

MARKETING MADNESS

AN EMAIL MARKETER'S GUIDE TO BEATING COMMON PROBLEMS WITH ADVANCED SOLUTIONS

SHORT ON TIME

WORRIED ABOUT MANUAL ERRORS

WASTING TIME GUESSING

TRYING OUT NEW CONTENT

LOW DELIVERY RATES

LAUNCHING **NEW CUSTOMER REWARDS PROGRAM**

AUTOMATION

A/B TESTING

ENGAGEMENT SCORING

LOW CONVERSION RATES

GEOTARGETING

PURCHASE

BEHAVIOR

TRACKING

LACK OF PERSON-ALIZED OFFERS

ABANDONED SHOPPING CARTS

LOW CUSTOMER DATA

MESSAGES NOT RESONATING WITH CONTACTS

DIVERSE CONTACT DEMOGRAPHICS

SEGMENTATION

