

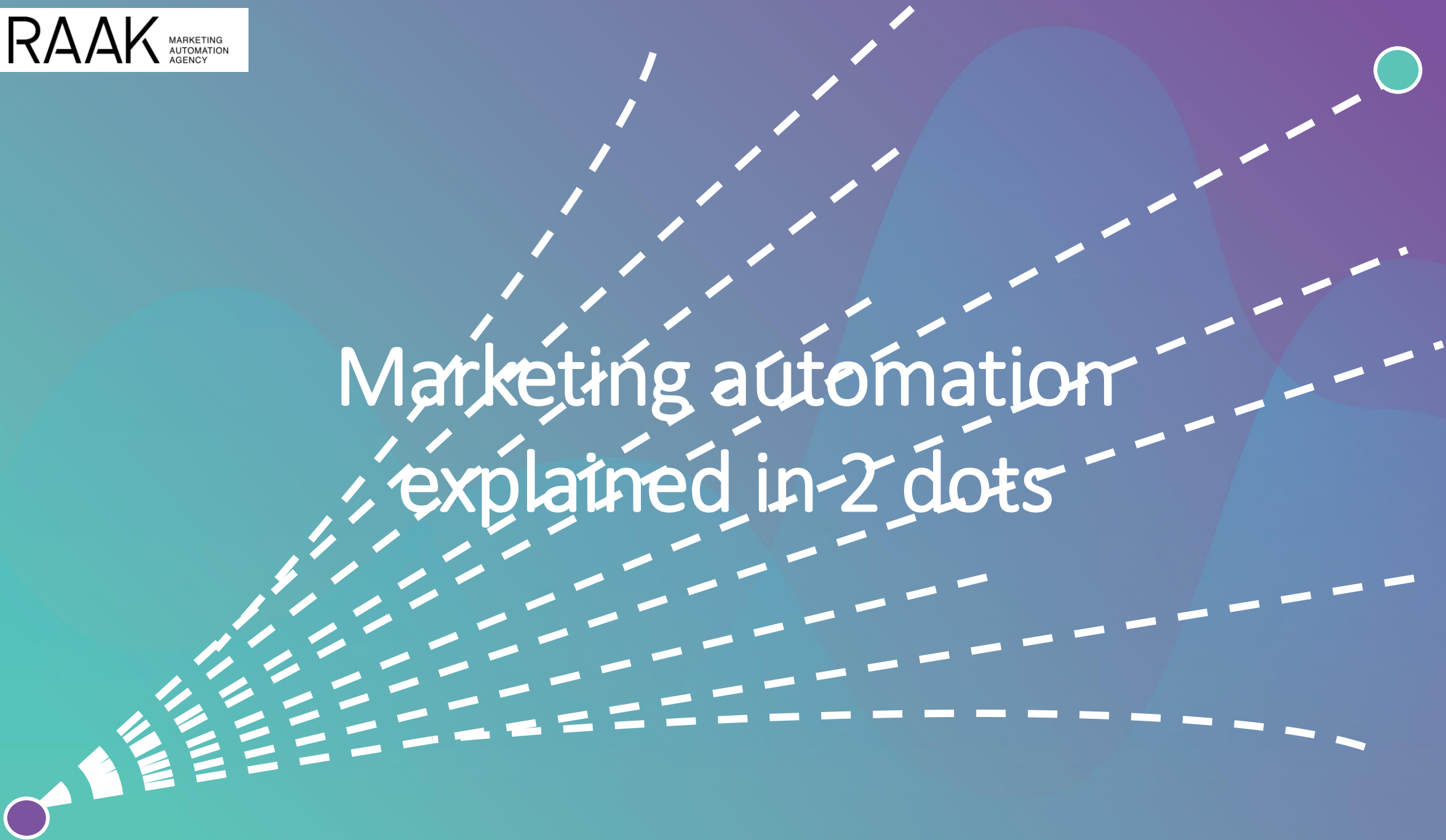
# The 4 most common mistakes in marketing automation.

And how to avoid them...

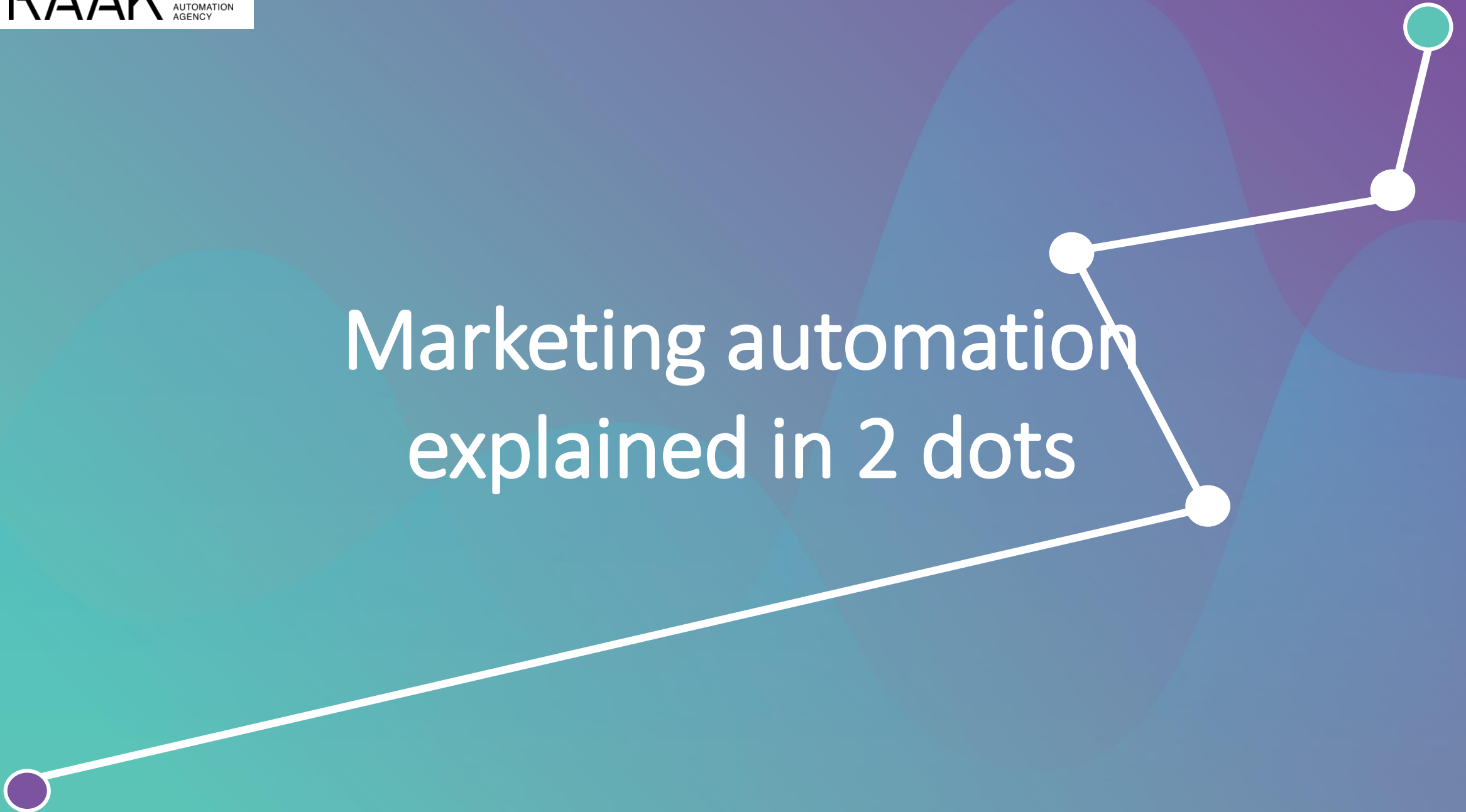
Tim Karpisek  
Managing Director  
M: 0032 497 60 15 93  
E: [tkarpisek@raak.be](mailto:tkarpisek@raak.be)  
[www.raak.be](http://www.raak.be)

# Marketing automation explained in 2 dots

# Marketing automation explained in 2 dots



# Marketing automation explained in 2 dots



# Marketing automation

## Marketing **process** automation

- Conditional personalisation
- Marketing operations management
- Marketing scalability
- Quality management & testing

## Marketing **communications** automation

- Workflows
- Real-time marketing
- Multi-channel marketing
- Lead nurturing programs
- Drip marketing

## Marketing **data** automation

- Lead scoring
- Analytics & insights
- Predictive analytics
- Tracking & tagging
- Progressive profiling

