



AUTOCUST

TRACTION

AUTOMATING PERFORMANCE

AUTOCUST: MULTICHANNEL **A**UTOMATED **C**USTOMER **E**XPERIENCE

OFFICIAL PRESENTATION

27/01/2022



AUTOCUST: MULTICHANNEL **A**UTOMATED CUSTOMER **E**XPERIENCE, by **T**RACTION

We are happy to present our **Multichannel** called AutoCust, it stands for “**A**utomating **C**ustomers”.

This Platform is a combination of **Marketing Tools** (software also referred as SAAS) and **Professional Services**, an essential component to make the best use of any tool.

With **AutoCust**, you have all your marketing needs in one place. The Platform is a fully managed services, you need not to worry about your marketing campaigns anymore.

Traction is the Digital Marketing Company behind AutoCust, we are expert in **Digital Marketing** and **Performance Automation**

AUOCUST - Components of the platform



Our Multichannel Automated Customer Experience platform is divided into 2 main components SAAS and VAAS:



SAAS

SAAS - Software As A Service

This component refers to the Tools behind the Services, and they are responsible for the automation of the marketing activities, thus generating performance



VAAS

VAAS - Value As A Service

This component refers to the Services related to Digital Marketing, normally provided by the Traction Experts and aimed at increasing performance of your marketing campaigns



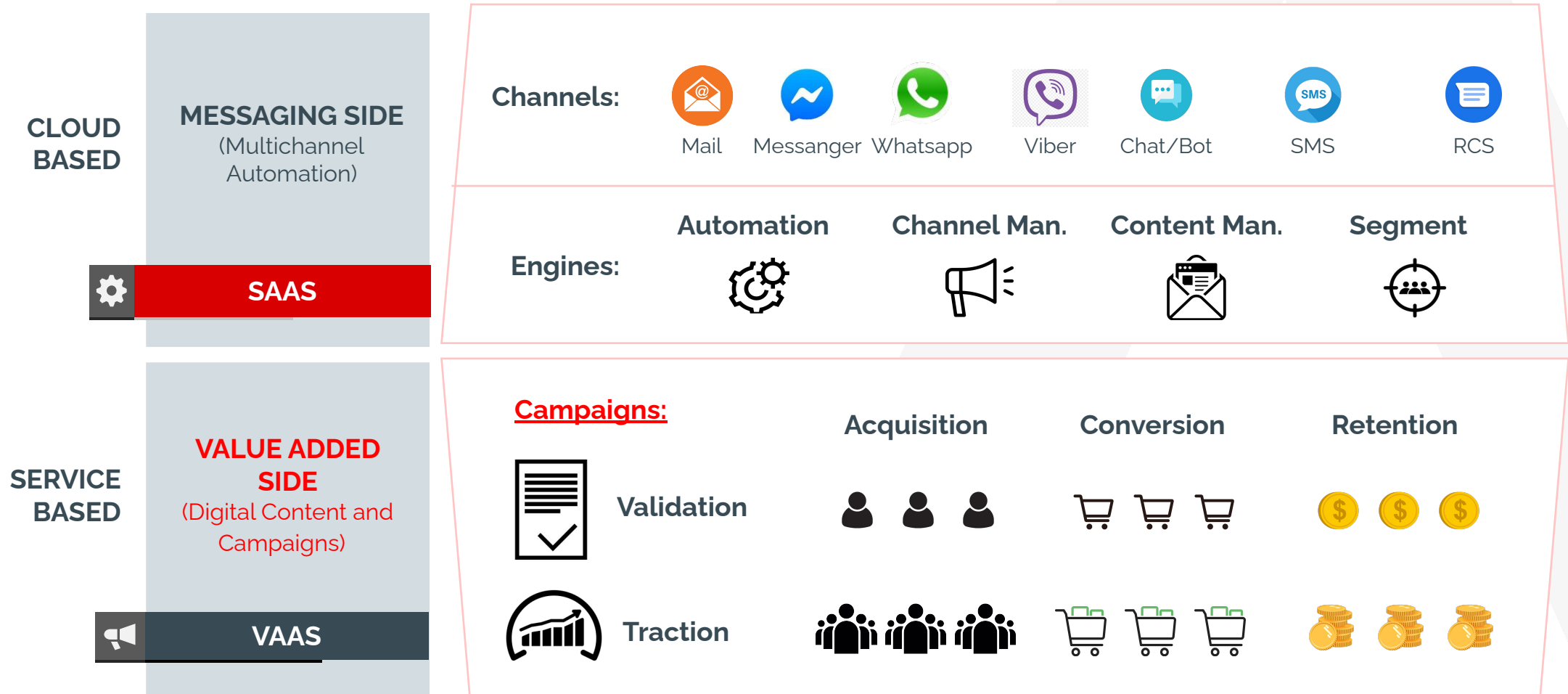
AUOCUST

"You can use any channel you want, you can reach customers anywhere and anytime, buy when you do, you better tell them something interesting, which works!"

