or print media.



- Multichannel experience
- Native SMS gateway
- Extensive template library
- Mobile-optimized

End-to-end lead management

Capture, engage, and convert all your marketing leads from one place. Track interactions and your marketing funnel while driving prospects towards conversion.



- 360° lead view
- CRM integrations
- Lead scoring
- Lead lifecycle view

Website behaviour marketing

Track your website inside out. Analyze visitor behavior, create goals to generate user engagement, and drive conversions with optimized content.



- Smart behavioural tracking
- Webforms and pop-ups
- Real time triggers
- Action-based goals

Analytics and Reporting

Analyze, model, and forecast your marketing performance while tracking lead insights, visitor behavior, campaign performance, and other marketing KPIs. Get full funnel analysis, revenue performance, and campaign stats.



- Attribution reports
- Web behaviour insights
- Top performing campaigns
- Lead funnel view

WhatsApp Marketing

Built-in WhatsApp marketing now allows you to convert your marketing conversations quicker. Orchestrate impactful marketing campaigns, send targeted promotional messages, personalise content, and track behaviour from a single place. Enrich messages with texts, emojis, images, and video to drive 10x conversions.



- Whatsapp template library
- Multi touch campaigns
- User segmentation & insights
- Send time optimisation

Six reasons you'll love Zoho Marketing Automation



Tried. Tested. Loved!



GetApp

4.6

Gartner
peer insights

4.3

Capterra

4.6



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.

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Sign up today

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