

11 Marketing Automation Tips for Your eCommerce Business



Reaching the right customer with the right message has never been more complex—or more critical. As customer expectations rise and channels multiply, effective marketing requires systems that are both intelligent and scalable. Marketing automation empowers teams to deliver timely, relevant messages across the entire customer journey, aligning outreach with real behaviors and needs. When done right, it turns data into dialogue, and scale into personalization. Here are 11 proven ways to use marketing automation as a growth engine for your organization.



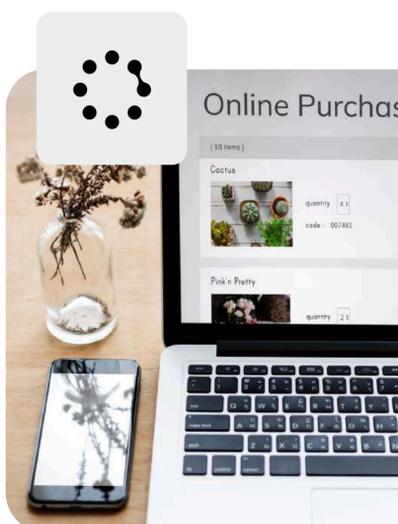
Tip #1: Welcome your new contacts with an email

Welcome emails have one of the highest ROIs of all automated emails. Personalize them with coupons, materials like eBooks or other giveaways.



Tip #2: Recover abandoned carts

The typical cart abandonment rate is surprisingly high at 70%. Try sending an automated email educating people on why the product would be beneficial for them, so that they complete the purchase process.



Tip #3: Increase sales

Since they've already shown interest in your products through a previous purchase, you can now suggest complementary products that enhance their experience, an upgraded version of what they bought, or items with additional features.



Tip #4: Send order confirmation emails

Order confirmation emails have a 60% open-rate. This is a huge opportunity to further develop your relationship with your clients and test out various calls to action.



Tip #5: Organize your valuable leads into segments

You may want to consider segmenting your audience by location, age, new leads, paying customers, or other factors specific to your company. Then send them relevant and personalized offers that they are bound to engage.



Tip #6: Offer educational content

Providing free educational content shows that you are going the extra mile. Based on their stage in the customer lifecycle, you may want to direct customers to your useful resources.



Tip #7: Reconnect with customers who have disappeared

Not all customers are forever. Re-engage those folks by sending a customer survey, offering a promotion, or promoting them with alternate products.



Tip #8: Improve customer service

An automated flow of customer service (that still looks like it was written by a human), massively improves your email productivity and customer engagement, thus increasing your retention rate.



Tip #9: Provide useful reminders

Is there an upcoming holiday that people relate to gift-giving? Provide relevant tips and reminders to your audience and connect with their emotions to increase the value of their purchase.



Tip #10: Encourage loyalty

Keeping current customers has a greater value than acquiring new ones. Send emails to educate your customers on your loyalty program, to remind them about their bonuses and to reward them.



Tip #11: Send subscription reminders

Send timely automated email to avoid losing a customer to something preventable like not realizing their subscription was coming to an end.

Takeaway

By leveraging timely, personalized, and behavior-driven communication, businesses can guide customers through the entire lifecycle—from first touch to loyal repeat purchase.

With Verifone, you have the tools to reach the right customer, at the right time, with the right message—at scale.