AUTOCUST - Platform logic scheme



AutoCust is a **Cloud Based Platform** that features several Innovative **Massaging Channels** and the most advanced **Automation, Content Management** and **Client Segmentation** systems



 **SAAS**

 **VAAS**

WHO NEEDS IT – Company types



AutoCust is principally suited for **Corporate and SMEs**, with strong digital focus

Corporate

With a strong need to innovate and do in 5 what they normally do in 100 people



Startups

With a close Go To Market timing and need for growth



HUBS

Accelerators, Coworking who want to offer Marketing Services to their tenants.



Public Entities

Who want to support the Rooting of new business



SMEs

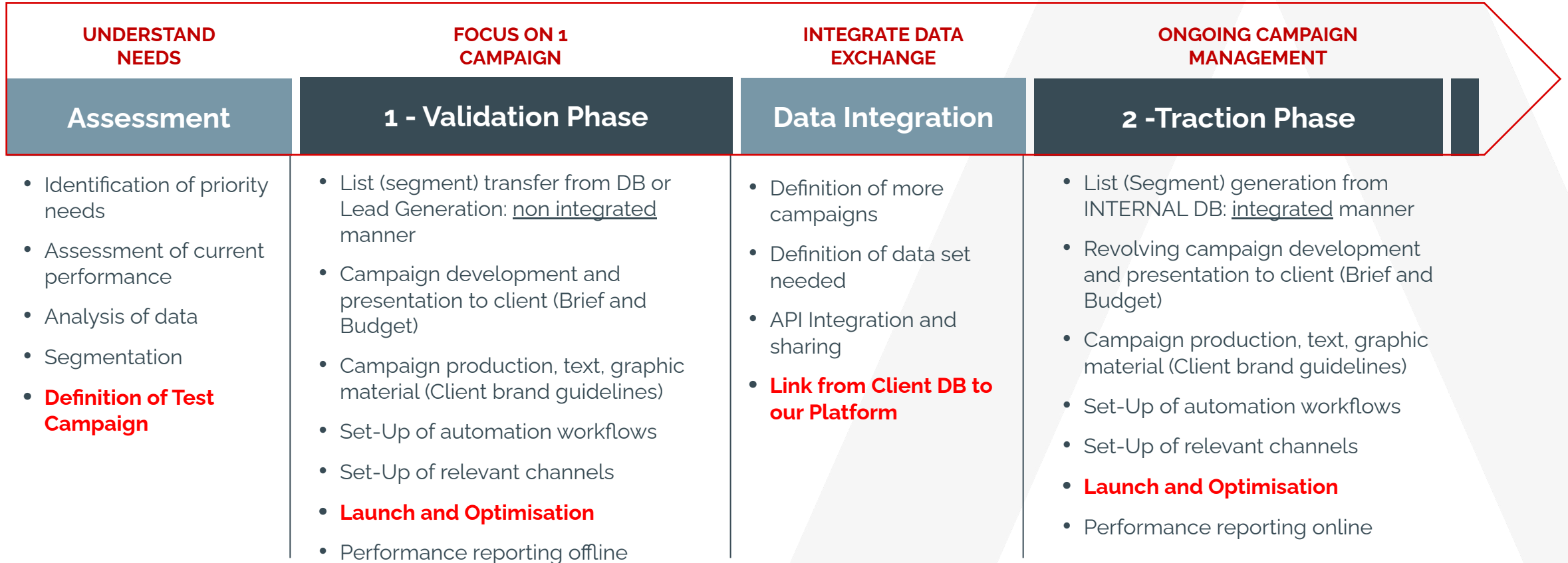
Any company with a Marketing Budget in B2B and BTC



HOW TO GET IT – Adoption steps



Adoption begins with a **Test Campaigns with no need for Data Integration**, followed by a revolving **Campaign Management activity with Client's DB integration**



BENEFIT – Life Cycle Coverage



AutoCust supports your **Lead Conversion** activity and is essential to cover the whole client life cycle and obtain **Loyalty**

Convert your leads

Easily Create a sense of necessity in your leads: build fantastic emails for the first order of your customers.

