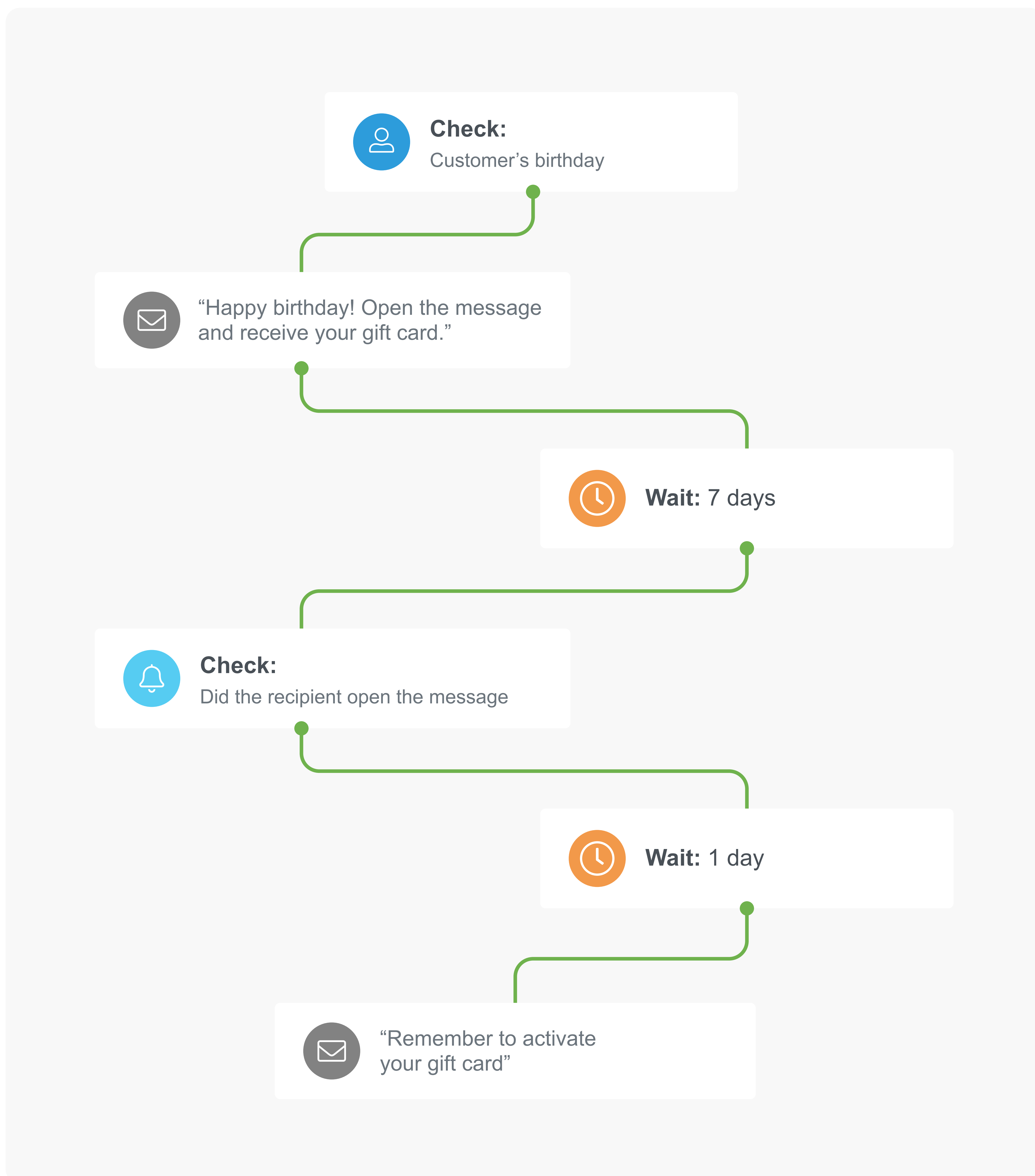


FMT FEBRU

DataLMB: CRM / ERP / landningssida / en Excel export från ett externt system (t.ex. ett hotellbokningssystem)