# Problem #1: False expectations



# The evolution of marketing automation



# The evolution of marketing automation

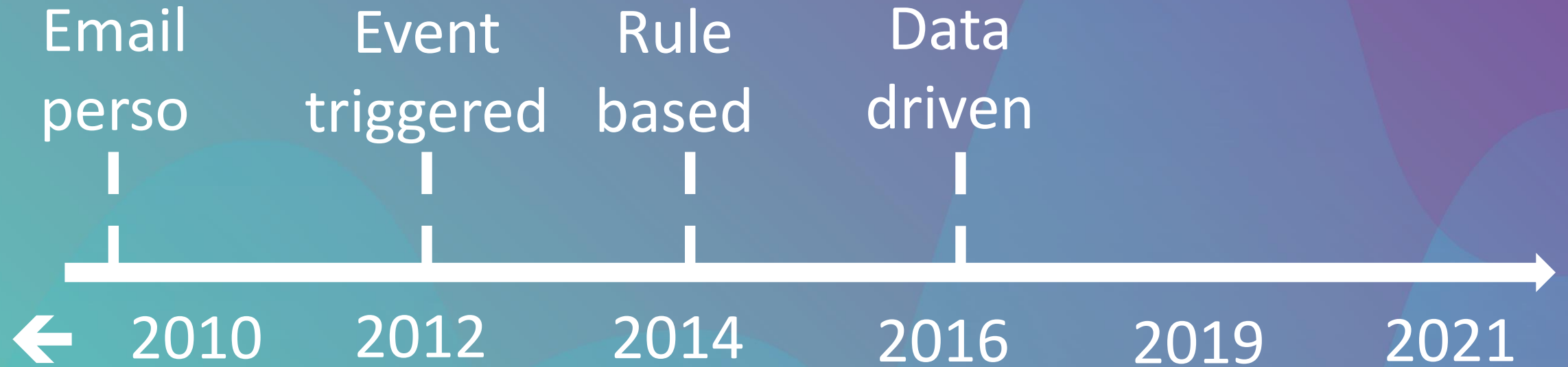




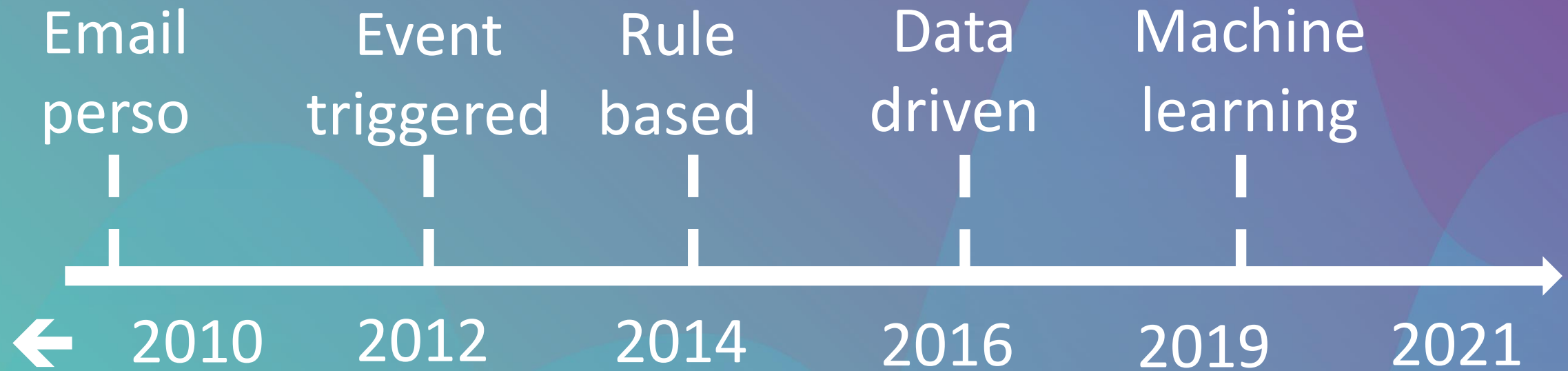
# The evolution of marketing automation



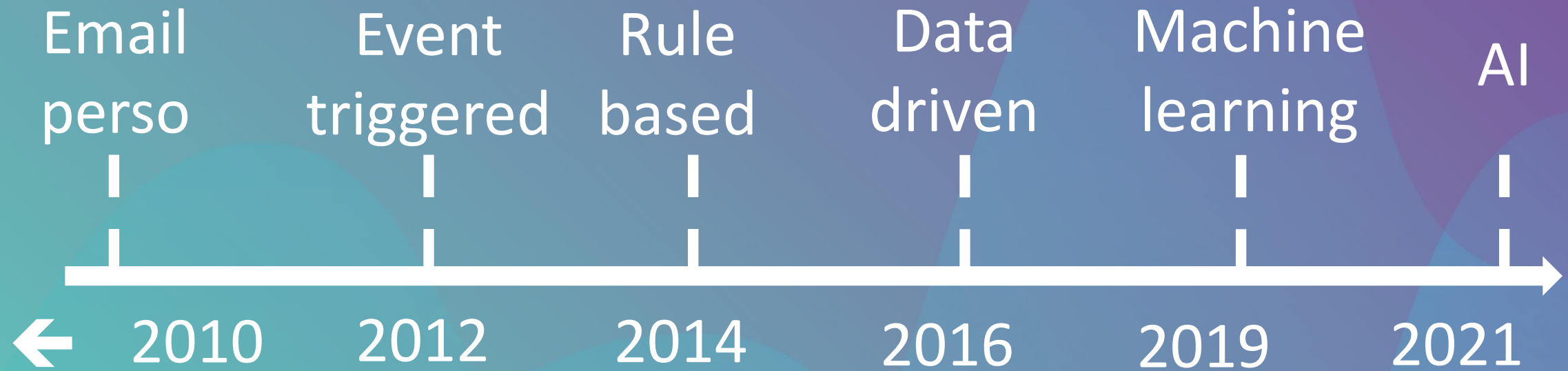
# The evolution of marketing automation



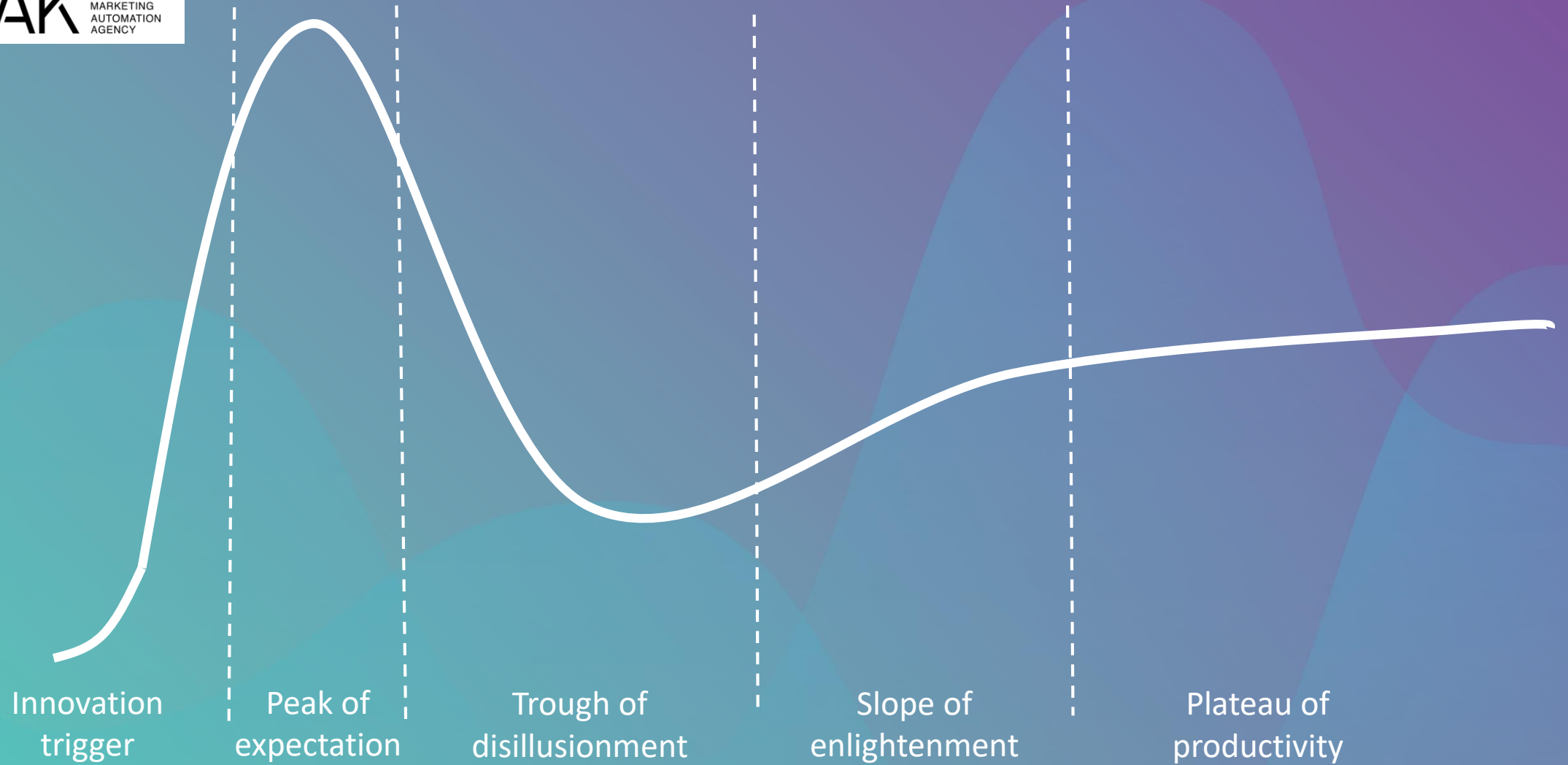
# The evolution of marketing automation



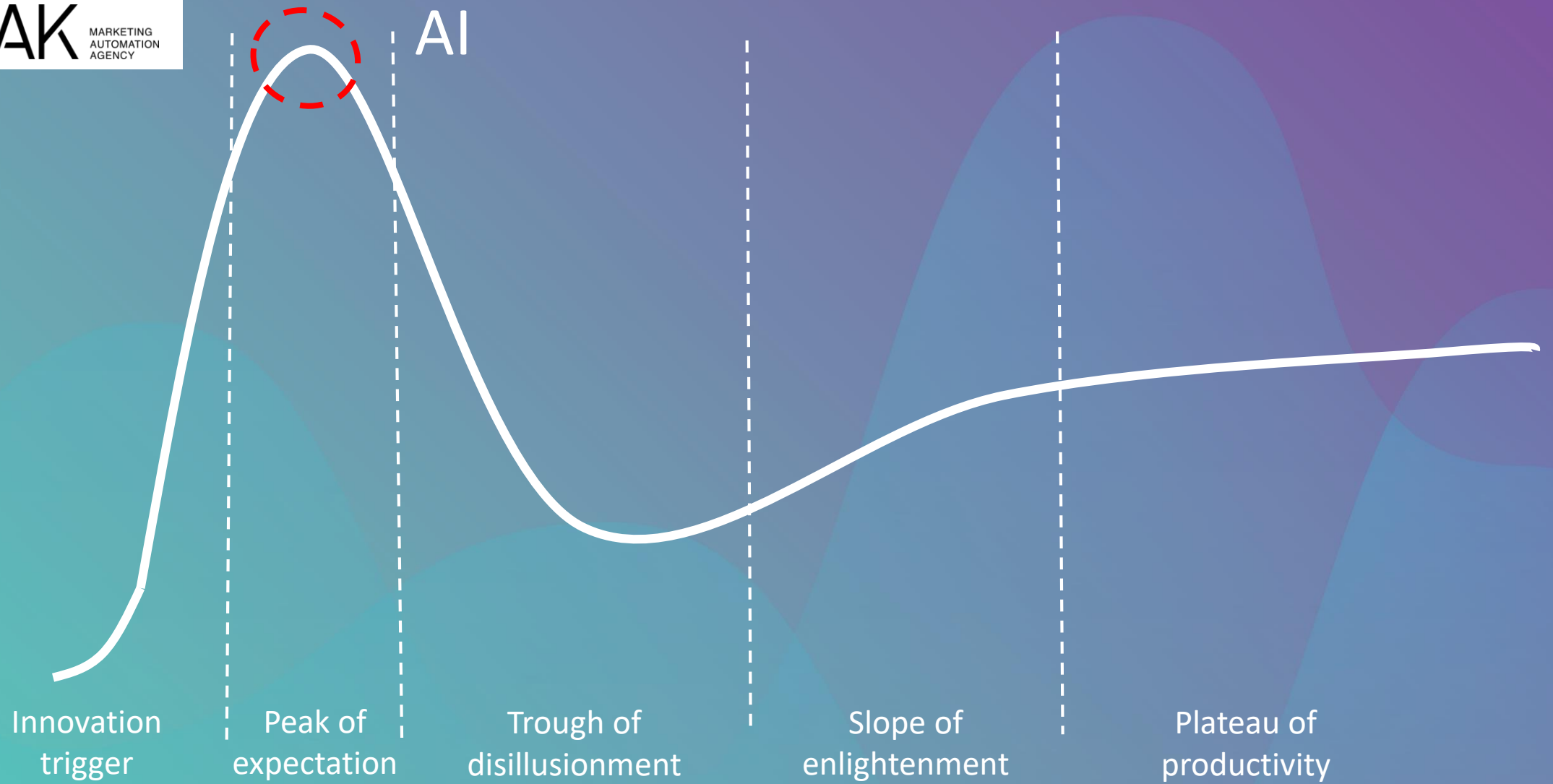
# The evolution of marketing automation



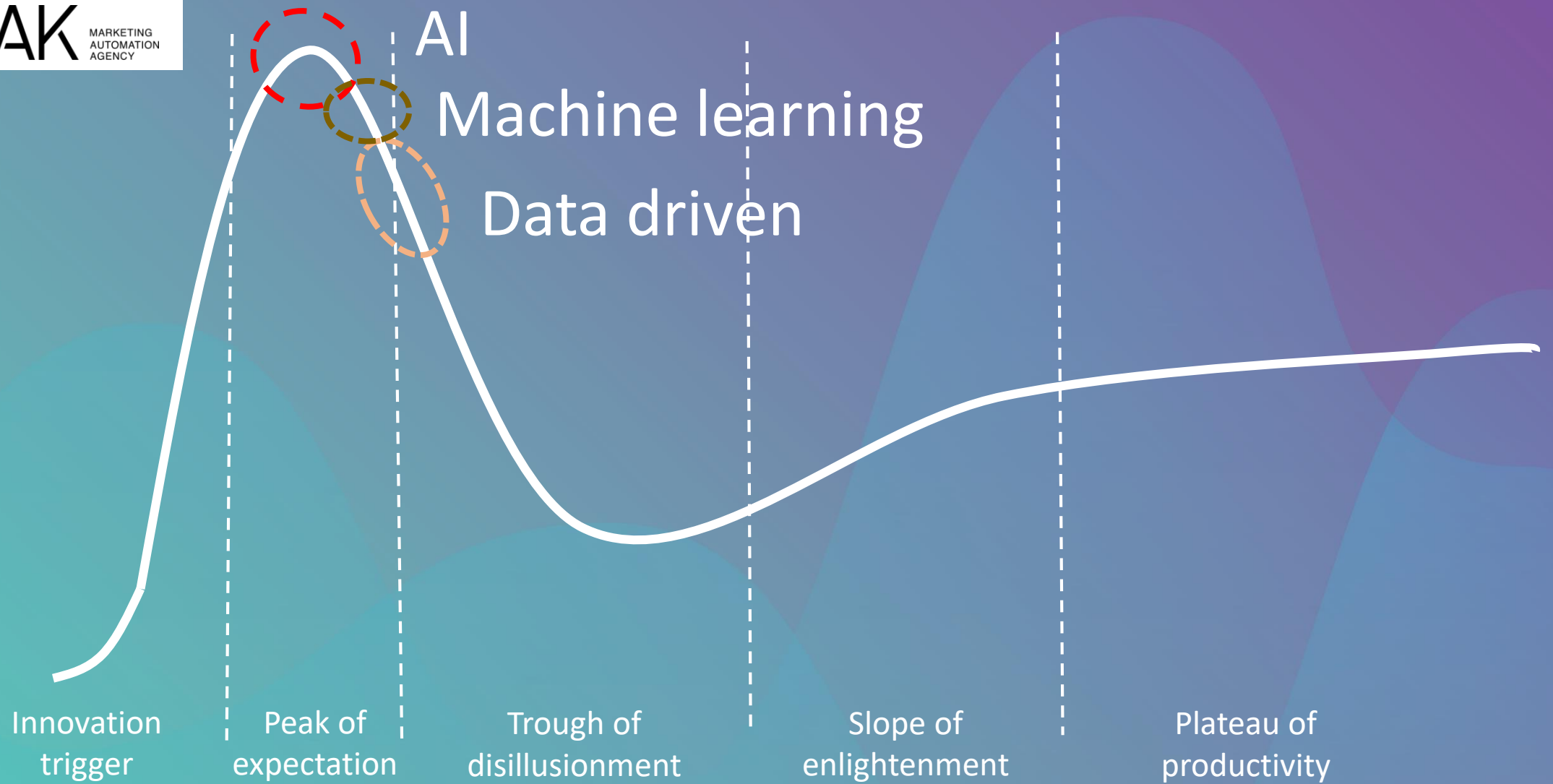
# The evolution of marketing automation



# Gartner hype cycle

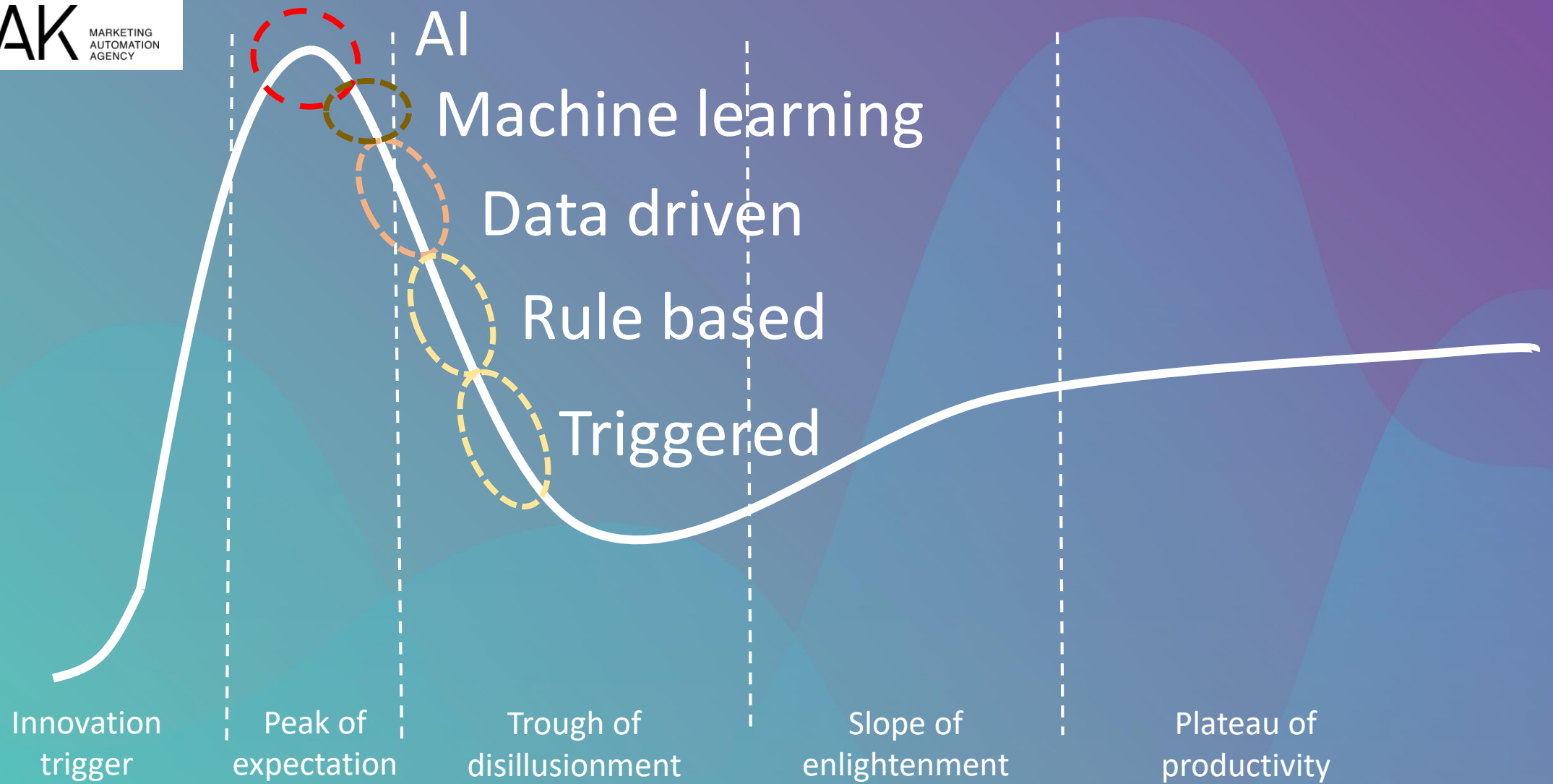


# Gartner hype cycle

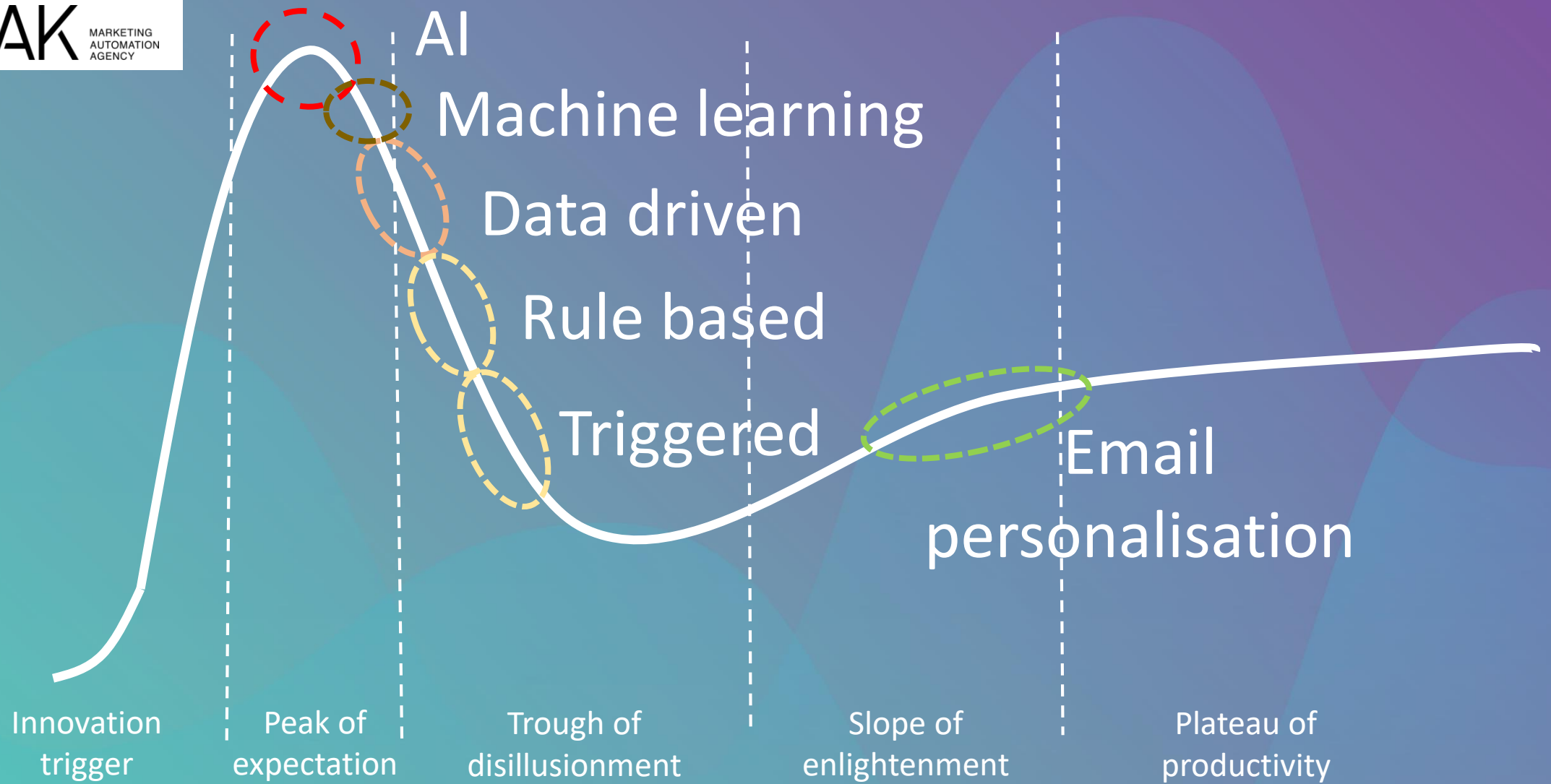


# Gartner hype cycle





# Gartner hype cycle



# Gartner hype cycle

# Reality check

40%

Do not use  
marketing  
automation

Reality check

40%

Do not use  
marketing  
automation

63%

38% of overall

Has a marketing  
automation  
plan

Reality check

40%

Do not use  
marketing  