Increase Retention

Bring back customers on your site and increase their average shopping cart.

Manage the whole life-cycle

Follow your customers in their entire life-cycle and send the right communication at the right time on the right channel

A group of people are sitting around a table, engaged in a collaborative activity. One person in the foreground is wearing a white shirt and a red scarf, and is holding a yellow marker. The table is covered with papers, a green cup, a container of markers, and a smartphone. The background shows other people sitting on a bench, one of whom is holding a smartphone. The overall scene suggests a creative or professional meeting.



SAAS COMPONENT

CHANNELS – Classic and innovative



AutoCust is connected to several messaging channels: **Classic Channels (SMS, Mail)** are immediately available, whereas **Innovative Channels (Whatsapp, Telegram...)** require specific provisioning and integration






CLASSIC CHANNELS

- Email 
- SMS 



Immediately available

INNOVATIVE CHANNELS

- Whatsapp 
- Messenger 
- Viber 
- Google RCS 
- Chat 



Require specific provisioning and integration

AUTOMATION – Easy to Use Module

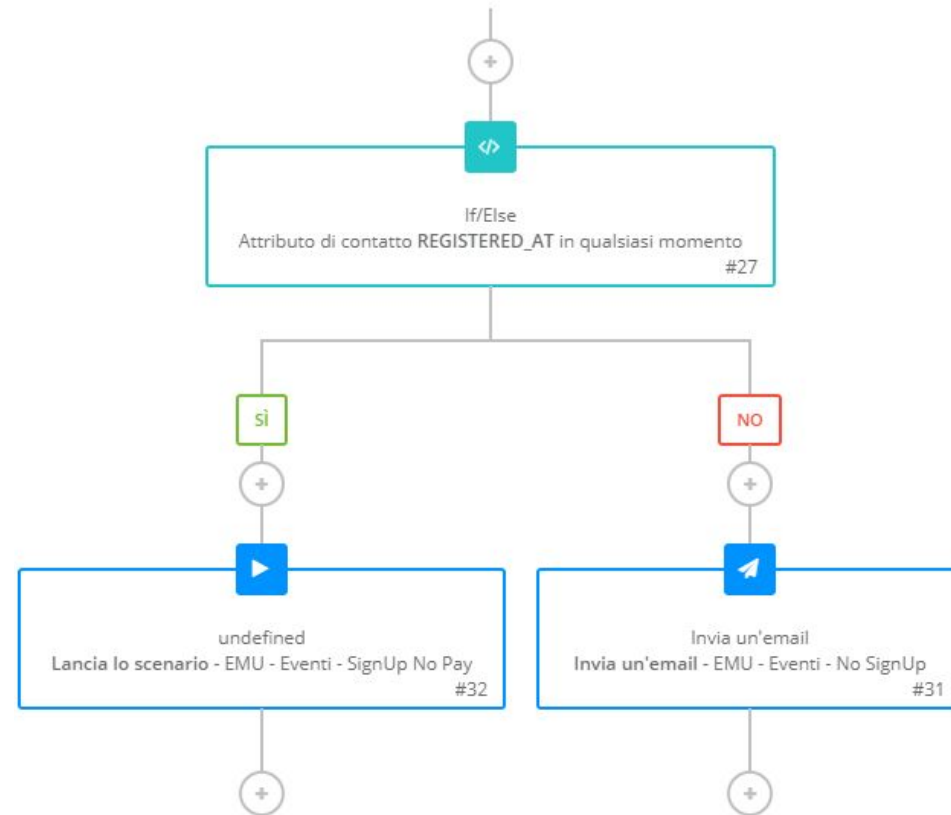


AutoCust has a **simple visual interface** to create complex **multichannel workflow** to activate **client's messaging automatically**

FEATURES:

- ❑ Build Complex Workflows
- ❑ **Manage MultiChannel Comms**
- ❑ Set Up Multi-Phase Engagement
- ❑ **Perfect for Campaign Automation**
- ❑ No Coding Skills Required
- ❑ **Reactive Campaigning trigger**
- ❑ Templates available

