



Apteco

The Essential Email Automation Cheatsheet



It ties in **2nd** place as the channel that provides the highest ROI.¹



of marketers plan to maintain or increase their investment in email this year.²



of B2B buyers expressed a preference for being contacted via email.³

Email automation helps you make the most of this **crucial** channel.

What is email automation?

It's the use of software that lets you send personalised emails based on predefined rules triggered by specific customer actions or inactions.

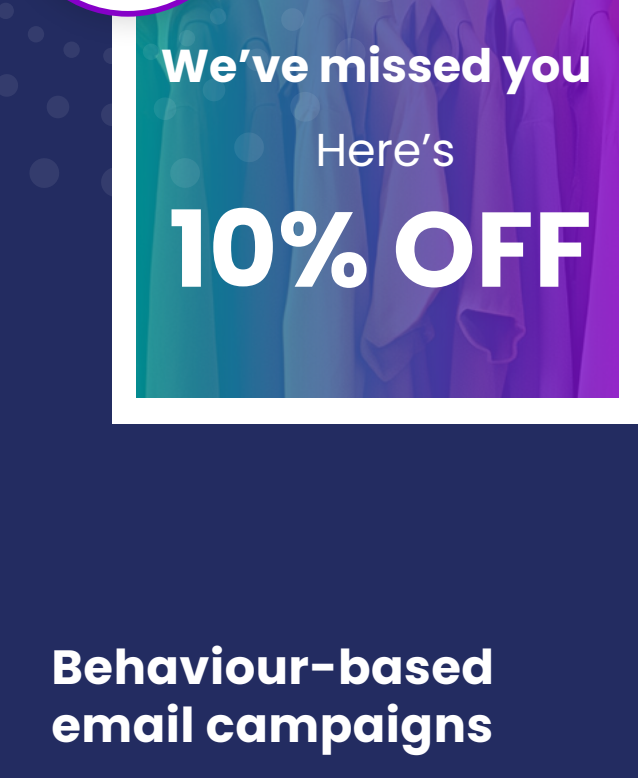
Top benefits of email automation



Automation can help you overcome **common challenges** that even seasoned marketers face.

Common email marketing problem	Automation lets you:
Time-consuming manual targeting and segmentation	Improve email list segmentation through the use of automated filters
Poor engagement	Deliver content based on audience preferences, behaviours, and past interactions
Hard to predict customer behaviour	Gain key insights into customers' preferences and engagement patterns through A/B testing
Subscriber retention	Space out messages with appropriate delays to avoid alienating customers with excessive emails
Maintaining GDPR compliance	Automatically update audience lists as new data flows into your CRM system
Integrating email marketing with other channels	Simplify your workflow by reducing time spent on creating repetitive emails
Gathering and analysing email data	Generate automatic reports and create custom dashboards with drill-downs and filters
Poor email design	Minimise errors by eliminating the need to create new designs manually every time

4 main types of automated email campaigns

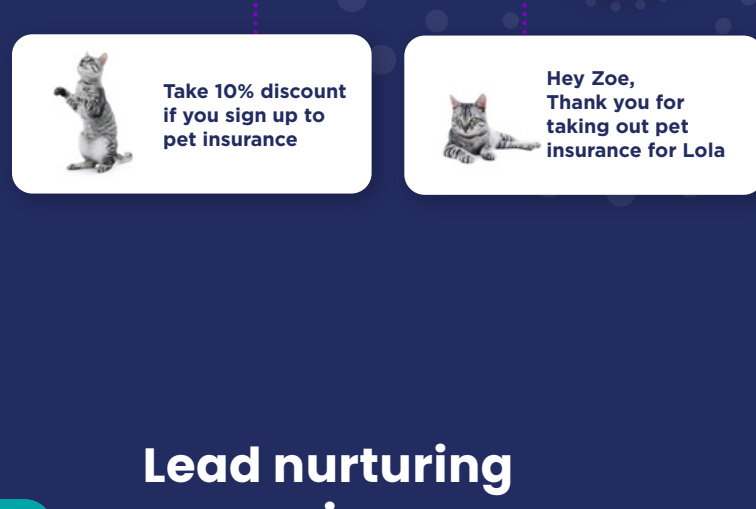


Win-back campaigns

Use it when: You want to reactivate customers who haven't purchased from or interacted with your brand in a while.

Behaviour-based email campaigns

Use it when: You want to engage with people at the most pivotal points of their customer journeys.

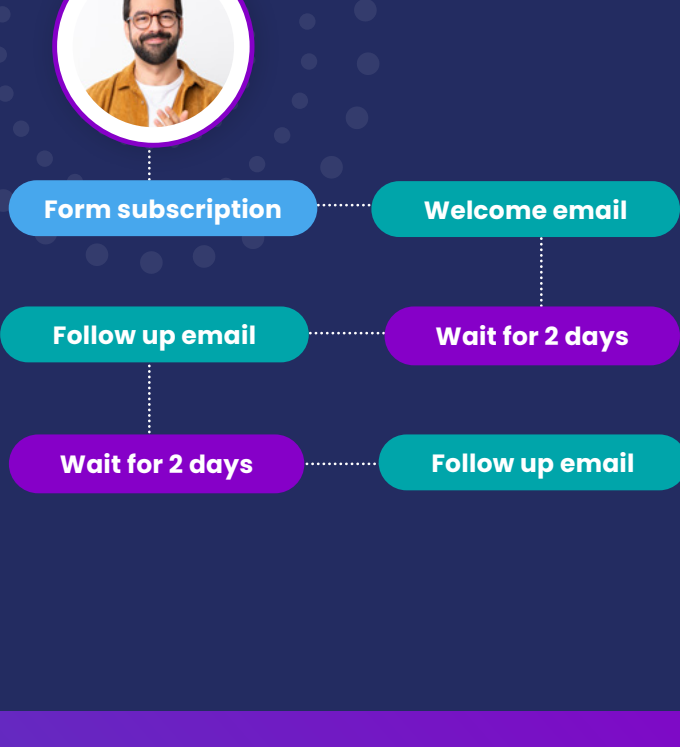


Lead nurturing campaigns

Use it when: You want to build relationships between your prospects and your brand as they move through the sales funnel, enticing interactions and encouraging conversions.