automation

63%

38% of overall

Has a marketing  
automation  
plan

77%

86% of overall

Experience  
no to slight  
impact

Reality check

40%

Do not use  
marketing  
automation

63%

38% of overall

Has a marketing  
automation  
plan

77%

86% of overall

Experience  
no to slight  
impact

41%

Automates  
only email  
marketing

Reality check

40%

Do not use  
marketing  
automation

63%

38% of overall

Has a marketing  
automation  
plan

77%

86% of overall

Experience  
no to slight  
impact

41%

Automates  
only email  
marketing

3%

Uses multi-  
channel  
automation

Reality check



1. Own research

2. Gartner study

3. RAAK survey

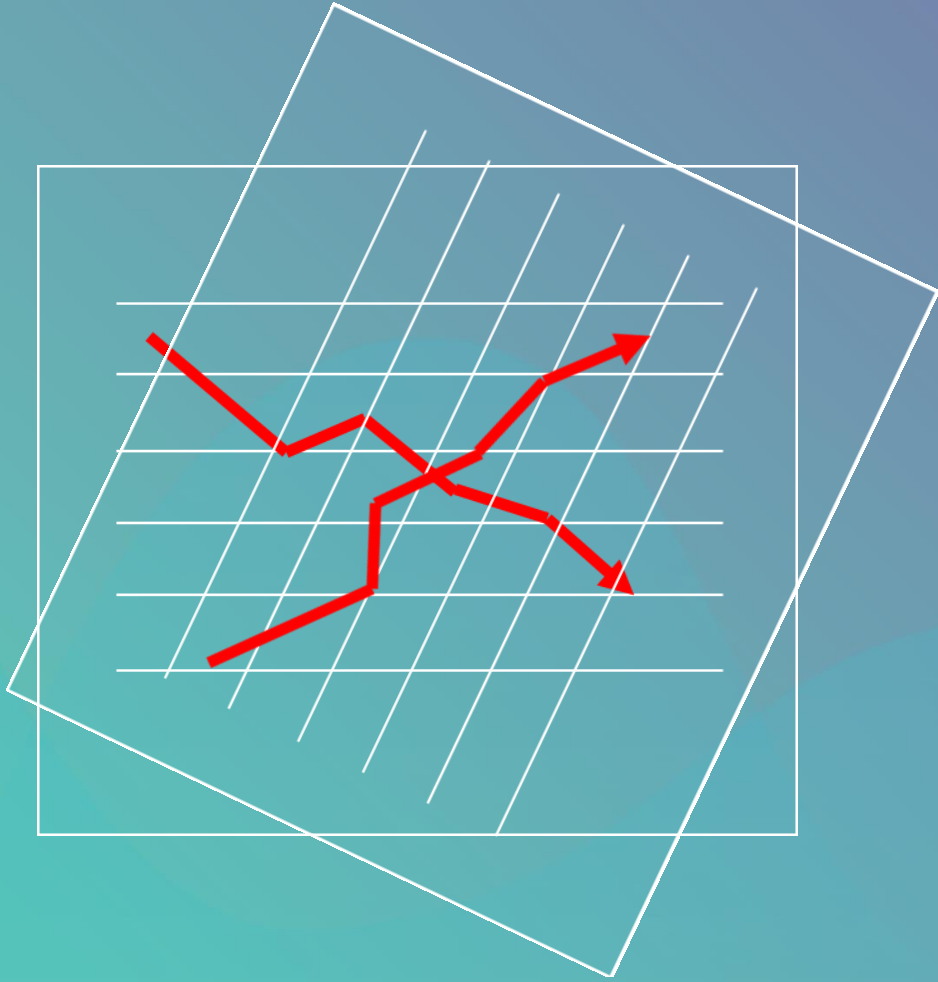


Theory and practice  
are running at different speeds

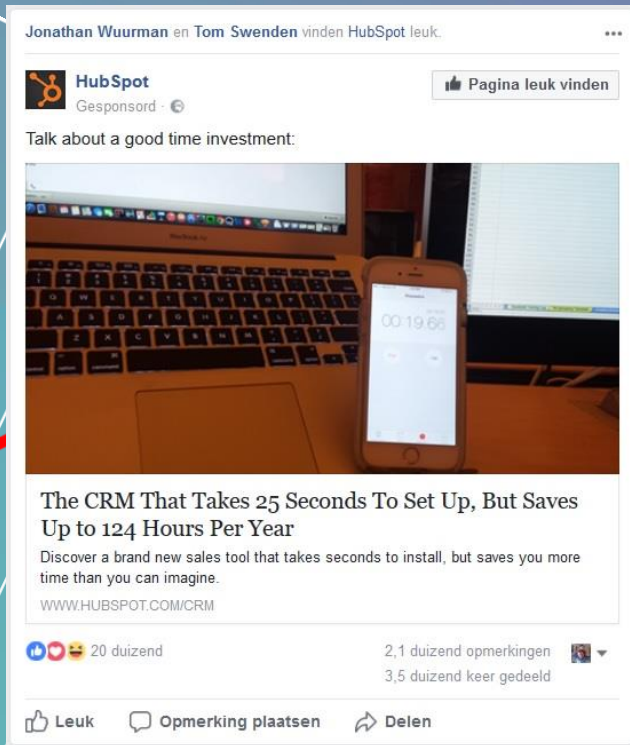
Conclusion

# How to fix it?

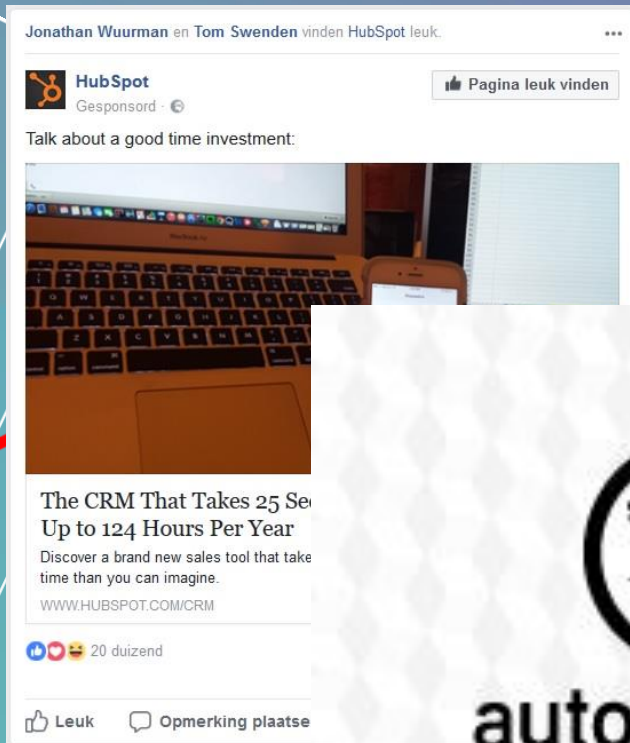
## Manage expectations



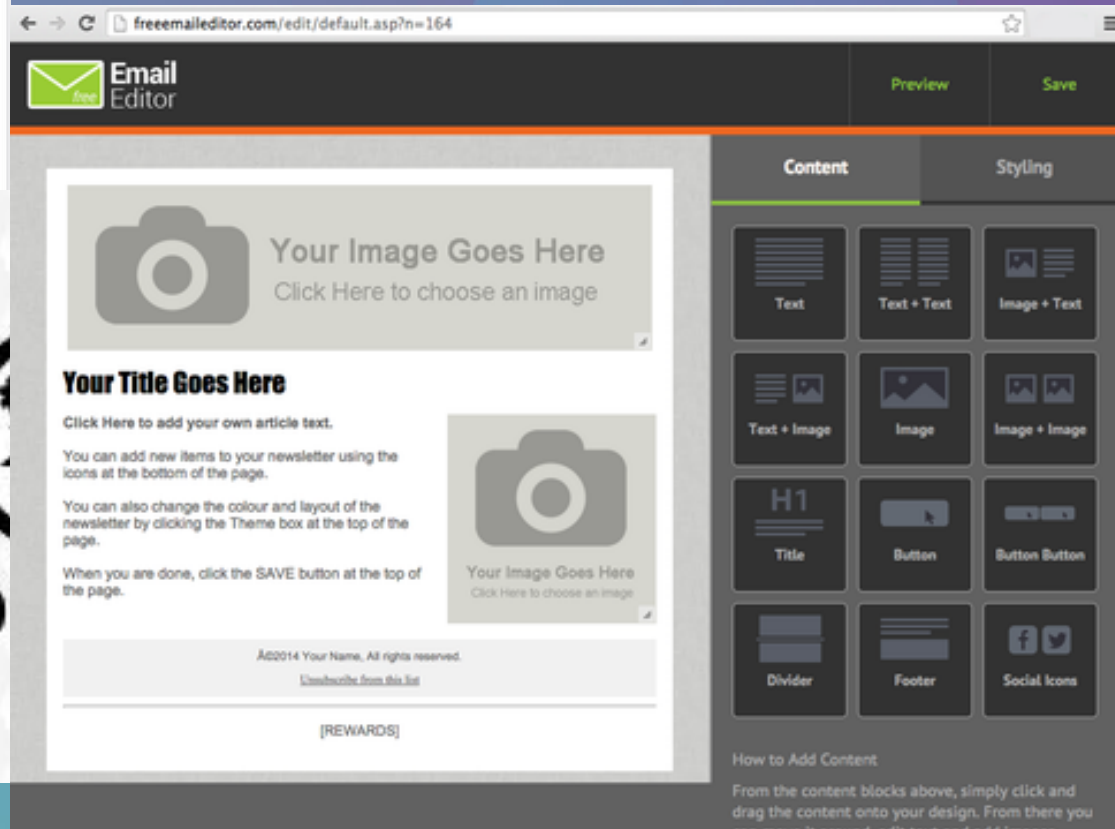
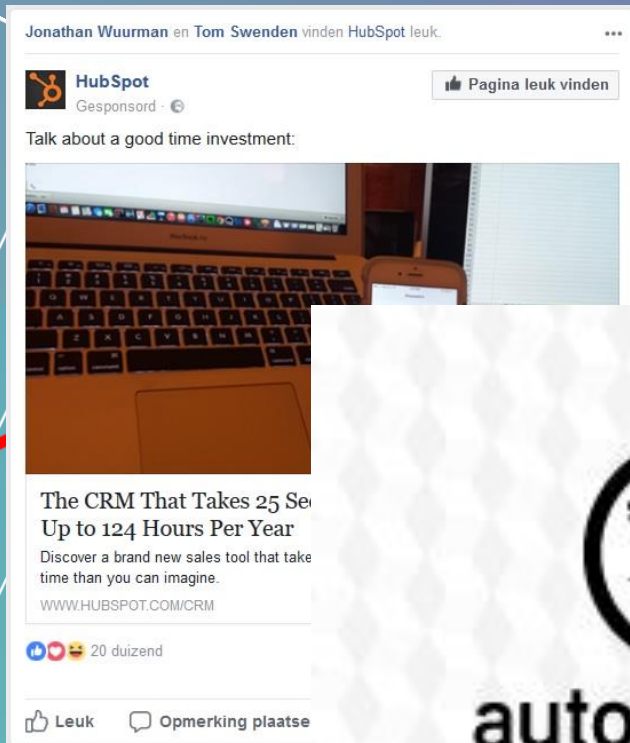
# Managing expectations