VISUAL RULES CREATOR

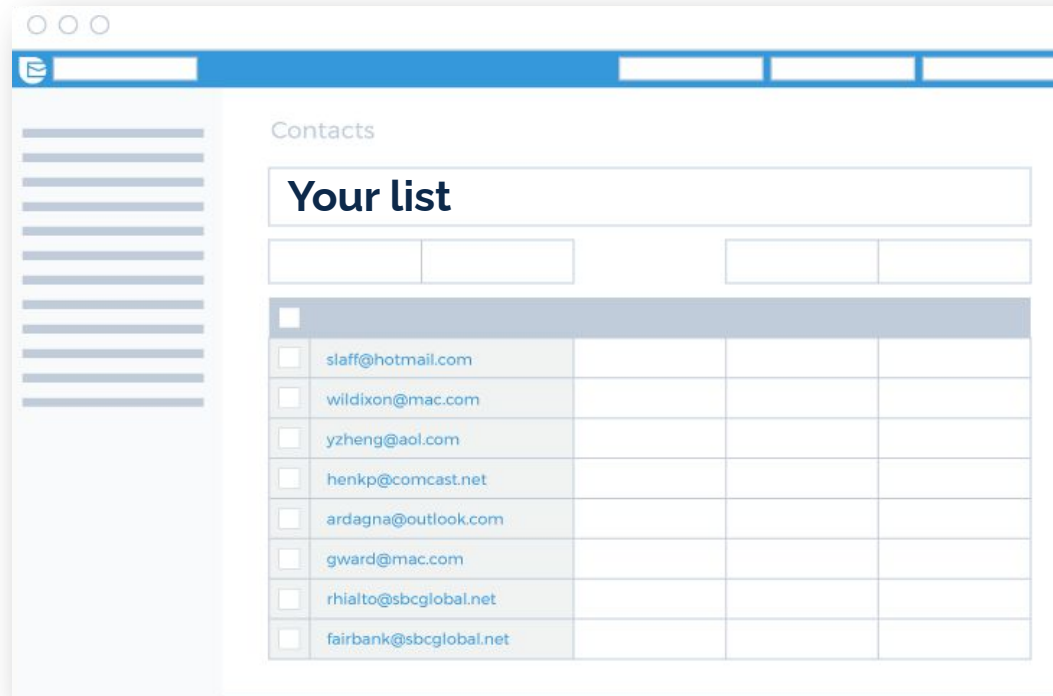


SEGMENTATION – Lists and single customers

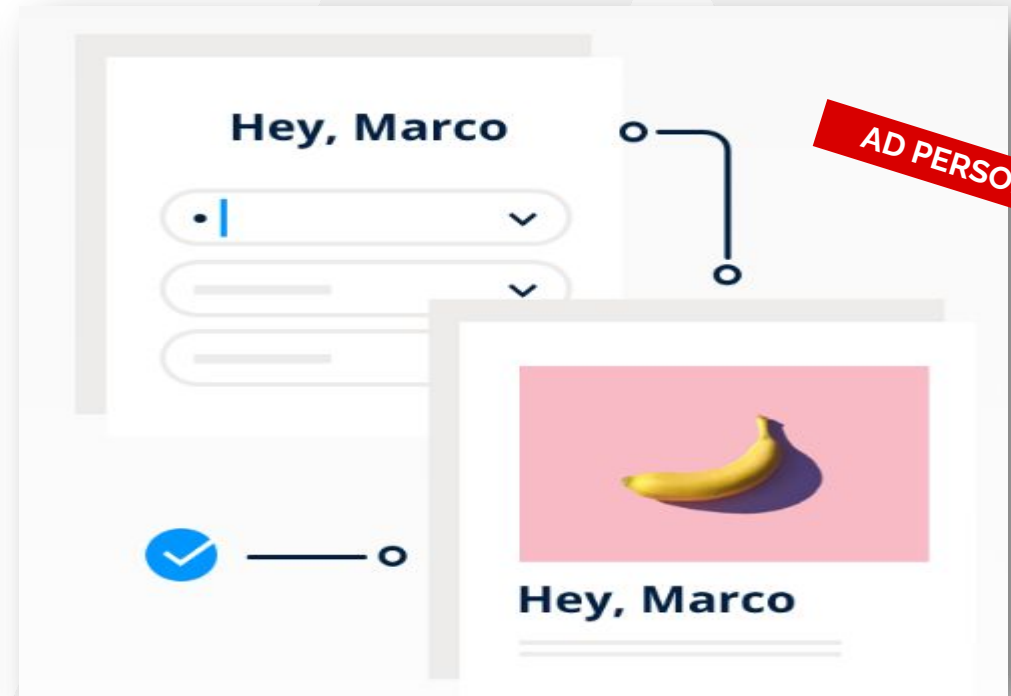


AutoCust allows you to easily **create segments and list** for your campaigns but more importantly you can select specific **messages to single customers (hypersegmentation)**

SEGMENTATION



HYPERSEGMENTATION



☐ **Qualify your DB into Segments with dynamic update**

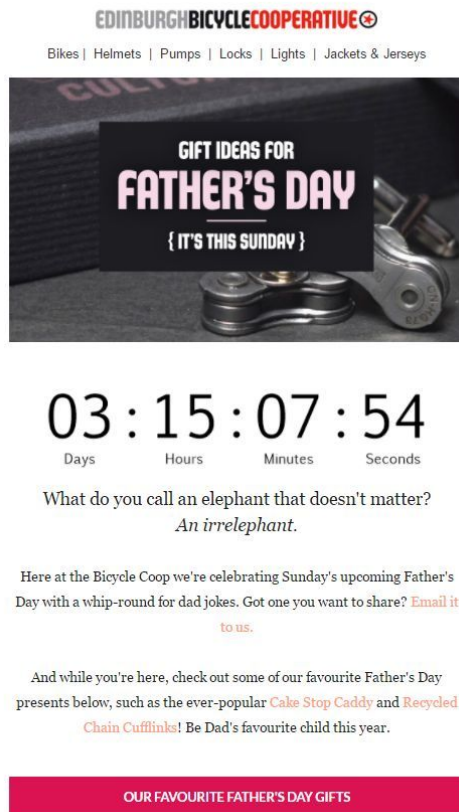
☐ **One-size-fits-all: doesn't work!**

CONTENT MANAGER – Easy to use creator



Autocust allows you to create **contents for different channels** using an **easy to use interface**

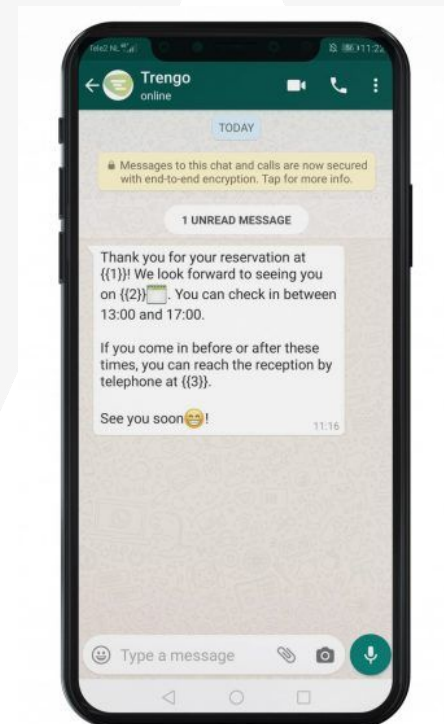
Email



SMS







































Whatsapp



CONNECTIVITY – Plug-in available



Autocust can be easily interfaced to any other software through the use of **WebHooks** and **API**

 WordPress Per Saperne di Più	 PrestaShop Per Saperne di Più	 Magento Per Saperne di Più	 nopCommerce Per Saperne di Più	 Shopify Per Saperne di Più	 Google Analytics Per Saperne di Più
 SalesForce Per Saperne di Più	 Optin Monster Per Saperne di Più	 Everwin CXM Per Saperne di Più	 Zapier Per Saperne di Più	 Google/Gmail Contacts Per Saperne di Più	 Gleam Per Saperne di Più
 Project Manager Per Saperne di Più	 Drupal Per Saperne di Più	 WooCommerce Per Saperne di Più	 NiftyImages Per Saperne di Più	 Privy Per Saperne di Più	 Jimdo Per Saperne di Più
 Wix Per Saperne di Più	 EventBrite Per Saperne di Più	 Facebook Lead Ads Per Saperne di Più	 Streak Per Saperne di Più	 Stripe Per Saperne di Più	 SumoMe Per Saperne di Più
 Gravity Forms Per Saperne di Più	 Live Help Now Per Saperne di Più	 Intercom Per Saperne di Più	 TypeForm Per Saperne di Più	 Wufoo Per Saperne di Più	 Zoho Per Saperne di Più
 MailChimp Per Saperne di Più	 PayPal Per Saperne di Più	 Pipedrive Per Saperne di Più	 Outlook Per Saperne di Più	 Ninja Forms Per Saperne di Più	 Nosto Per Saperne di Più



