



Marketing Automation Optimisation

Optimise the effectiveness of your marketing automation programmes.

Ensure the continued success of your marketing automation initiatives with review and optimisation advice from Qrious experts.

Once your marketing automation programmes are implemented, it's essential that you monitor their performance for continued success.

Marketing Automation Optimisation services from Qrious will help you identify which metrics you need to track to measure the effectiveness of your marketing programmes against their objectives.

And, you'll gain tangible recommendations for how to continue to test and adjust your programmes to ultimately improve their ROI.



Why Marketing Automation Optimisation?



Expertise

Our team has a wealth of experience implementing and monitoring marketing programmes. They will be able to guide you through the options available for testing and measuring ROI to identify which will work for you.



Advanced analytics

Qrious also offers advanced analytics techniques like predictive modelling, data segmentation and data visualisation to introduce additional actionable insights that help further improve your marketing programmes.

What does Marketing Automation Optimisation offer?

With the work put into designing and optimising your programmes, you want to make sure they're providing ROI and justify continued investment. This is where Qrious can help.



Performance review

A marketing programme is never set and forget. Its performance should always be tracked with the aim of continual improvement. We help you identify the metrics that will best measure success and ensure they are relevant for the programme being tracked.



Results of testing

Measuring the success of any changes you've made helps inform whether they're resulting in improved performance. We can help analyse the results of any A/B testing you've conducted and offer suggestions for next best steps.



Best practice and trends

Marketing trends and best-practice tactics change. We help you identify what you can change and optimise in your marketing automation programmes to keep in line with these trends, so you can provide your customers the optimum experience.



Optimisation recommendations

This review process gives an overview of current metrics in line with your marketing objectives. We then provide you with tangible recommendations to improve your programmes, and how to track and continually adjust them over time to ensure continued success.

Why Qrious?

Qrious has a wealth of experience in guiding New Zealand organisations on the best approach to implementing marketing automation programmes. We know what good looks like and can guide you through the process to achieve optimum results.

Ready to optimise your marketing automation programmes? Talk to us today at info@qrious.co.nz