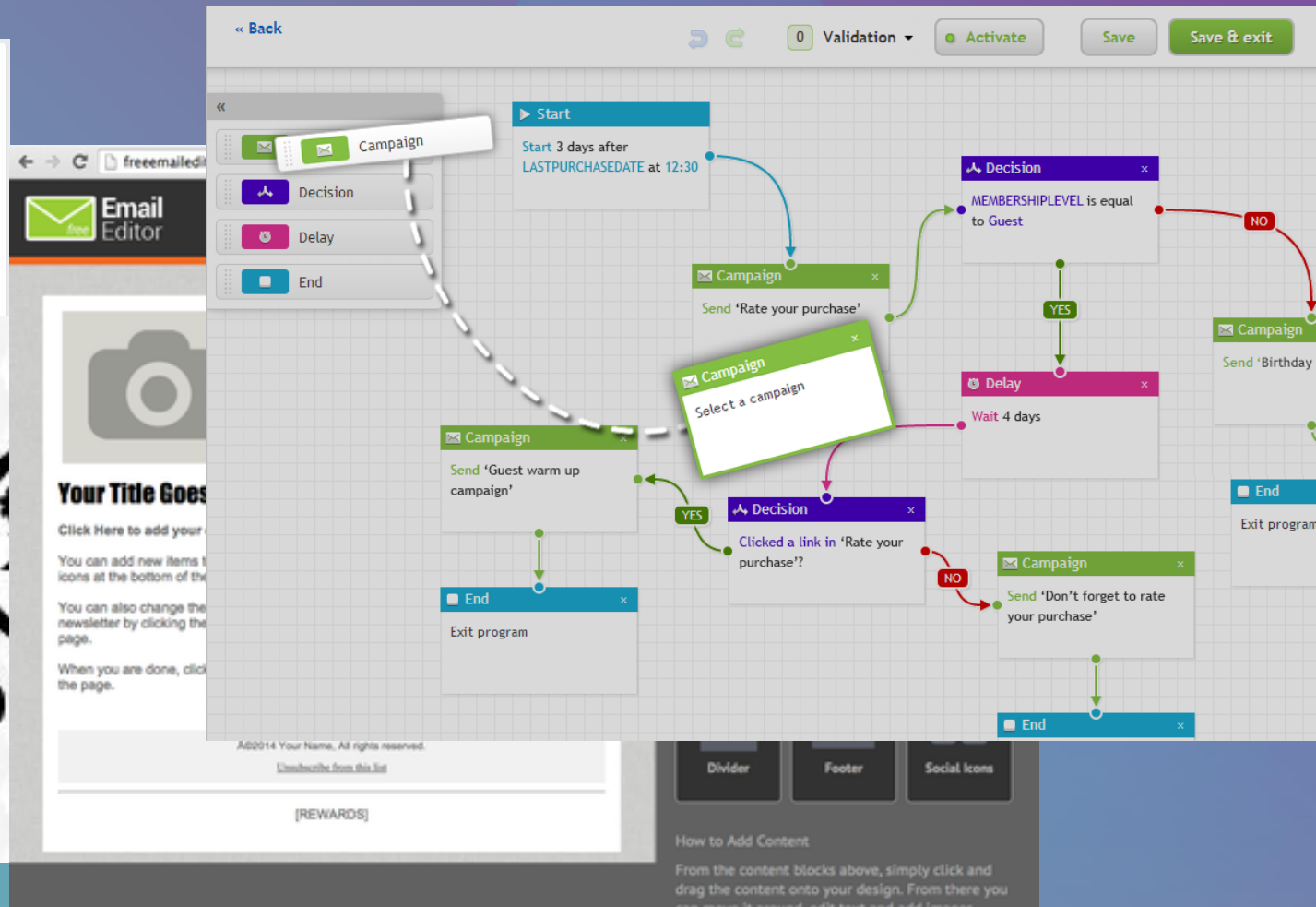
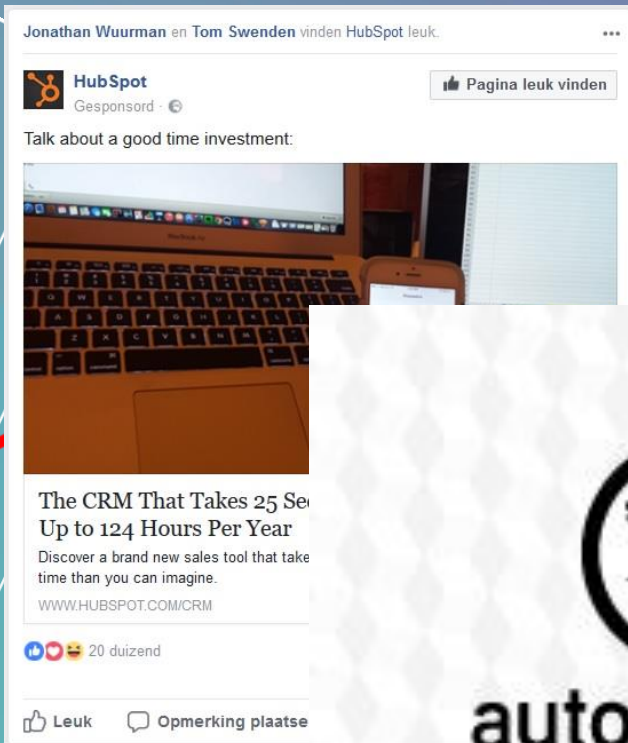
# Managing expectations