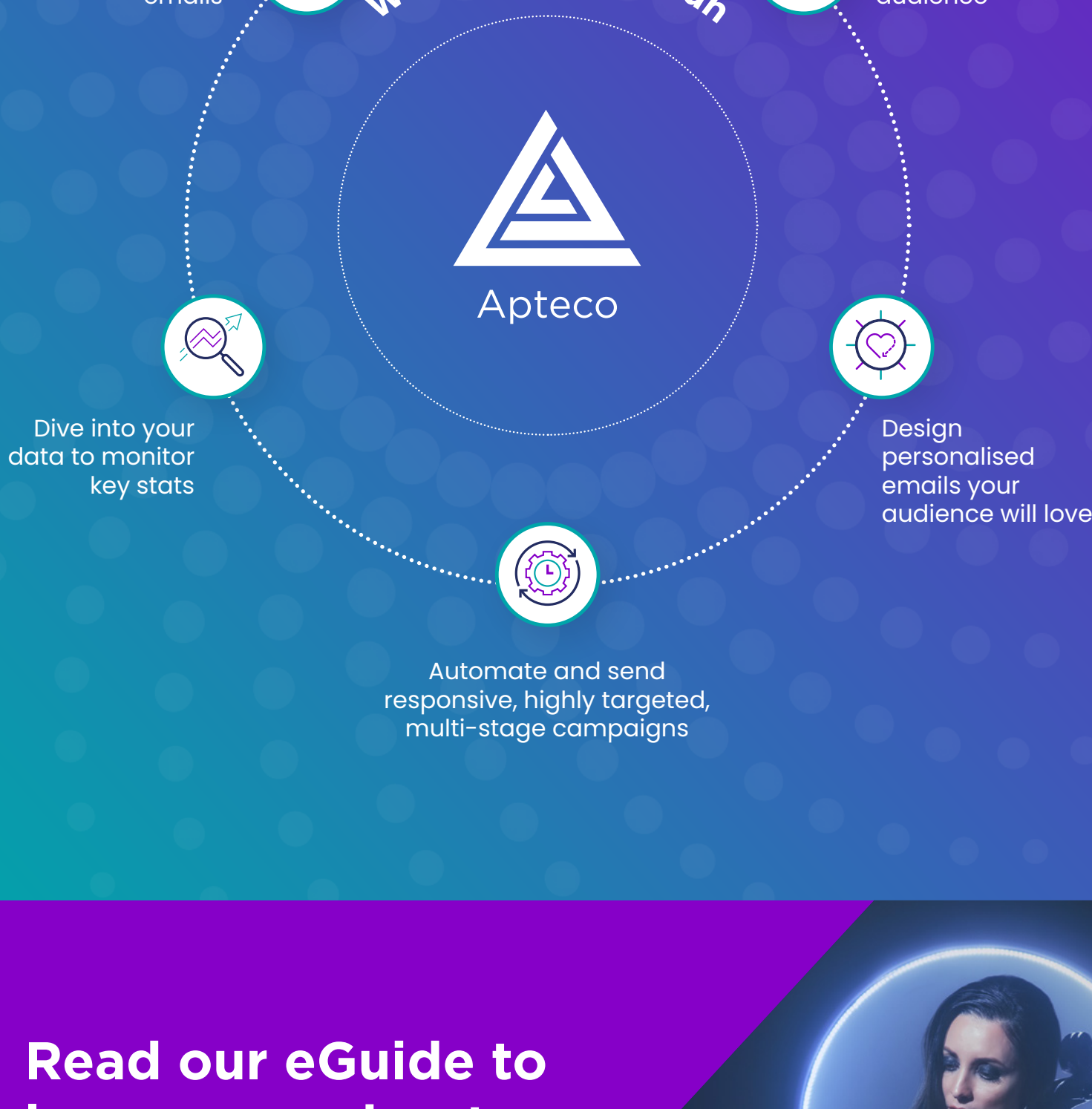
Drip campaigns

Use it when: You want to gradually introduce products to your company, product, or industry.



With Apteco, you can overcome most common email marketing problems

Our built-in email builder – now available within our actionable marketing insights platform – lets you create beautiful and responsive emails using our flexible drag-and-drop functionality.



Read our eGuide to learn more about the world of email automation.

DOWNLOAD NOW

Sources

- [1. https://www.hubspot.com/state-of-marketing](https://www.hubspot.com/state-of-marketing)
- [2. https://www.hubspot.com/state-of-marketing](https://www.hubspot.com/state-of-marketing)
- [3. https://www.marketingtechnews.net/news/2023/jan/09/email-remains-number-one-marketing-channel-for-business-leads/](https://www.marketingtechnews.net/news/2023/jan/09/email-remains-number-one-marketing-channel-for-business-leads/)

