

Features

Benefits

Module: Marketing Automation

Drag-and-Drop Workflows

Use drag and drop workflows to send one message or a series of messages either after a specific event or an action triggered by the customer's presence or absence of behavior.

Autoprocessors, Triggers, & Autoprocessor Series form the core of the workflows.

You can create a wide variety of automated campaigns including:

1. Welcome messages
2. Double Opt-in welcome messages
3. Welcome message series
4. Abandoned shopping cart messages
5. Abandoned form messages
6. Lead nurture messages
7. Cross-sells, Up-sells, & Next-sell messages
8. Countdown and limited-time offer messages
9. Renewal messages
10. Activating dormant customer messages
11. Abandoned click messages
12. Pre- and Post-purchase messages
13. Lifecycle marketing messages
14. Transactional messages
15. and many more

- ✓ Drag & drop workflows allow you to create autoprocessors, autoprocessor series or triggers **easily and quickly**.
- ✓ Marketers can use these workflows to create business rules of varying complexity to **generate campaigns or actions in response to a customer's behavior or absence of behavior**.
- ✓ By effectively and efficiently delegating these crucial, brand building, and revenue generating tasks to Vanilla \Connect platform, **marketers can save time, effort, budget** and instead focus on the strategy and tactics of campaign creation and measurement.
- ✓ Marketers can **achieve broad based objectives** including brand awareness, customer retention, loyalty, lead conversion, up-sell and cross-sell.

Category

Categories will allow you to store all autoprocessors related to one campaign like a file folder that holds information.

Since you may, over a period of time or at the same time, create several autoprocessors for one campaign, we thought it would be helpful if you could put all these autoprocessors in one place that you could quickly go to whenever you need.

You can also move autoprocessors from one category to another any time you wish.

- ✓ By organizing autoprocessors in categories, Marketers will be able to **manage existing autoprocessors efficiently** and not allow these to grow unwieldy in one spot.

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Autoprocessor Workflows

Vanilla\Connect's autoprocessors can be used to send one message or campaign or just perform one action such as update the status of a customer in client's or Vanilla\Connect's database.

The autoprocessor will look at the rules you create and execute the actions you specify. Use rules to specify the conditions that should start the autoprocessor - either automatically on specific days or only when specific conditions are satisfied.

Let's say that you want to remind your existing customers to renew their license to use your product (online images) and you want to send this reminder 30 days before the renewal date. You can create an autoprocessor to look at the list and send a reminder campaign to those members whose license will expire in 30 days.

- ✓ Marketers will have a lot of latitude on picking the right combination of rules and actions to suit their needs. Unlike batch and blast mailing or simple autoresponders, Vanilla\Connect's **autoprocessors work on one customer at a time.**
- ✓ Marketers can **store unlimited number of subscriber/customer information** such as subscribed date, last purchase date, shopping cart abandoned date, trip date, renewal date, etc and use this data to **send relevant, targeted campaigns - all automatically executed.**
- ✓ Using our intuitive drag-and-drop workflow designer, marketers can **build a single autoprocessor in just 1 minute.**

Autoprocessor Series Workflows

Vanilla\Connect's autoprocessor series includes drip campaign capabilities that can be customized based on a prospect or customer's demographics (industry, title, age), site behavior (web site visit, specific page visit on your website), purchase history, current behavior (abandoned cart), status, or her engagement with your lifecycle and brand marketing efforts.

Autoprocessor Series rules are condition bound. They essentially focus on specifying under which condition to start the autoprocessor. You can specify how many autoprocessors need to be created in the series and how frequently they need to be executed.

Using the online image license renewal example, marketers can create one campaign to send renewal reminders, say, 60 days prior to the renewal expiry date, move those who have renewed away from the list, send 2 more reminder emails 2 weeks apart to those who have not renewed and hand over the procrastinators to your inside sales team for follow up. All these tasks are handled automatically once the autoprocessor series is set up.