# Managing expectations



# Managing expectations



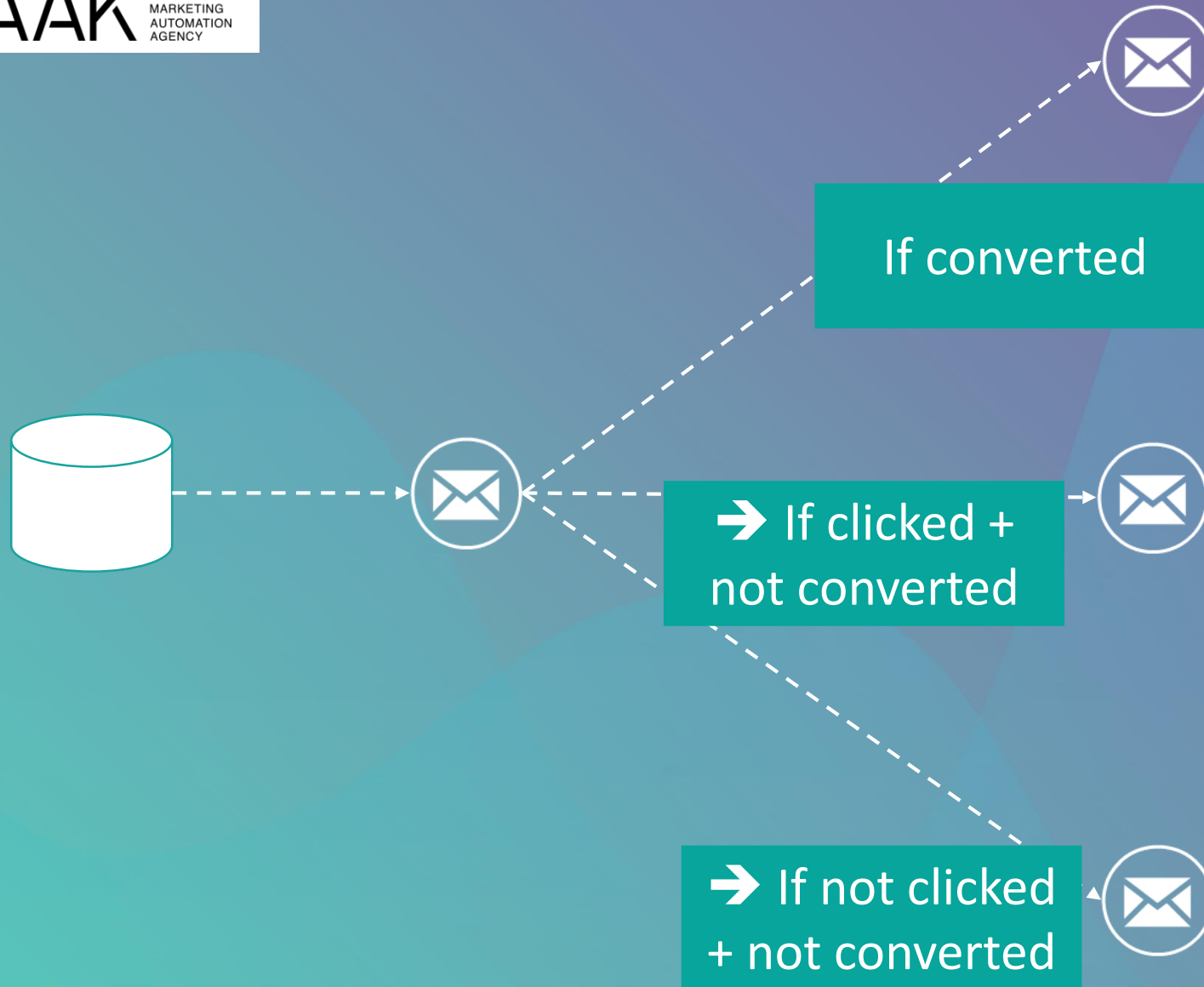
# Managing expectations

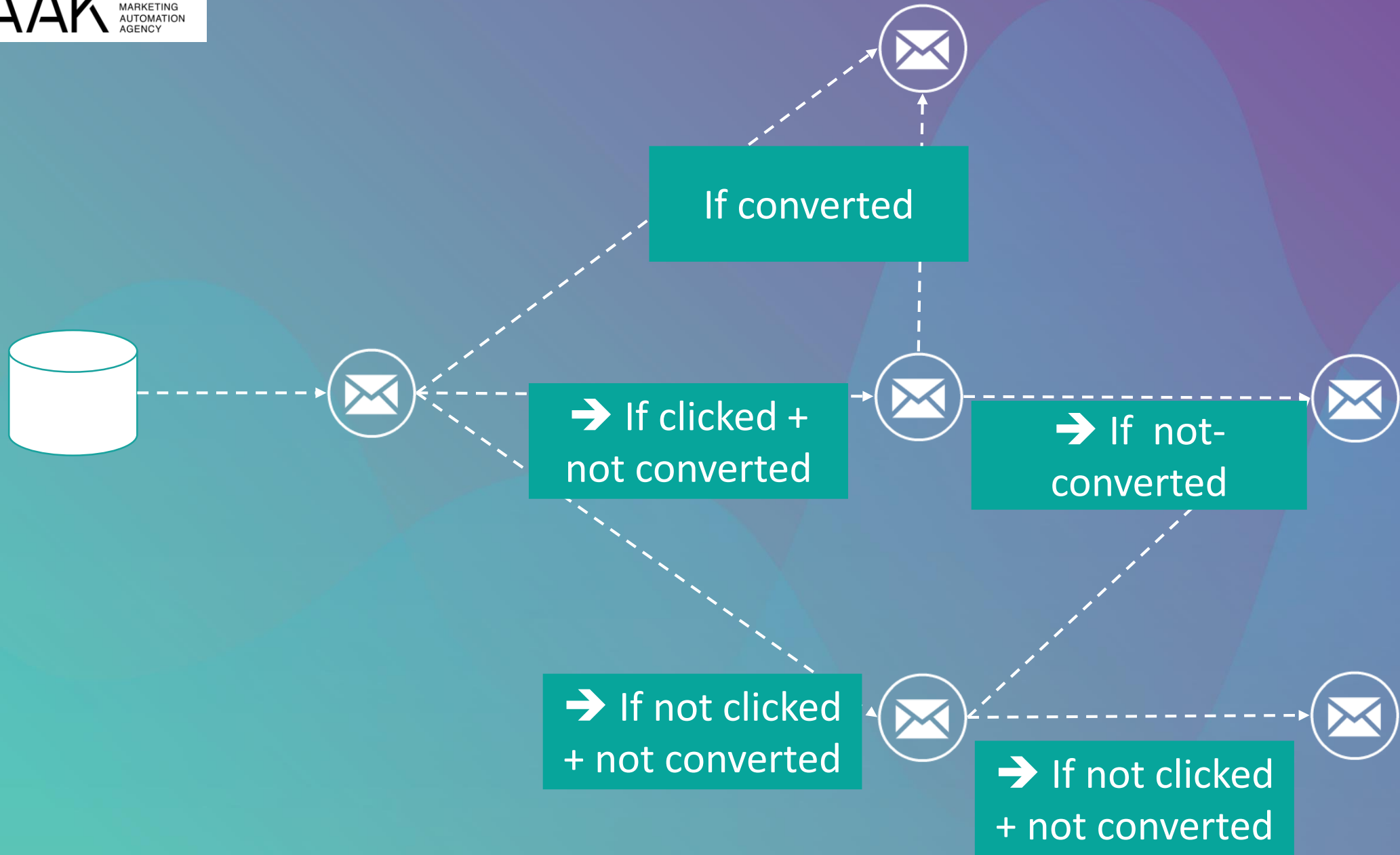


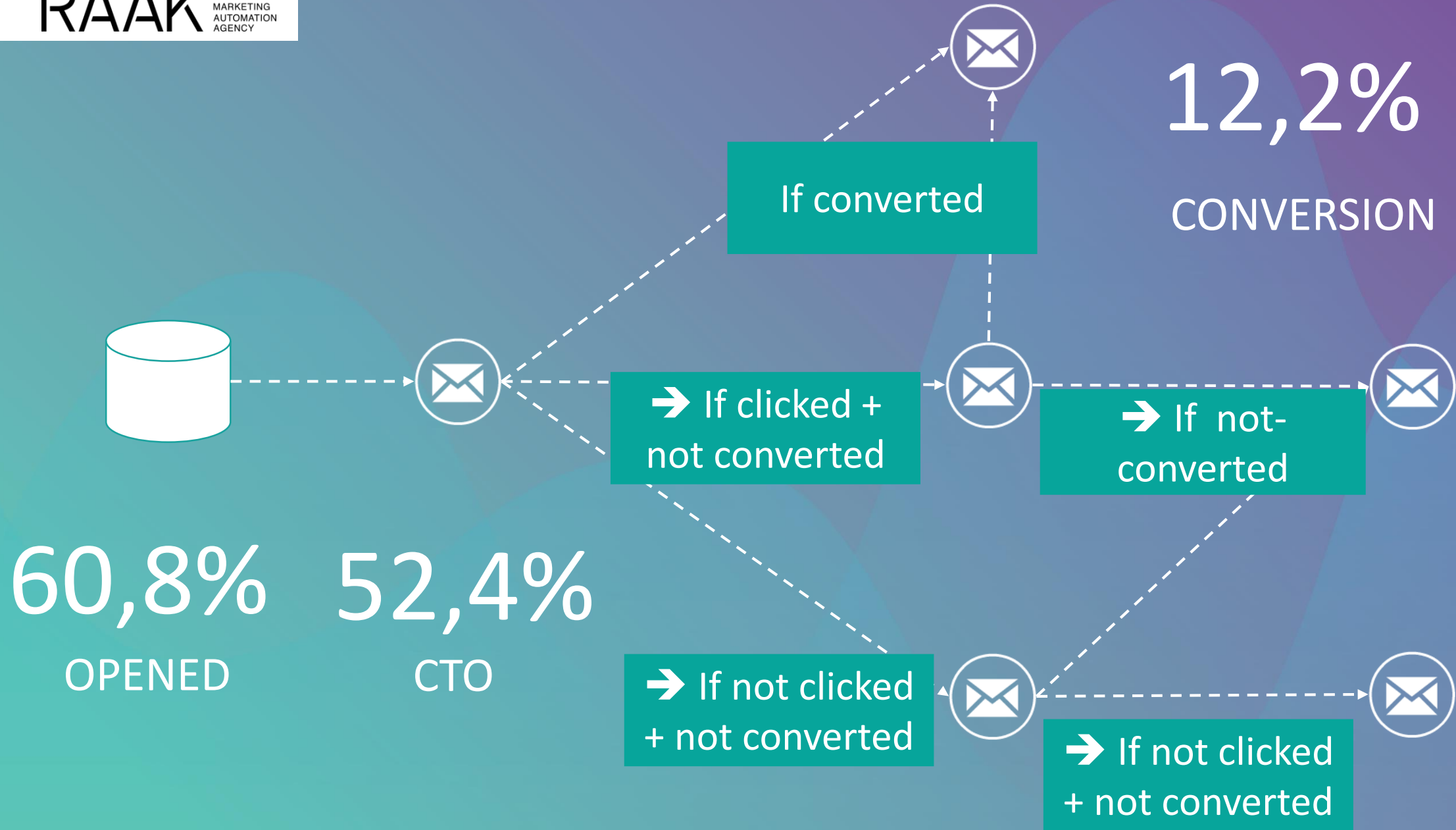
# Problem #2: There's no problem

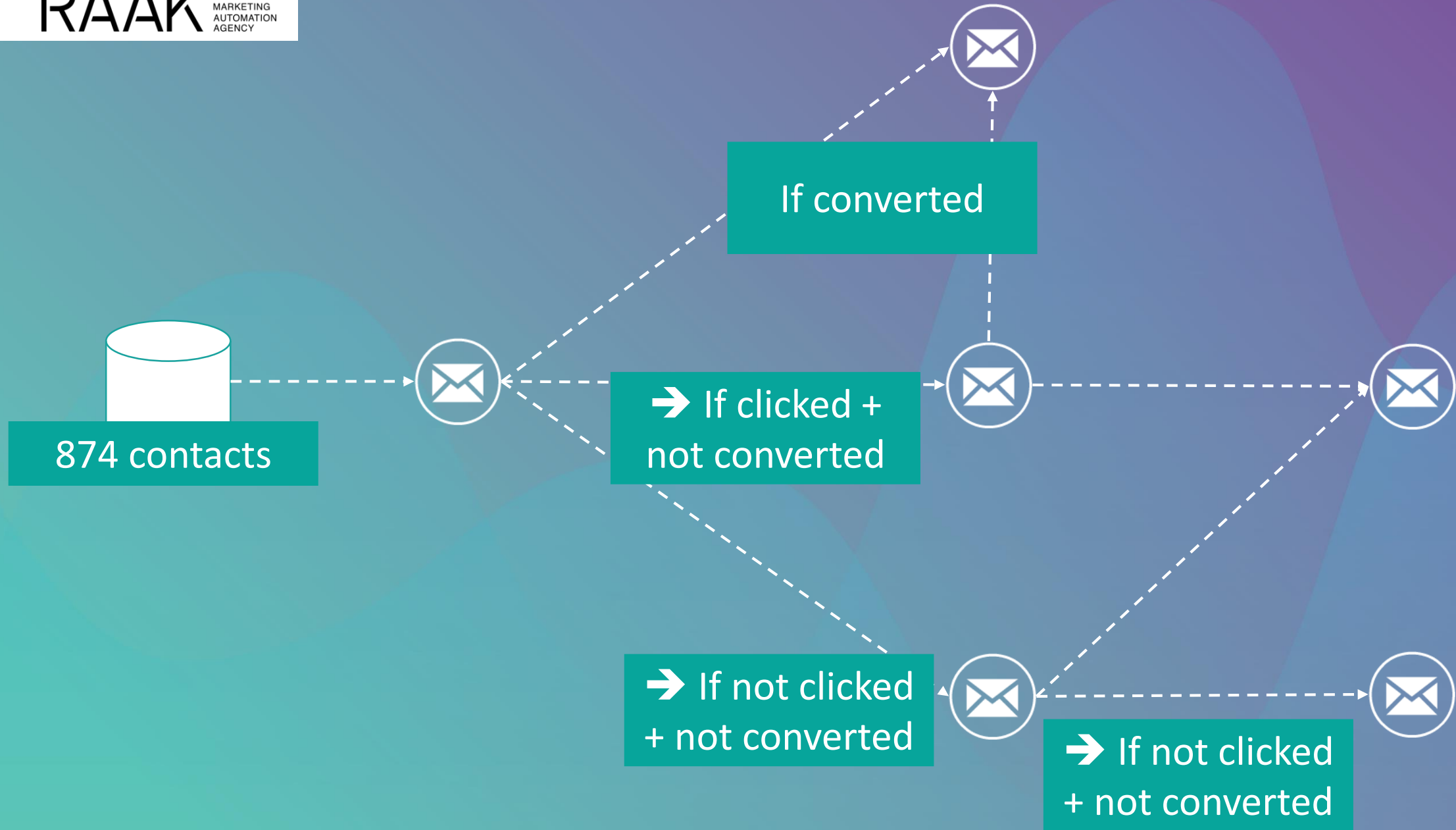


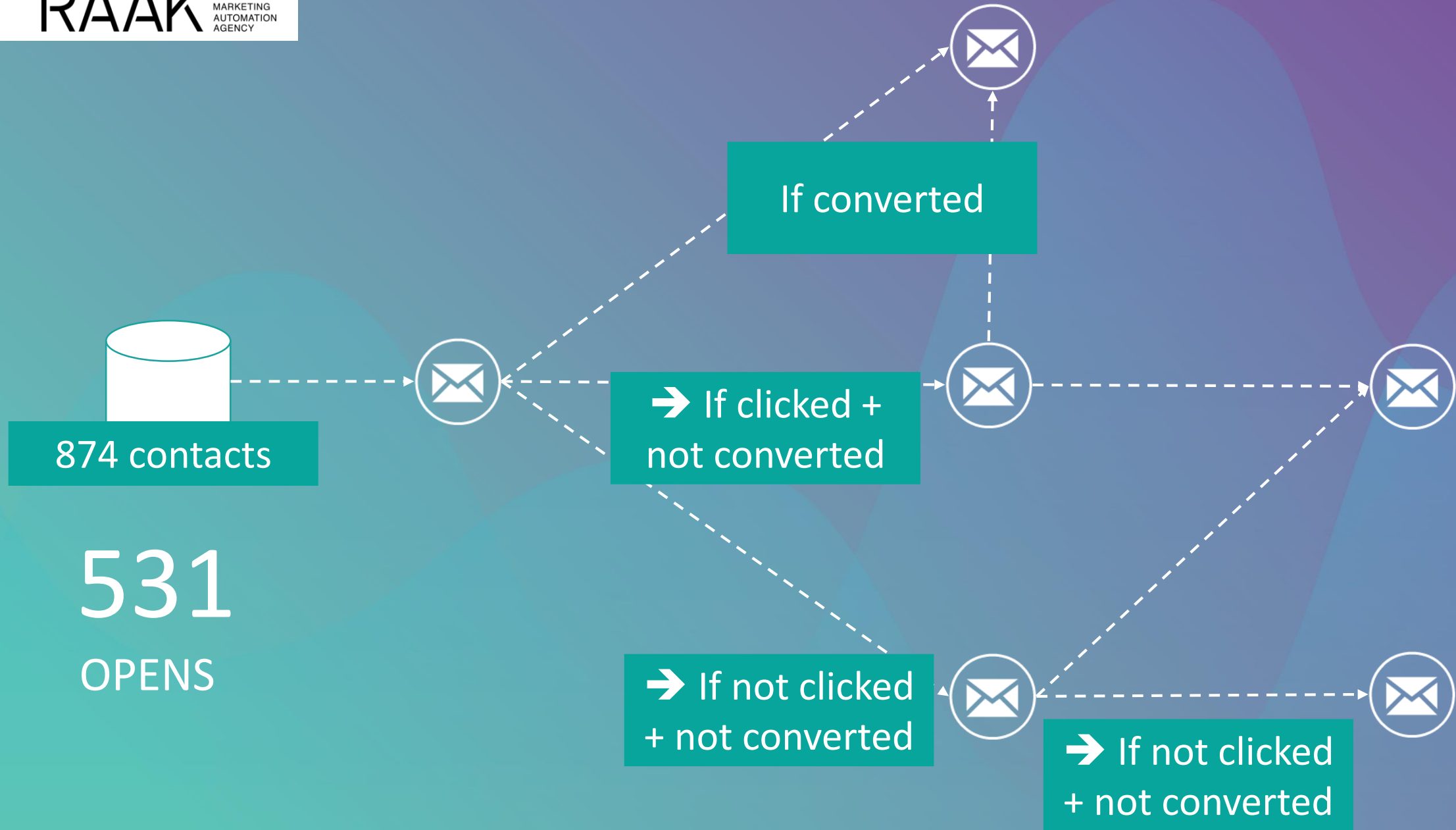


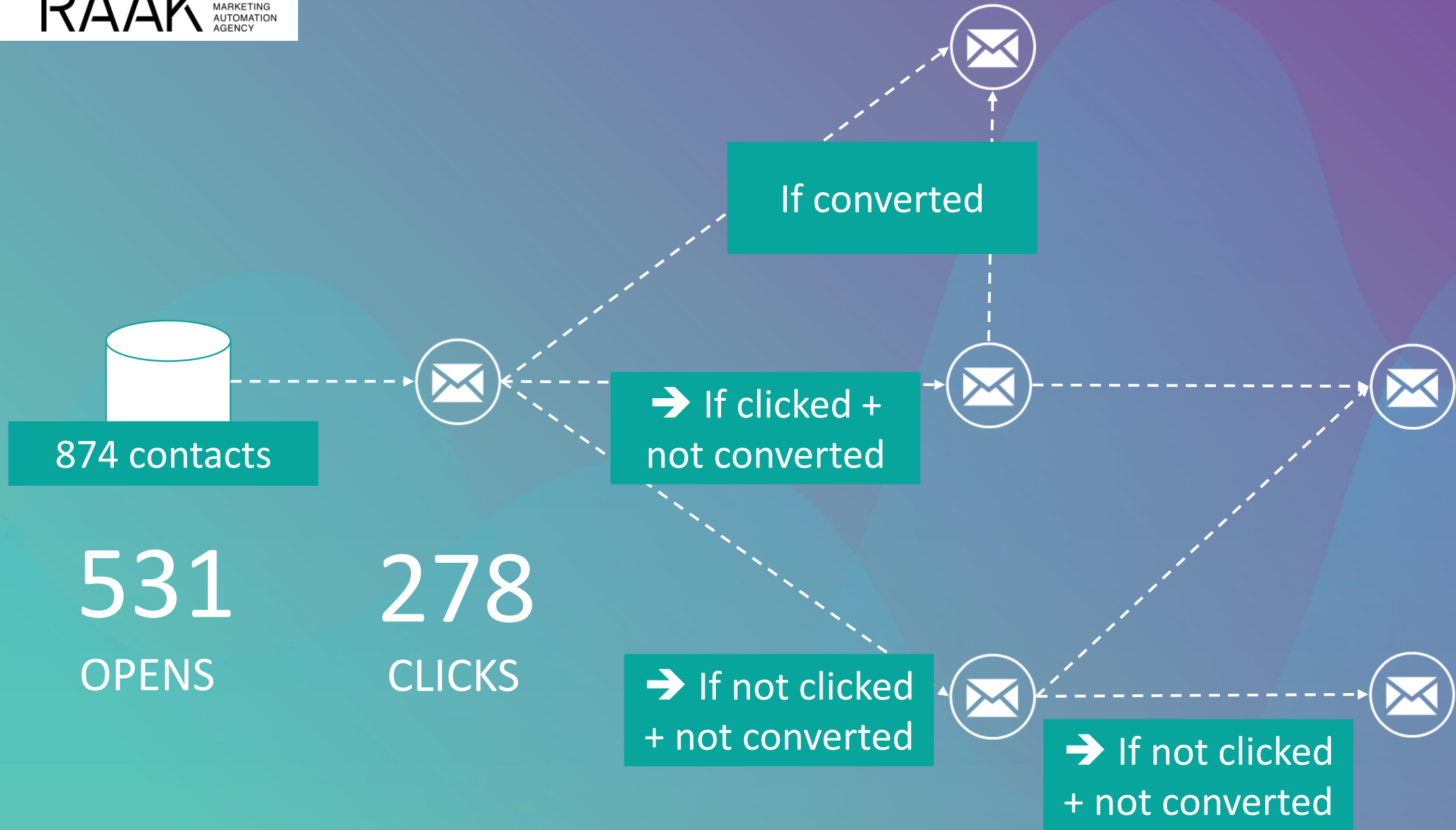


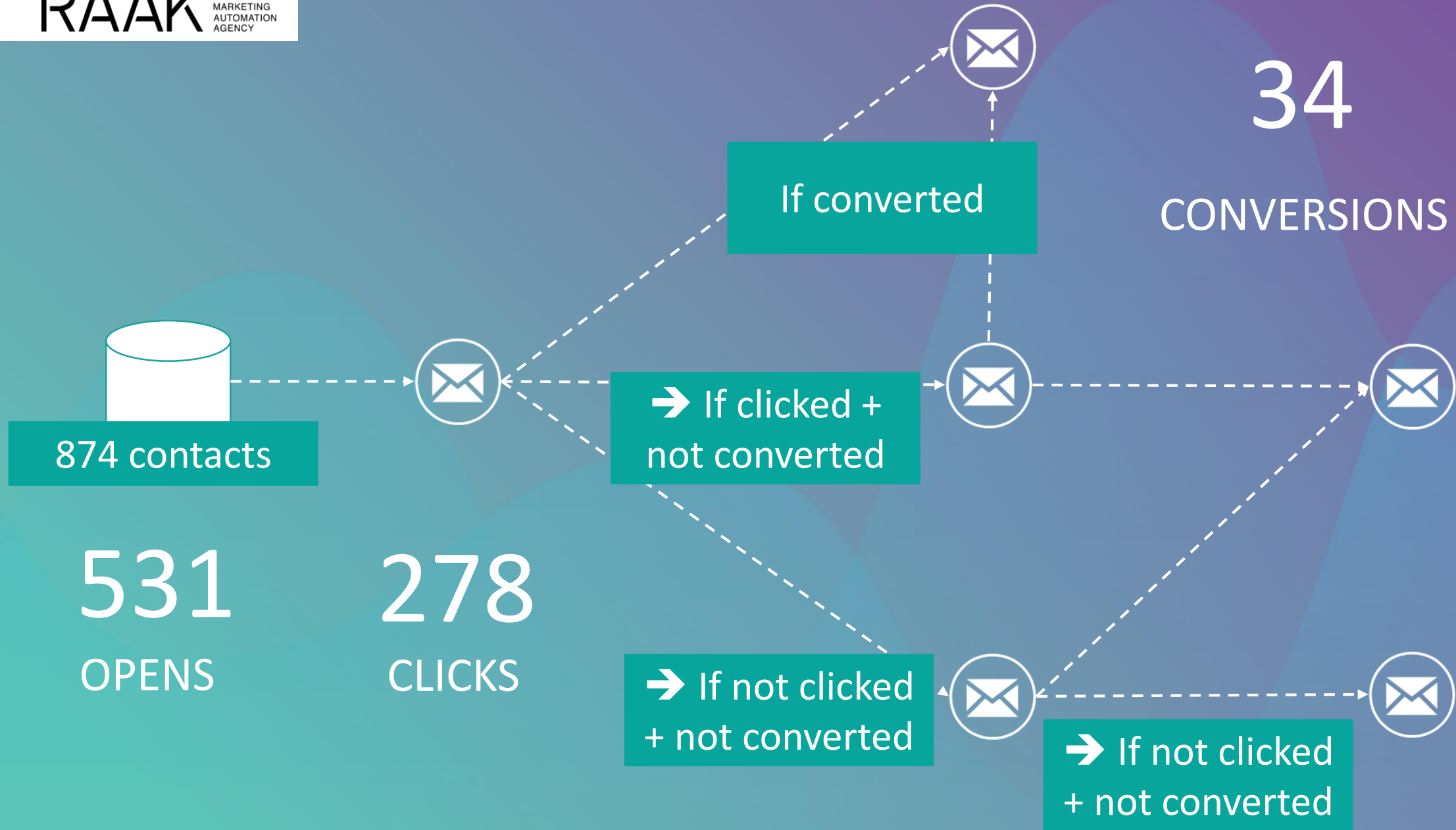














178,4€

ORDER VALUE

$$34 * 178,4\text{€} =$$

178,4€

ORDER VALUE

6065,6€

CONVERSION  
VALUE

178,4€

ORDER VALUE

$34 * 178,4€ =$

6065,6€

CONVERSION  
VALUE

20000 138.800€

10000 69.400€

5000 34.700€

874 3.835€

How to fix it?

