



Implement a Marketing Automation Tool

Xhomegate.ch



Agenda

- **Initial position**
- **Expectation**
- **As of today**
- **Next steps**
- **The roll-out**
- **Learnings**
- **Questions**

Implement a Marketing Automation Tool

Initial position

«Checking the need and possibility of implementing and using a marketing automation tool at Homagate AG.»

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Initial position

- Huge amount of data
- Data preparation & mining
- Generate added value & service



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Expectation

Our Vision ...

- ✓ Relevant content...
- ✓ At the right time...
- ✓ To right the user



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Expectation

Our Goals...

- Better user experience
- Improve service quality
- Cross- & Upselling



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As of today

1. Kickoff

- Process analysis
- Definition Segment
- Strategy

2. Consultant

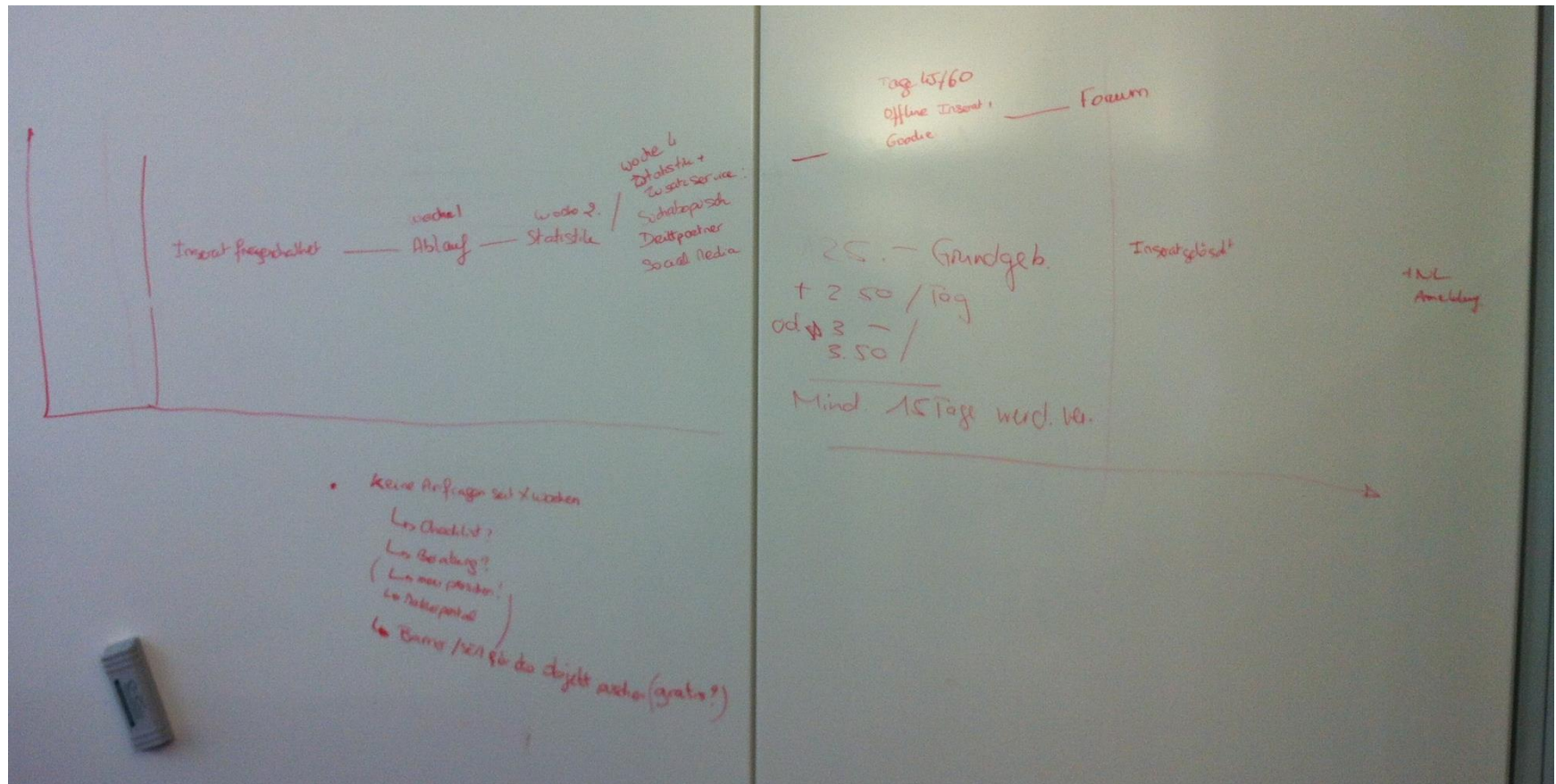
- Evaluate
- Workshop Customer life-cycle & functionality

