SMART Marketing

Automation across all channels for FMCG, Retail, and many more

Create, manage, and deliver web experience from a single platform across all channels. Increase customer satisfaction by using context to provide personalized customer journey. Delight your customers with engaging experiences. Use data to drive relations, loyalty, and conversion.

World class customer journeys in digital and assisted channels

Using SMART Marketing you put data of campaign activities and customer data together to obtain a comprehensive view of the customer. Distribute personalized content using data and engage customers by making relevant offers across all stages of the marketing lifecycle. Campaigns become integrated and automated. You get clarity on what works, what doesn't work, and what must be improved.

Marketing automation gives numerous insights and effects

- Enables a common view and consistent execution across channels, sales and marketing

- Delivers relevant content that aligns with customer interests and needs

- Contributes to topline growth and productivity

A common view and execution across channels and functions

- 250% increased reply rate

- 50% of revenues from existing customers

- 24% increase in revenue growth rate

Relevant content/offers aligned with customer interests and needs

- Nurtured leads contribute to a 20% increase in sales deals

- Repurposed content generates value and brings more efficiency

- Improved customer retention and relationships

Contribution to topline growth

- 5% YoY profit improvement as measured by close rates on leads, revenue improvements, and margins per customer

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How does SMART Marketing work to achieve business benefits

Enable common customer 360-view

- Follow customer journeys: website actions, purchase history, and chats to know the best time to communicate
- Determine customer behavior and needs. Model and analyse data for customer patterns and insights. Enable predictive experiences and offers

Satisfy customer needs and interests

- Use context to provide personalized customer journey to increase customer satisfaction
- Be able to deliver seamless experiences across all channels – not just web, apps, email, etc.

Boost sales

- Use data to fine-tune experiences and drive relationships, loyalty, and conversion
- Develop new revenue opportunities throughout modern customer journey

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SMART Marketing

What do you receive:

- Improved marketing effectiveness and ROI
- Increased market share
- Higher revenues via up-sell and cross sell
- Better profit margin from higher value services
- Lower advertising costs
- Faster impact time

Benefits of using SMART Marketing automation

- You continue building reputation as an innovative and customer-focused company
- Increase understanding of customers' wants and needs
- Create and deliver seamless shopping experience
- Create near-real-time marketing campaigns
- Reduce time for offer/pricing testing
- Increase customer wallet share

Why SMART business?

SMART business is the first Ukrainian system integrator to receive Gold Data Analytics and Dynamics ISV of the year in CEE statuses from Microsoft. It confirms our deep knowledge and experience in Business Intelligence and Business Applications, which allows us to build solutions for clients with complex business processes, analytical and cognitive scenarios (forecasting, recommendations, construction of neural networks for business process optimization) using Data Science approaches and Big Data sources.

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