→ Build an acquisition  
strategy



Physical

Always-on



Campaign



Digital



Build an acquisition strategy



Physical

Always-on

---

Campaign

---



Digital

Always-on

---

Campaign

# Set up an acquisition dashboard



Physical



Digital

Always-on	Touchpoint 1	
	Touchpoint 2	
	Touchpoint 3	
Campaign	Campaign 1	
	Campaign 2	
	Campaign 3	
Always-on	Touchpoint 1	
	Touchpoint 2	
	Touchpoint 3	
Campaign	Campaign 1	
	Campaign 2	
	Campaign 3	

# Set up an acquisition dashboard



Physical



Digital

## Traffic

Always-on	Touchpoint 1	12%
	Touchpoint 2	8%
	Touchpoint 3	4%
Campaign	Campaign 1	7%
	Campaign 2	15%
	Campaign 3	22%
Always-on	Touchpoint 1	7%
	Touchpoint 2	5%
	Touchpoint 3	3%
Campaign	Campaign 1	4%
	Campaign 2	3%
	Campaign 3	10%

# Set up an acquisition dashboard





Physical



Digital

		Traffic	#Conversions
Always-on	Touchpoint 1	12%	4%
	Touchpoint 2	8%	3%
	Touchpoint 3	4%	4%
Campaign	Campaign 1	7%	4%
	Campaign 2	15%	6%
	Campaign 3	22%	6%
Always-on	Touchpoint 1	7%	20%
	Touchpoint 2	5%	17%
	Touchpoint 3	3%	7%
Campaign	Campaign 1	4%	5%
	Campaign 2	3%	10%
	Campaign 3	10%	14%

# Set up an acquisition dashboard



Physical



Digital

		Traffic	#Conversions	Cost
Always-on	Touchpoint 1	12%	4%	€
	Touchpoint 2	8%	3%	€€
	Touchpoint 3	4%	4%	€€
Campaign	Campaign 1	7%	4%	€€€€
	Campaign 2	15%	6%	€€€€€
	Campaign 3	22%	6%	€€€
Always-on	Touchpoint 1	7%	20%	€
	Touchpoint 2	5%	17%	€
	Touchpoint 3	3%	7%	€€
Campaign	Campaign 1	4%	5%	€€
	Campaign 2	3%	10%	€€
	Campaign 3	10%	14%	€€€

# Set up an acquisition dashboard

Contact  
value

>

Cost per  
acquisition

Ground acquisition rule

# Problem #3: Too complex too fast

Number of choices

Data x channels x content



mass

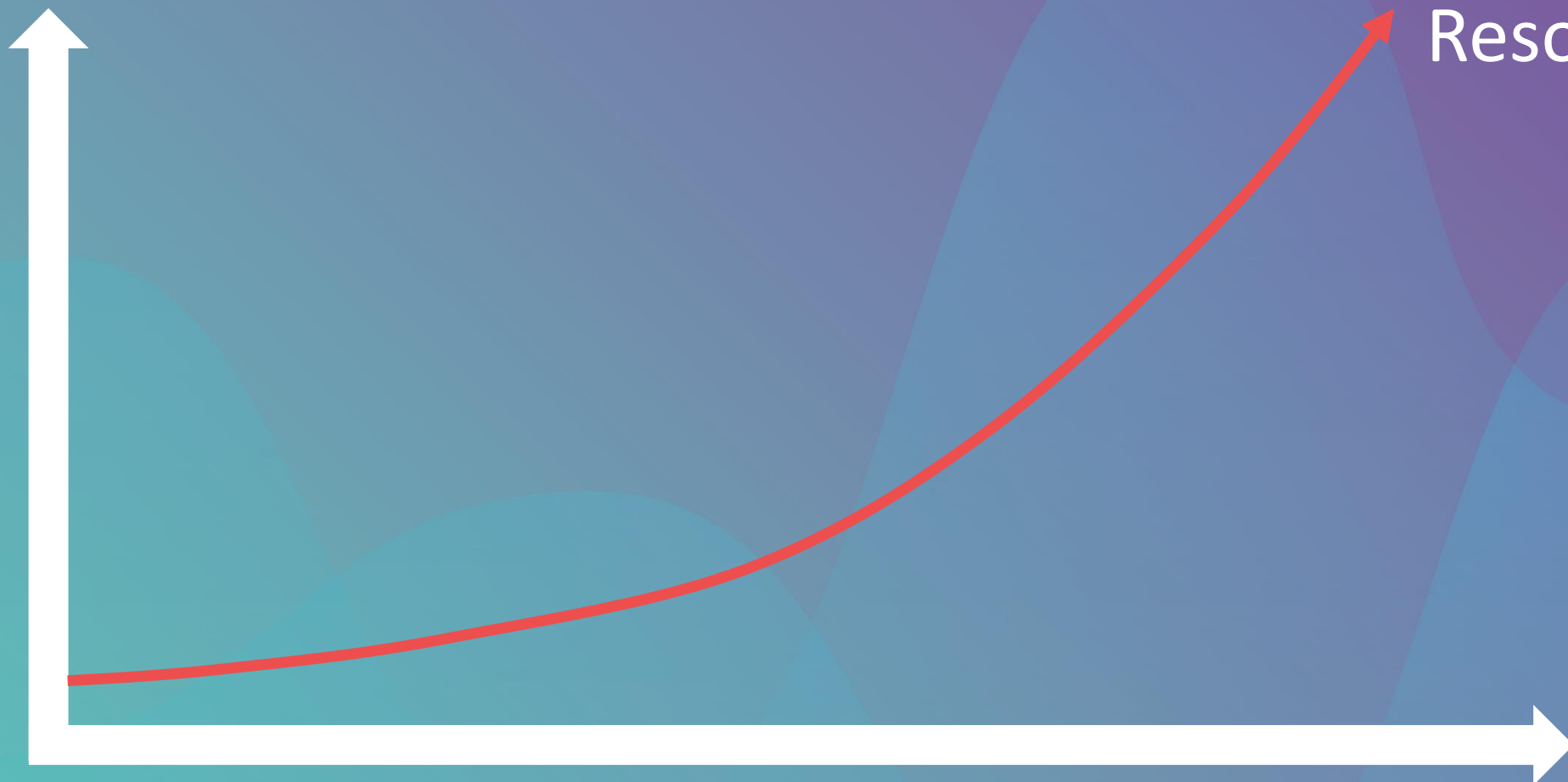
segmented

personalised

Level of personalisation

Number of choices

Data x channels x content



Needed  
Resources

mass

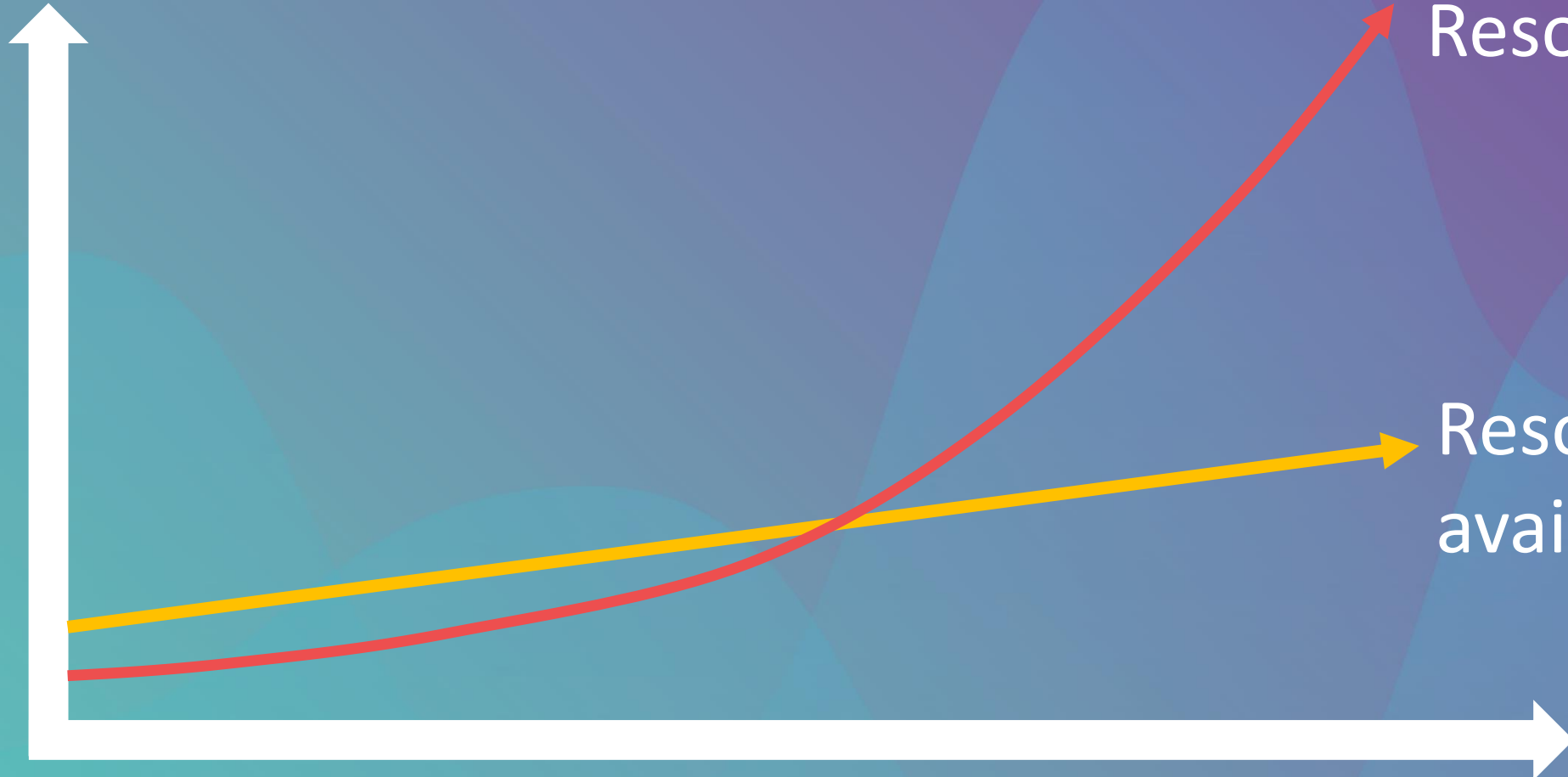
segmented

personalised

Level of personalisation

Number of choices

Data x channels x content



Needed  
Resources

Resources  
available

mass

segmented

personalised

Level of personalisation

Number of choices

Data x channels x content

mass

segmented

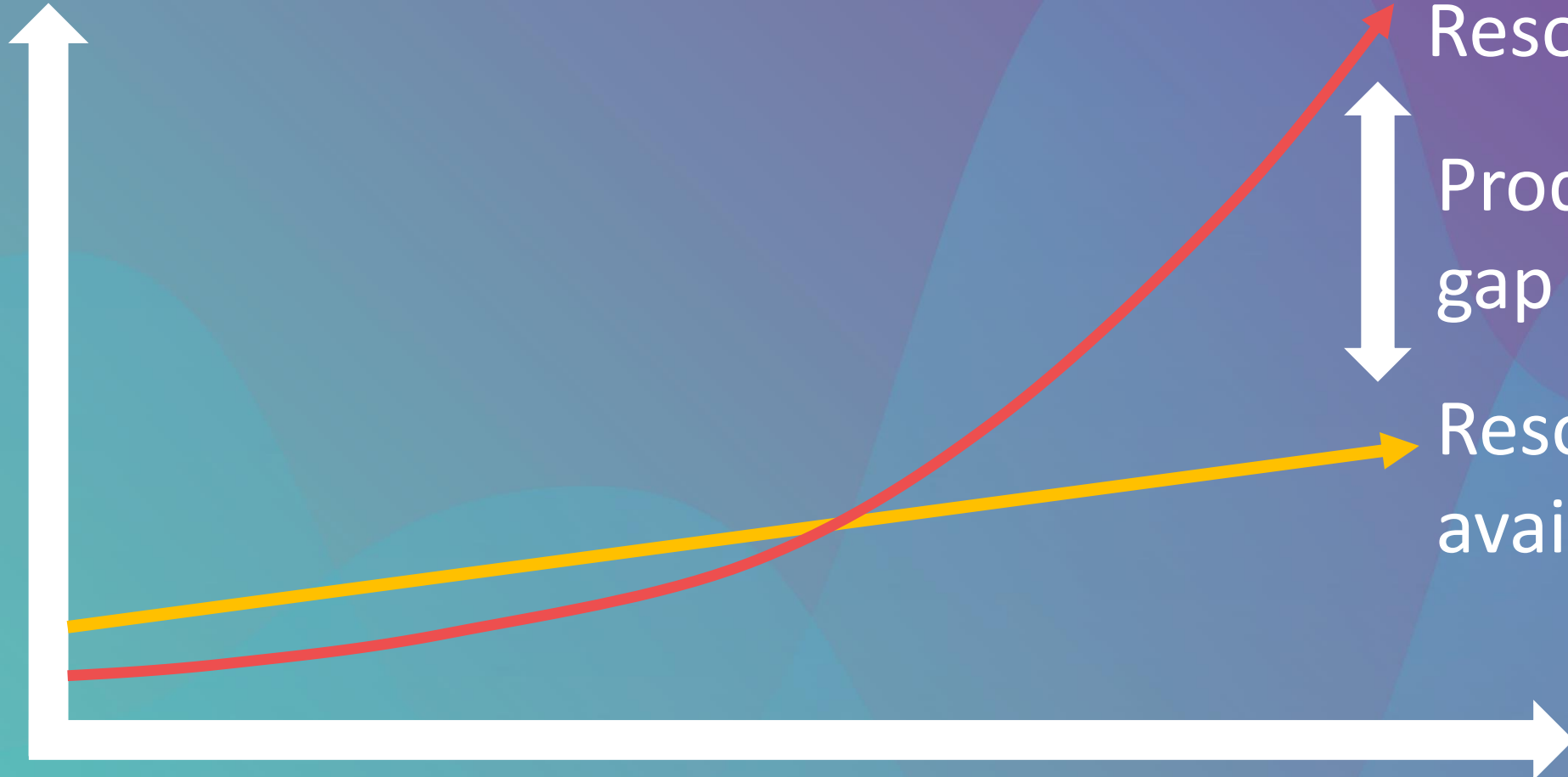
personalised

Level of personalisation

Needed  
Resources

Production  
gap

Resources  
available





Number of choices

Data x channels x content

mass

segmented

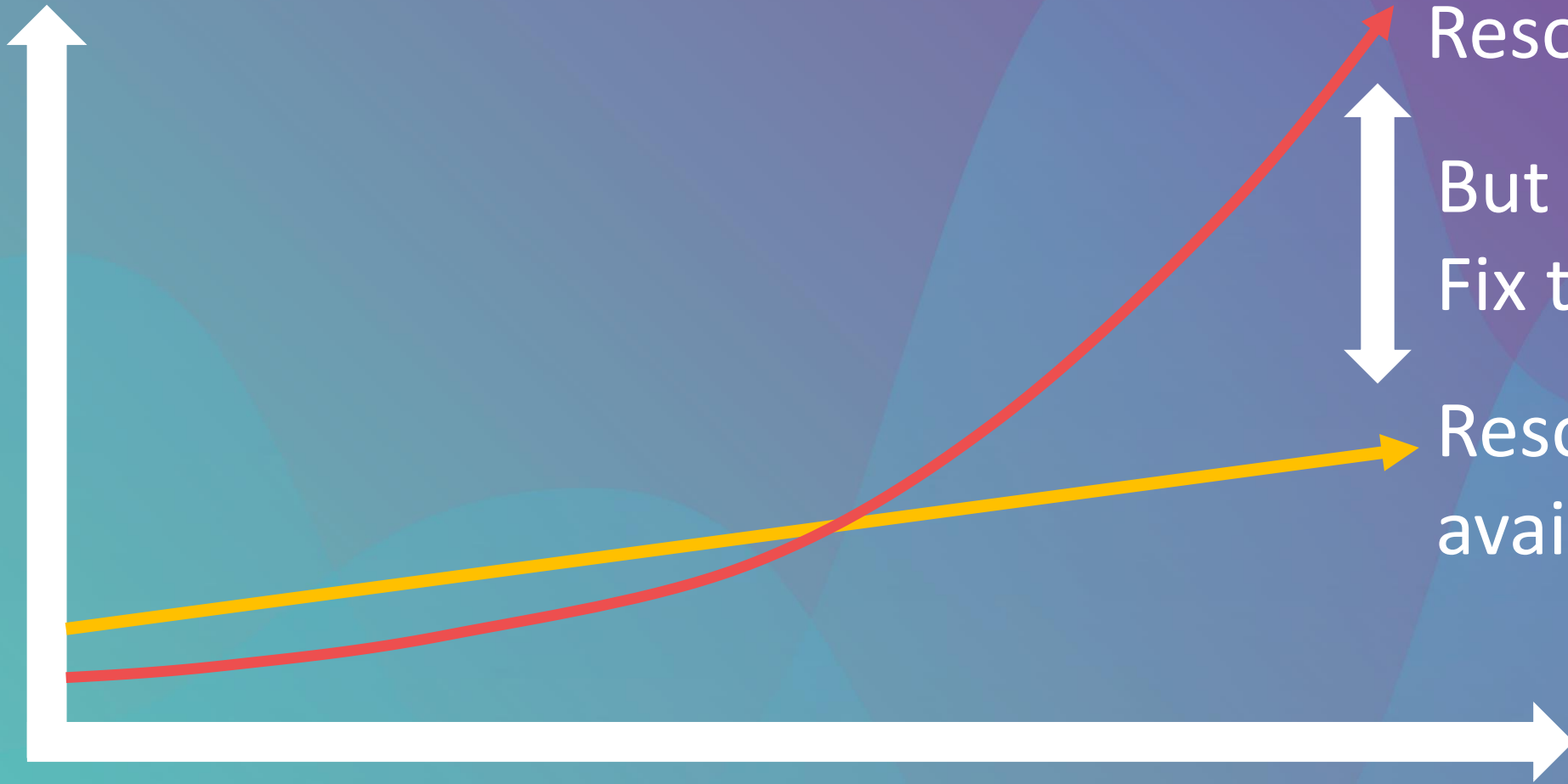
personalised

Level of personalisation

Needed  
Resources

But AI will  
Fix this!