Kanal: E-post

Trigger: Kundens födelsedag



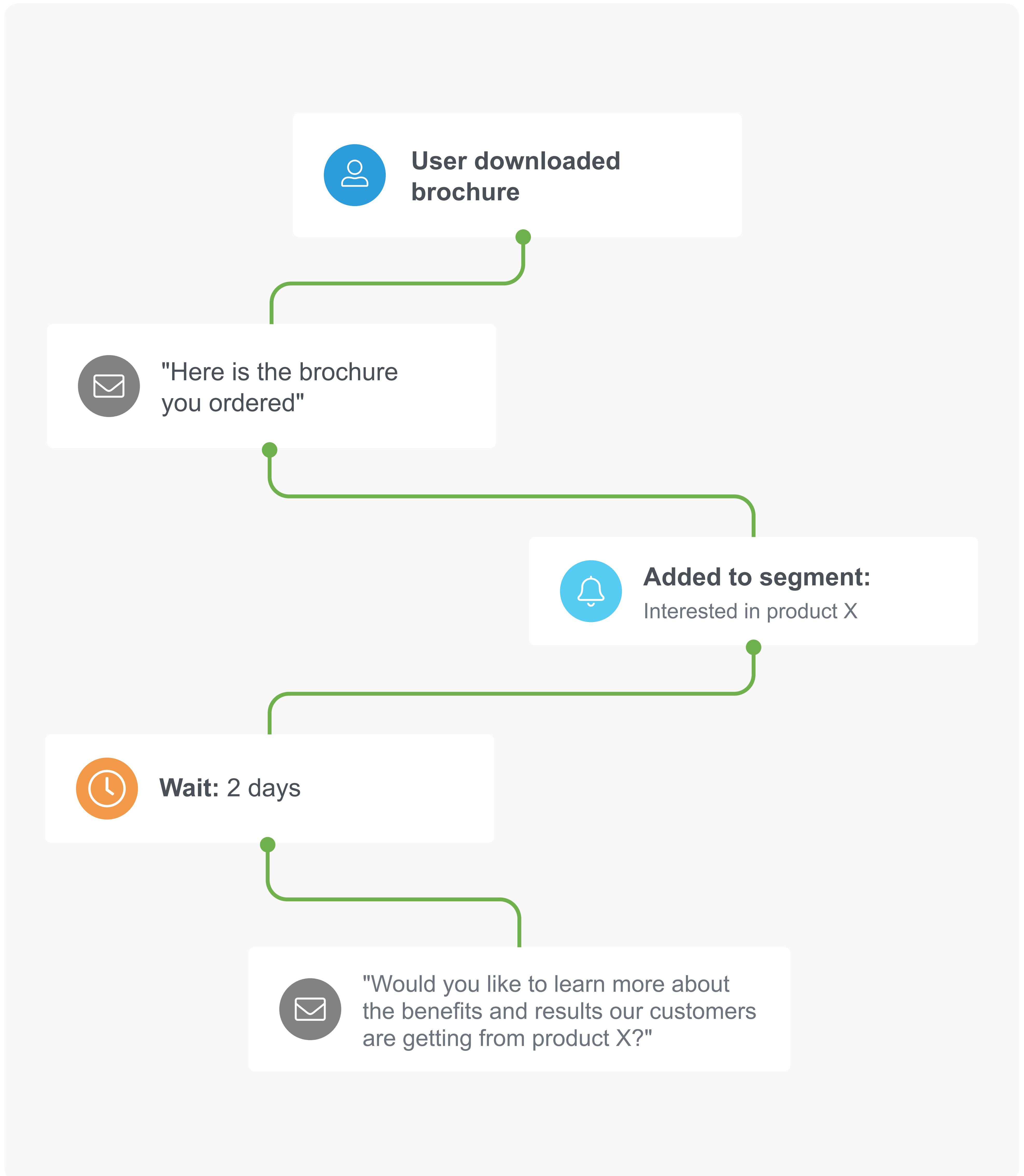
ADVANCED AUTOMATION WORKFLOWS

Lead generation

Data source: Website / landing page

Channel: Email

Trigger: Completed form / Download



ADVANCED AUTOMATION WORKFLOWS

Up and cross-sell

Data source: CRM / ERP

Channel: Email

Trigger: Purchase



ADVANCED AUTOMATION WORKFLOWS

Contest

Data source: Website / landing page

Channel: Email

Trigger: Participation in the contest



The user is in the segment:

Completed the contest form



Waiting: 1 day



"Psst, here's a special offer for all contest participants."



Wait: 7 days



"Did you know that you can also use your gift card for the following X and Y products?"