3. Vendors

- Evaluate
- Generate use cases
- Presentation
- Project review

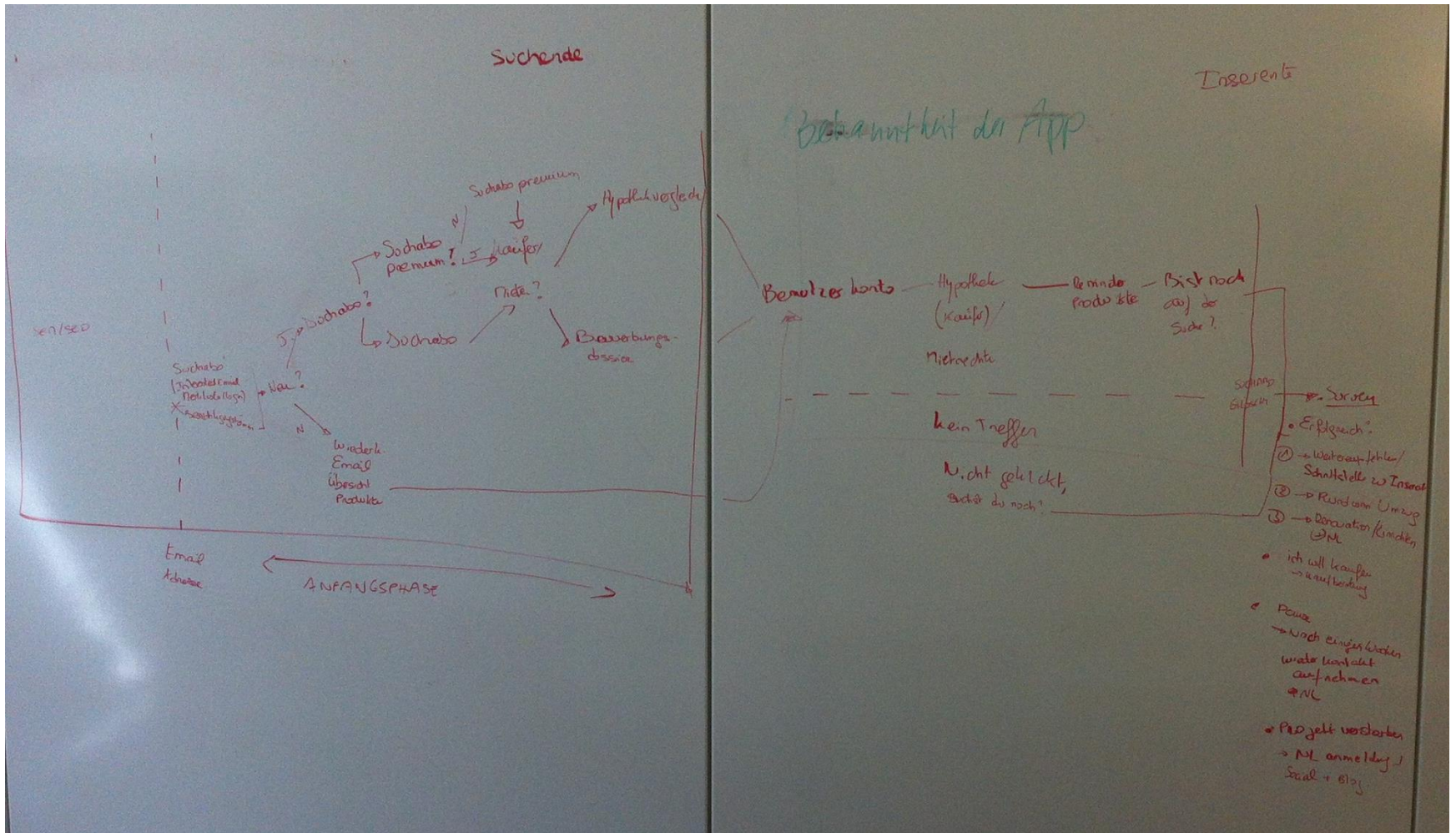
Implement a Marketing Automation Tool

As of today



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As of today



Implement a Marketing Automation Tool

As of today

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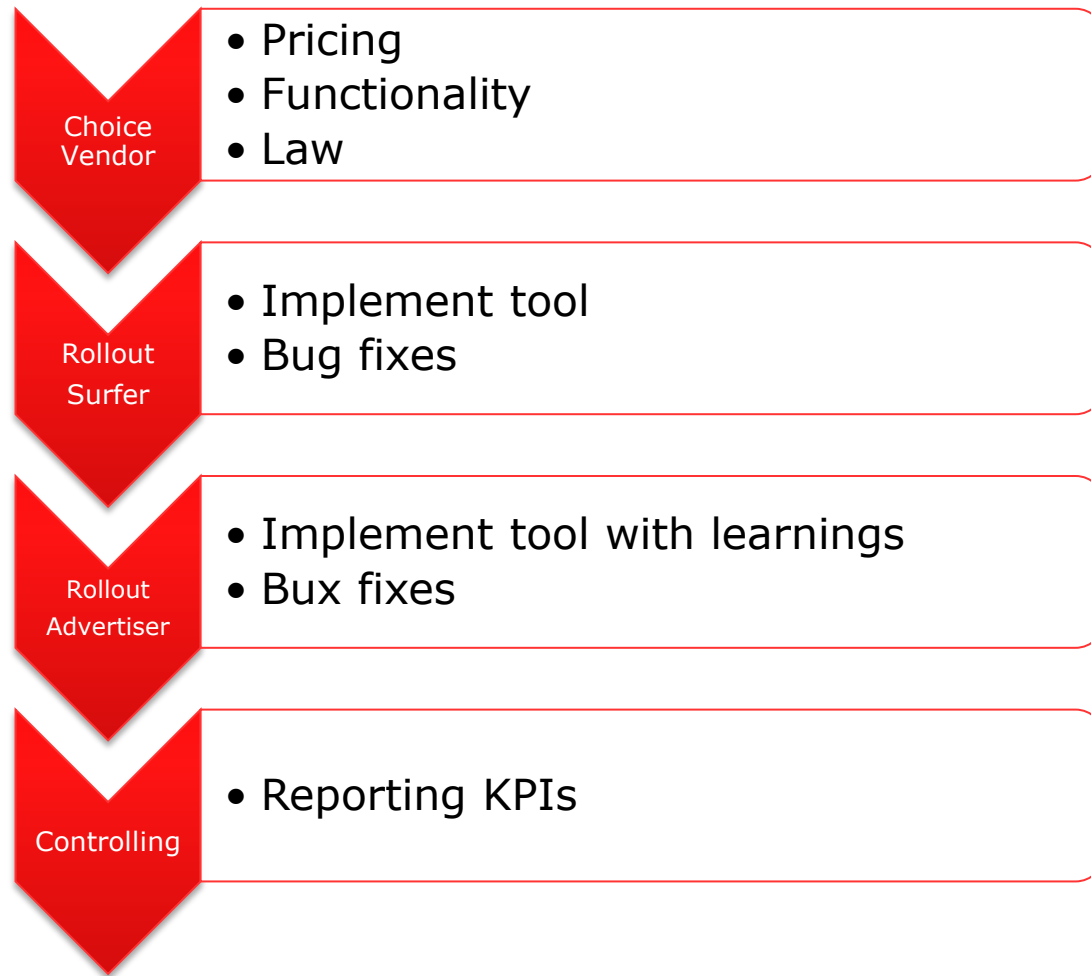
emarsys

SALES MANAGO

HubSpot

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The roll-out



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Learnings

- Take the time
- Pricing & Customer Value
- Marketing automation $\neq$ Marketing automation



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Questions





Thank you!

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