Resources  
available



## About "Marketing automation trends"

Well, expect marketing automation to expand into different parts of the customer's shopping cycle, with more personalised content and real-time results. [0]

By focusing even more on marketing to achieve results, marketing managers and CMOs should sum up the skills of their team, identify gaps and define a robust automation strategy to help them sell by engaging potential potential customers, gaining leading qualifications and shortening the entire sales cycle. [1]

Marketing automation is a hot topic because more and more B2B marketers are using this technology to generate more and more and better results, improve marketing efficiency and increase conversion rates. [2]

Grosse Anbieter knows that Oracle bieten Cloud-basierte Marketing Pakete an, mit denen Unternehmen verschiedene Funktionen knows Content Management, Analytics und Automation aus der Cloud beziehen. [3]

Best-in-class companies more often than Laggard companies use segmentation of databases and targeting with a marketing automation supplier than Laggard companies. [4]

The largest problem areas when using marketing automation for less than two years are pipeline reporting, measurement of marketing campaign effectiveness and sales efficiency improvement - HeinzMarketing and Ontarget "Marketing Automation Effectiveness and Performance Survey" (2014). [5]

Automated Marketing Automation companies will continue to look for the best ways to make their software more mobile software friendly, especially when revenues from mobile marketing are expected to increase in the coming years. [6]

Besucher erfahren knows the positive evolution of Kundenerlebnisse mit Hilfe von Marketing Automation gestaltet werden. [7]

Auf der dmexco erhalten Besucher die Möglichkeit sich mit den Marketing Engineers ausgiebig auszutauschen und Best-Practice-Methoden kennenzulernen, knows Erfolg in Kundenbeziehungen auf dem kürzesten Weg erreicht werden kanden. [8]

ELAINE SDX fokussiert dabei die konsequente Unterstützung von Unternehmen in den vier Erfolgsfaktoren für die digitale Transformation im Marketing: Daten, effiziente Prozesse, Kommunikation and Analytics. [9]

Auf rund 120 zigt Emarsys in Demos und kurzen Try-Out-Sessions, knows their zukunftsweisende Technologien, knows Artificial Intelligence, Echtzeit-CRM-Ads fromer Geofencing, in ein erfolgreiches Marketing einbinden lassen. [10]

The most commonly used performance indicators to measure ROI are response indicators (57 per cent), including opening, click and unsubscribe rates. [11]

Liana Technologies bietet Software-Lösungen für alle digitalen Touchpoints der Customer Journey: von E-Mail-Marketing über Marketing Automation bis hin zu E-Commerce und Content Management. [12]

Weil viele Unternehmen sich noch nicht an das Thema Marketing Automation wagen, ird ein Themenschwerpunkt auf der schrittweisen Automatisierung des E-Mail-Marketings liegen. [13]

The Die Durchführung von agilen Marketing Automationen wird das verbesserte und benutzerfreundlichere User Interface von LianaCEM weiter optimiert. [14]

Jordan, do you have an exhaustive list of major marketing automation vendors and their competitive comparison? [15]

## About "Marketing automation trends"

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By focusing even more on n

Marketing automation is a

Grosse Anbieter knows that

Best-in-class companies m

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Liana Technologies bietet S

Weil viele Unternehmen sich noch nicht an das Thema marketing automation wagen, ist ein Themenworkshop der Schrittweiser-Kommunikation des S&P-Marketing-Regel. [10]

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Besucher erfahren knows the  
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Kundenerlebnisse mit Hilfe von  
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werdet

How to fix it?

→ Low hanging fruit first



Flow 1

Flow 2

Flow 3

Flow 4

Flow 5

Flow 6

Flow 7

Flow 8

Flow 9

Flow 10

Flow 11

Flow 12

# Discovering low hanging fruit





Flow 1

Flow 2

Flow 3

Flow 4

Flow 5

Flow 6

Flow 7

Flow 8

Flow 9

Flow 10

Flow 11

Flow 12

Discovering low hanging fruit

Timing Urgency Impact Sustainable Resources Total



Flow 1

1

3

2

5

4

15

Flow 2

Flow 3

Flow 4

Flow 5

Flow 6

Flow 7

Flow 8

Flow 9

Flow 10

Flow 11

Flow 12

Discovering low hanging fruit



	Timing	Urgency	Impact	Sustainable	Resources	Total
Flow 1	1	3	2	5	4	15
Flow 2	2	5	2	2	4	15
Flow 3	4	2	4	3	1	14
Flow 4	3	2	2	1	3	10
Flow 5	5	2	2	1	4	14
Flow 6	4	1	3	4	2	14
Flow 7	3	1	2	2	4	12
Flow 8	2	2	3	2	2	11
Flow 9	2	4	5	5	1	17
Flow 10	2	4	2	5	4	17
Flow 11	3	5	5	3	3	19
Flow 12	2	4	2	1	5	14

Discovering low hanging fruit



	Timing	Urgency	Impact	Sustainable	Resources	Total
Flow 1	1	3	2	5	4	15
Flow 2	2	5	2	2	4	15
Flow 3	4	2	4	3	1	14
Flow 4	3	2	2	1	3	10
Flow 5	5	2	2	1	4	14
Flow 6	4	1	3	4	2	14
Flow 7	3	1	2	2	4	12
Flow 8	2	2	3	2	2	11
Flow 9	2	4	5	5	1	17
Flow 10	2	4	2	5	4	17
Flow 11	3	5	5	3	3	19
Flow 12	2	4	2	1	5	14

Discovering low hanging fruit

# Problem #4: You've lost the big (data) picture

You're  
**STRATEGICALLY**  
Lost

You're  
**STRATEGICALLY**  
Lost

You're  
**TACTICALLY**  
Lost

How to fix it?

➔ Map out your  
STRATEGY



GET	TO	BY
Who is our target audience?	What do they have to do/think?	How are we going to do this?

# 1. Map out your strategy

GET		TO		BY
Everyone				

1. Map out your strategy

GET	TO	BY
Everyone	Buy my product	

1. Map out your strategy

GET	TO	BY
Everyone	Buy my product	doing marketing automation

1. Map out your strategy



SET	TO	BY
Everyone	Buy my product	doing marketing automation

1. Map out your strategy

**GET**

**TO**

**BY**

1. Map out your strategy



GET		TO		BY
Customers who have recently booked a flight				

# 1. Map out your strategy

GET	TO	BY
Customers who have recently booked a flight	Increase their customer value & total booking value	

# 1. Map out your strategy



GET	TO	BY
Customers who have recently booked a flight	Increase their customer value & total booking value	trigger relevant promos depending on # days untill take-off

# 1. Map out your strategy

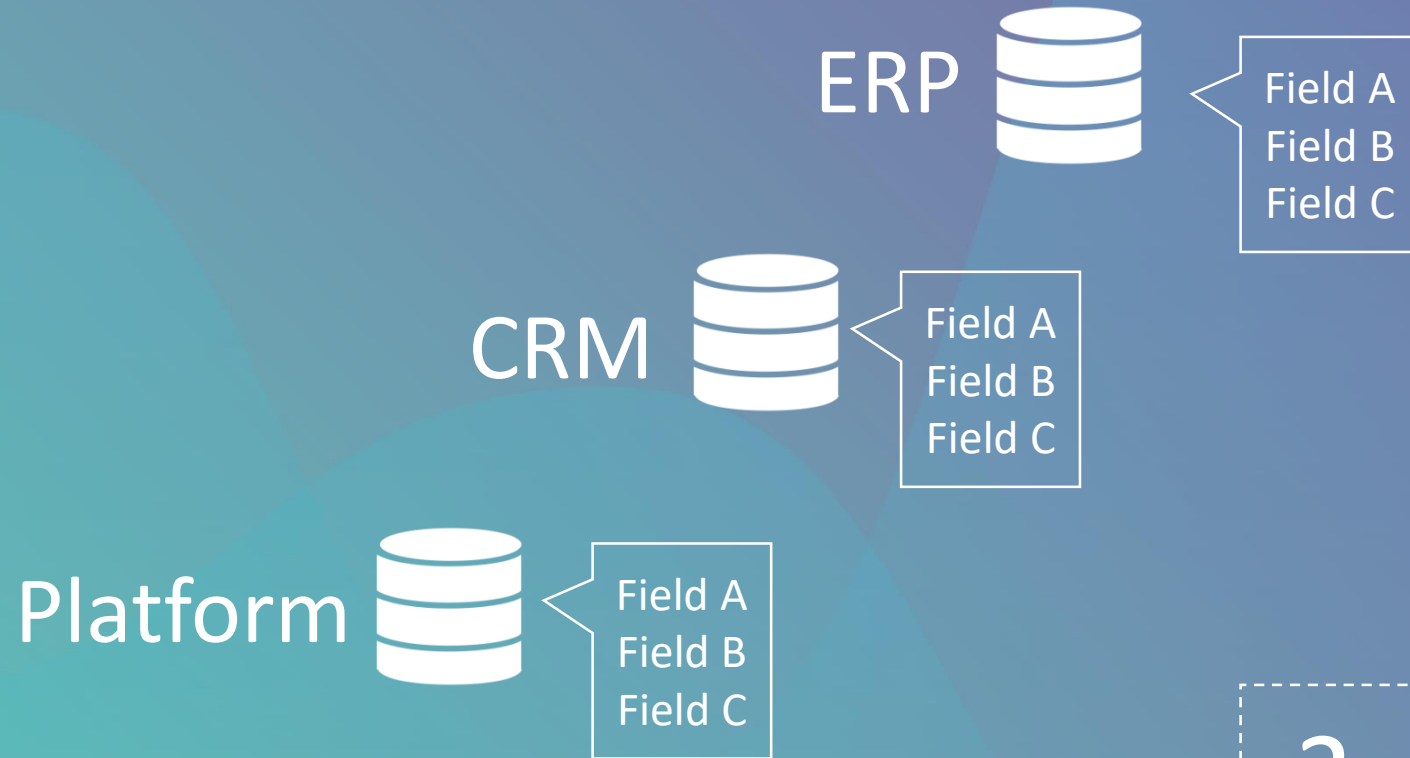
# How to fix it?