- ✓ Whether it is **nurturing a lead, promoting a loyalty program, reminding a renewal, or reviving a dormant customer**, Vanilla\Connect's autoprocessor series Marketers can streamline their tasks and focus on those that really need their attention.
- ✓ Autoprocessor series has the powerful ability by **adding innumerable number of hidden marketing and sales resources** to help nurture prospects, convert leads and encourage customers to act.
- ✓ Marketers can **store unlimited number of subscriber/customer information** such as subscribed date, last purchase date, shopping cart abandoned date, trip date, renewal date, etc and use this data to **send relevant, targeted campaigns - all automatically executed.**

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Triggered Workflows

Vanilla\Connect Triggers can be invoked by an event such as when a subscriber opts-in to a list or when a customer opens/ clicks a link in an email campaign or by the marketer's system. Triggers can also be invoked by an API call.

Trigger rules are subscriber/customer behavior based. It essentially encourages you to ask questions such as, "If a prospect/subscriber/customer behaves in this specific way to my communications, what do I do and how do I keep her engaged with our brand or motivate to purchase?"

Triggers can also be created without any rules but with specific actions.

Using the online image license renewal example again, if your renewal recipient opened or clicked a link in your reminder campaign but did not renew, then you could use this to invoke a trigger (after some delay) to send a campaign and motivate the customer to convert.

- ✓ Vanilla\Connect's Triggers are comprehensive, very powerful and function as multiple, invisible marketing resources focused on customer behavior or a lack thereof to **motivate the disengaged to engage, dubious to convert, occasional buyers to repeat buyers** at a pace that marketers can set based on their target market.
- ✓ Marketers can use these customer interactions to take appropriate and timely actions.
- ✓ Simple triggers, with minimal effort, could very well **bring in incremental revenues and increase ROI** of marketer's investments.

Transactional Messages

You can include any promotional offer (make sure you adhere to CAN-SPAM's descriptions of transactional emails) along with your transactional emails. Transactional emails include e-receipts, e-statements, purchase confirmations, e-tickets, reminders, and many more.

- ✓ Marketers can use the high open and click rates of transactional emails to their advantage and **include revenue generating or brand building offers.**

Real-time Data Inserts

Vanilla\Connect comes with the ability to sync up with your e-commerce or marketing database to include a customer's recent purchase data or pertinent information before sending campaigns such as, say, up-sell or next-sell, or activating dormant customers. These inserts can be done in real-time.

- ✓ Marketers can increase relevancy, personalization by pulling individual customer's purchase history or preferences before they communicate with her. The mere act that you know your customer's interests could **increase conversion as well as brand loyalty.**

You can include customer's current online images in the renewal campaign before you send them. You can do this for each and every customer. This has the potential to help increase conversion quickly.

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Real-time Data Updates

With Vanilla\Connect, before you send a campaign, you could sync up with your systems to get the up-to-date status of your customer or prospect's behavior and then decide to send or avoid the next campaign. These tools are part of the automation workflows and can be added as you create a trigger or an autoprocessor.

Using the online image license renewal example again, let's say that you have setup a series of autoprocessor campaigns to remind those customers who need to renew and a trigger campaign to motivate those who clicked on a link in your campaign but did not convert. What if a customer converts after the second reminder autoprocessor series campaign? By having each campaign in the autoprocessor series to check your database, Vanilla\Connect's tools will cancel any future reminders.

Real-time Behavioral Capture

You can automatically segment those customers who have exhibited certain behavior such as open your autoprocessor or trigger campaigns by capturing them to a list and then target them with meaningful marketing tactics to encourage additional purchases or conversion.

Protection against campaigns to entire list

Vanilla\Connect's marketing automation module comes with built-in protection against creating autoprocessors inadvertently and sending campaigns to an entire list. All the workflows - autoprocessor, autoprocessor series, triggers are based on handling one customer/subscriber at a time.

✓ Using Vanilla\Connect's tools, marketers can **minimize data disparity and avoid database silos.**

✓ Marketers can **save valuable time and gets them to focus on the next actions.**

✓ Marketers can take comfort that Vanilla\Connect's built-in protection mechanism can help **avoid automatically blasting an entire list and instead focus on auditing** how many relevant, meaningful communications are being sent to each customer.