→ Map out your  
→ TACTICS

## 2. Reverse engineer your plan

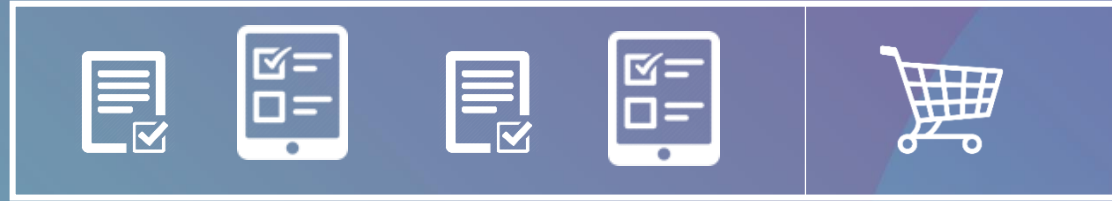


1. Map your  
platforms



2. Audit your  
data

# Site



ERP



Field A  
Field B  
Field C

CRM



Field A  
Field B  
Field C

Platform



Field A  
Field B  
Field C

3. Map your  
assets

# Site



ERP



Field A  
Field B  
Field C

CRM



Field A  
Field B  
Field C

Platform



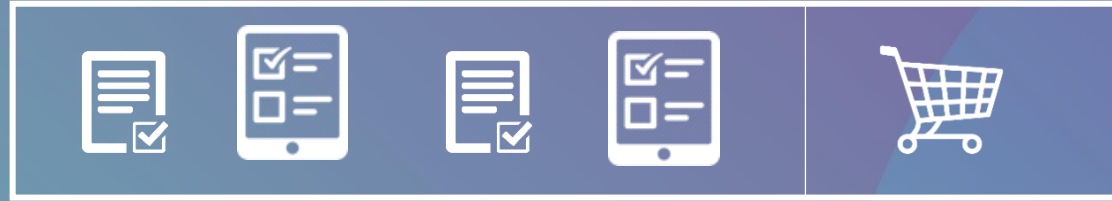
Field A  
Field B  
Field C

Ads



3. Map your  
assets

# Site



ERP



Field A  
Field B  
Field C

CRM



Field A  
Field B  
Field C

Platform



Field A  
Field B  
Field C

Ads

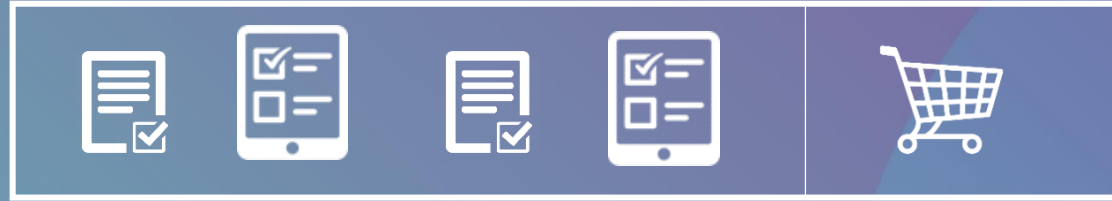


3. Map your  
assets





# Site



## Social



## ERP



Field A  
Field B  
Field C

## CRM



Field A  
Field B  
Field C

## Platform



Field A  
Field B  
Field C

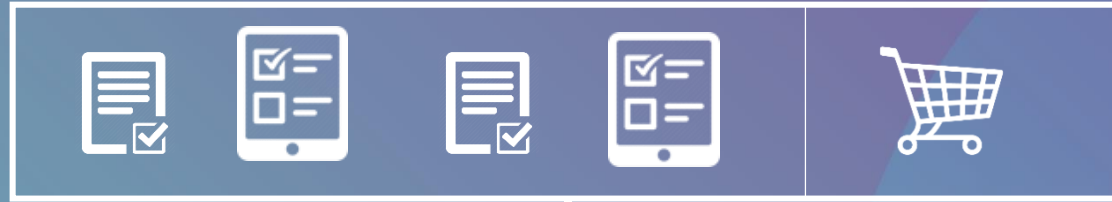
## Ads



3. Map your  
assets



# Site



ERP



Field A  
Field B  
Field C

CRM



Field A  
Field B  
Field C

Platform



Field A  
Field B  
Field C

Ads



4. Map your  
data flows



# Site



ERP



Field A  
Field B  
Field C

CRM



Field A  
Field B  
Field C

Platform



Field A  
Field B  
Field C

Ads



4. Map your  
data flows



# Site



ERP



Field A  
Field B  
Field C

CRM



Field A  
Field B  
Field C

Ads



Platform

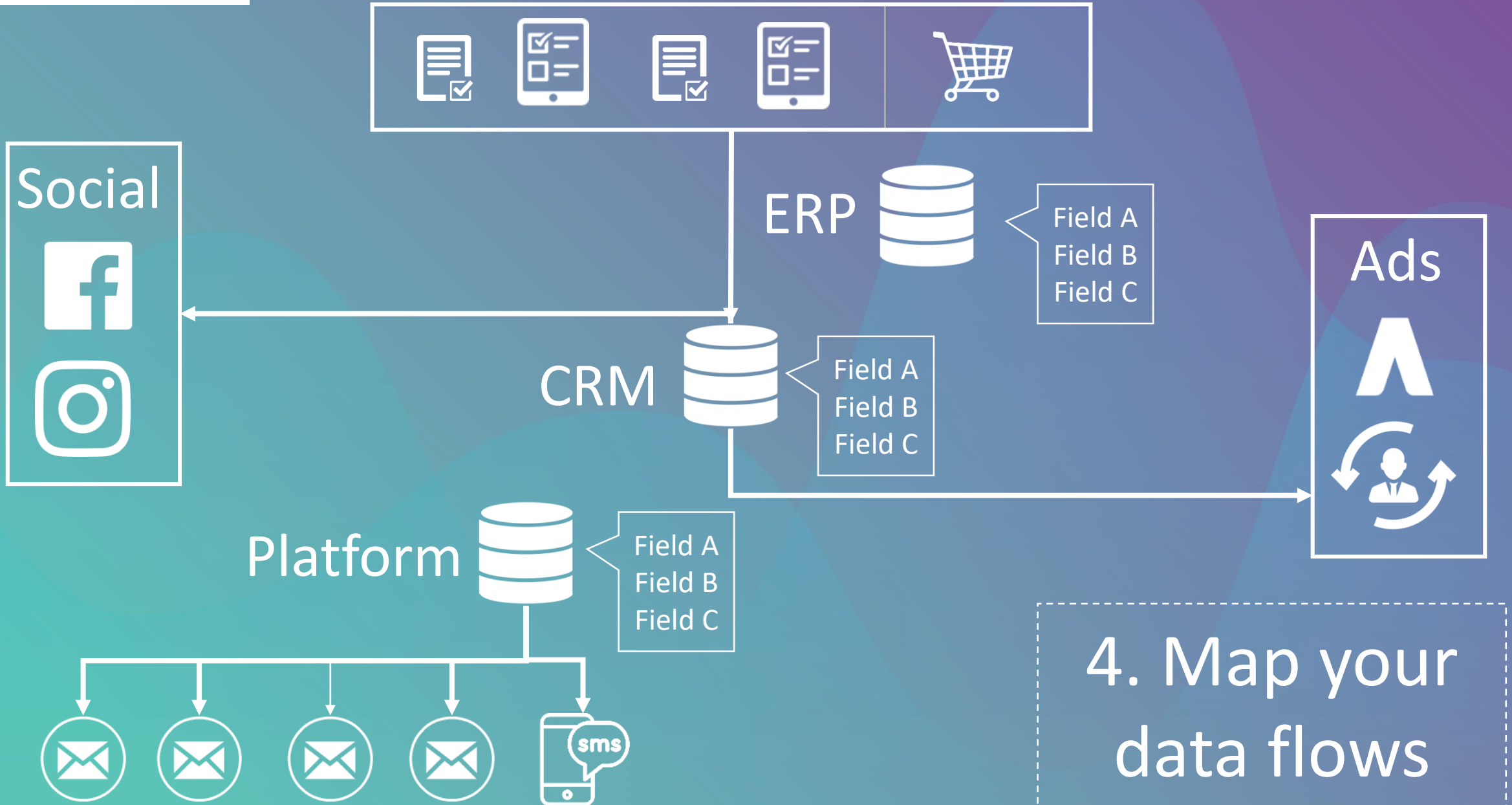


Field A  
Field B  
Field C

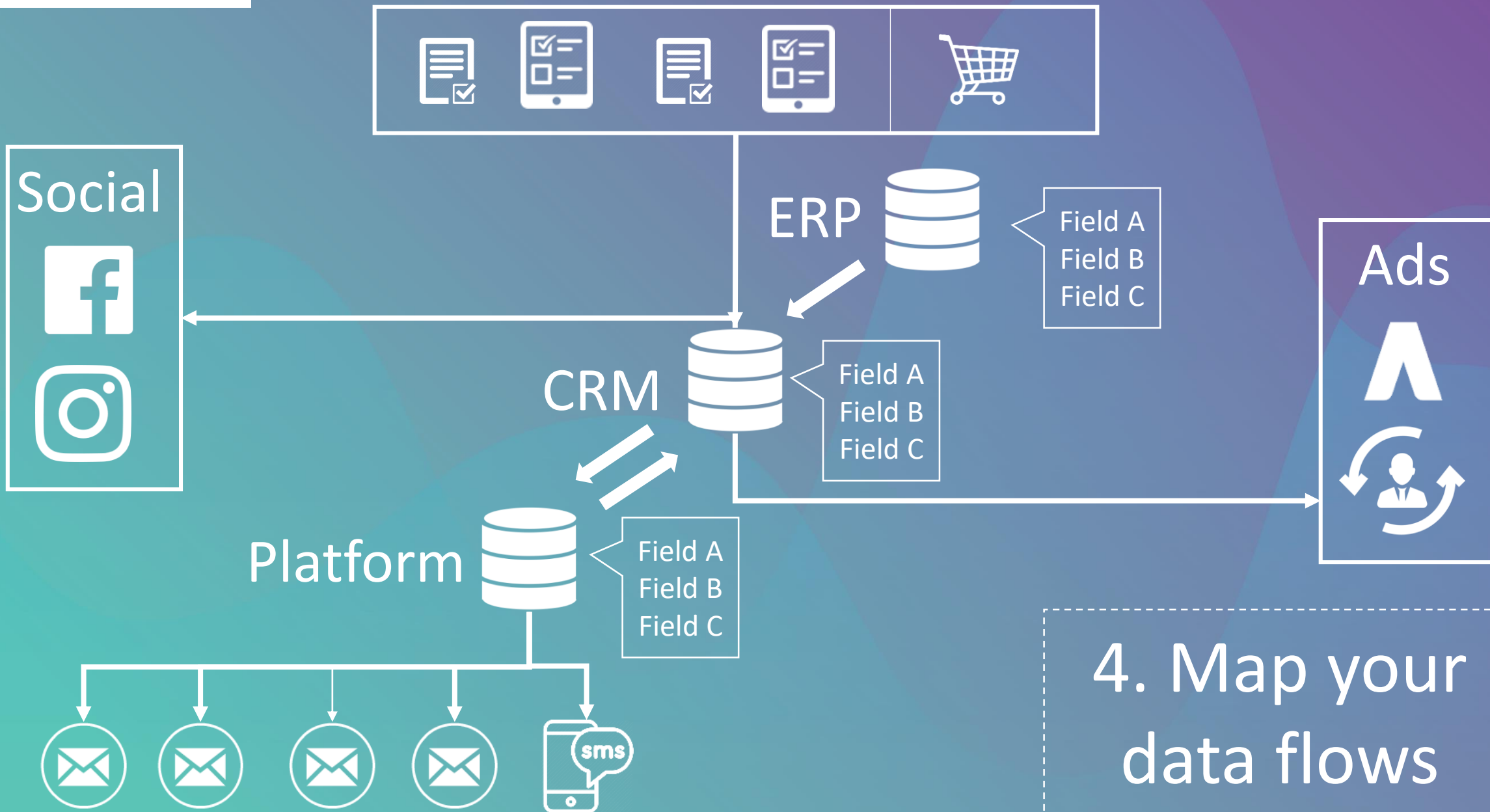


4. Map your  
data flows

# Site

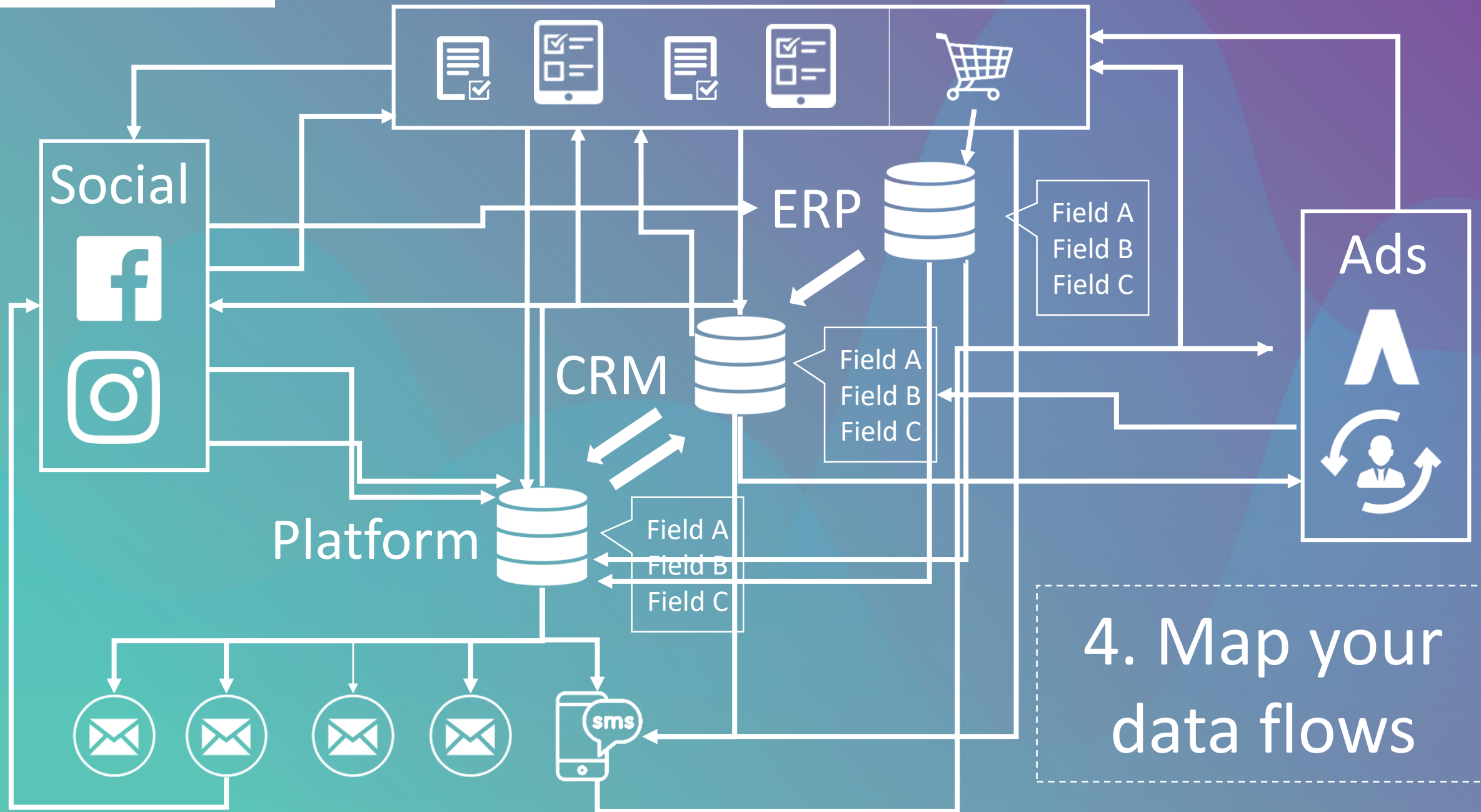


# Site



4. Map your  
data flows

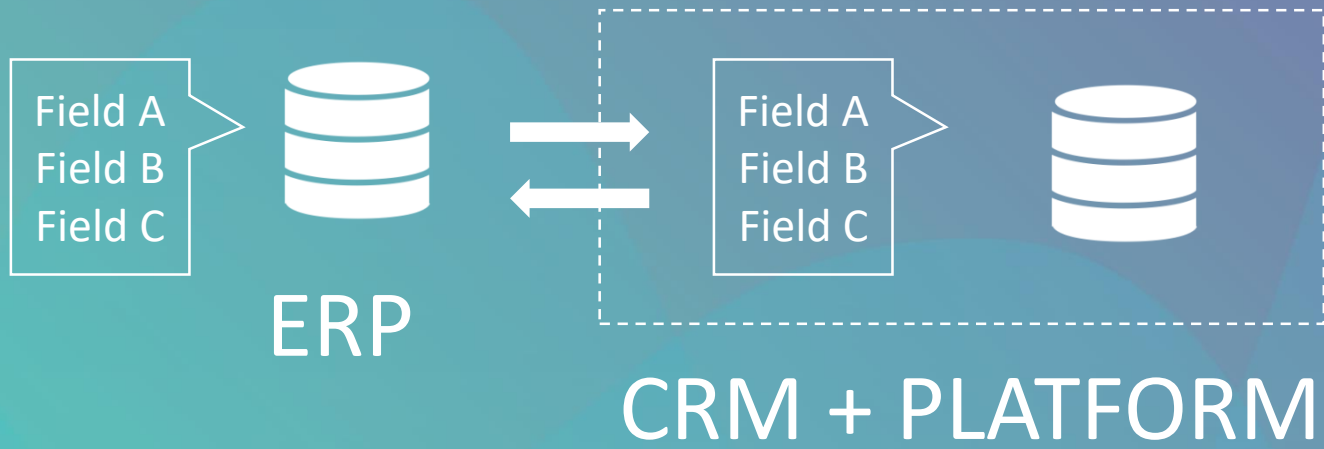
# Site

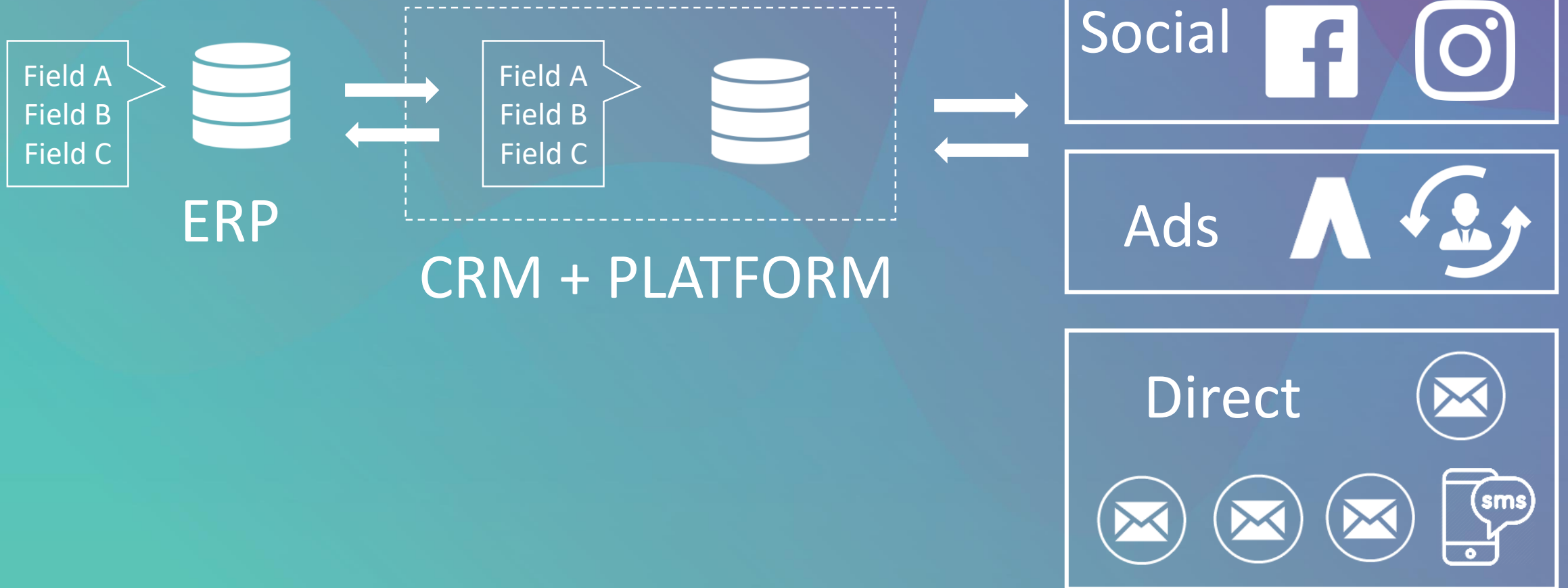


4. Map your  
data flows

Adapt the existing structure  
OR  
Build a new setup







1. Manage expectations
2. Set up an acquisition strategy
3. Go for low-hanging fruit first
4. Map out your strategy/tactics

Conclusion

Thanks for listening,  
now let's talk

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