VAAS COMPONENT



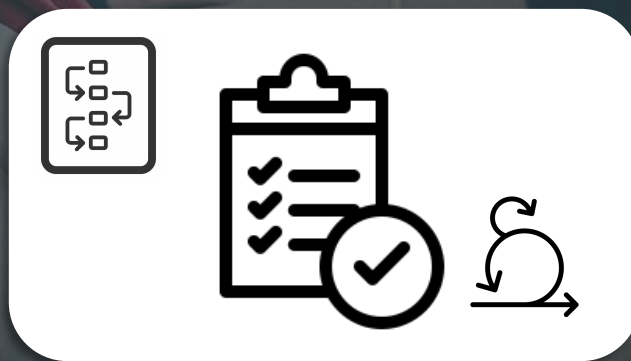
OUR METHODOLOGY

Assessment



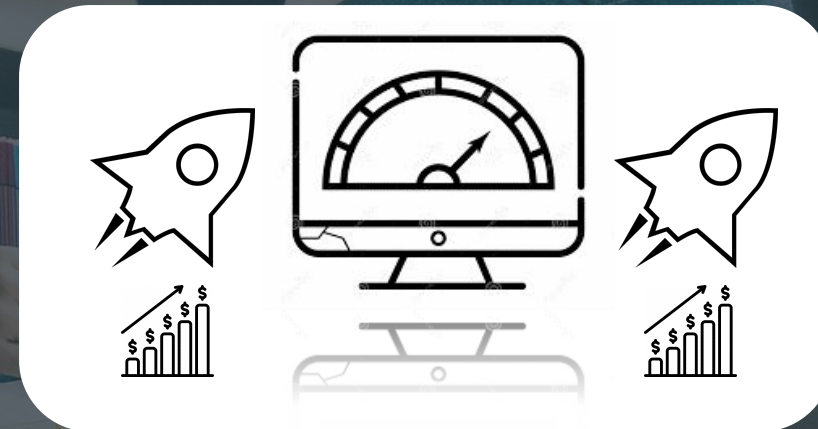
We analyze your goals and we evaluate current performance before proceeding with campaigns and investments

Validation



We check if the product is "sellable" online and with which metrics, costs and performance, performing tests with minimum budgets and Lean methodology

Traction



We set up and manage campaigns marketing with a full-fledged budget, with a multi-channel funnel and total attention to performance and ROI



DIGITAL MARKETING MANAGEMENT

Online Marketing Campaigns Management

A ACQUISITION

C CONVERSION

R RETENTION

Acquisition



Acquire

NEW CUSTOMERS

- **Leads**
- Awareness
- Traffic
- Downloads
- ROI

Conversion



Conversion of

LEADS INTO BUYERS

- **Buyers**
- Qualified Leads
- Retargeting
- Late Conversion
- CRO

Retention



Increase of Loyalty and

CUSTOMER VALUE

- **Re-buyer**
- ARPU Increase
- Life Time Increase
- Cross/Up-sell
- Engagement



ACQUISITION CAMPAIGNS

Inbound Marketing activities are aimed to generate New Leads, New Customers and apply to all business models such as B2B or B2C

- **Lead Generation**
- **Lead Scoring**
- **Lead Nurturing**
- **Late Conversion**
- **Conversion Rate Optimization**
- **Reactivation**



RETENTION CAMPAIGNS

These are all activities that aim to increase the spending of your customers and generate engagement and loyalty

- **Google Ads**
- **Facebook/Instagram Ads**
- **LinkedIn Ads**
- **Customer Journey Management**
- **Campaign Optimization**
- **Instant Conversion**



CONVERSION CAMPAIGNS

Activities that aim to transform a Lead or a Contact into a Customer who actually buys your services or products

- **CRM Automation**
- **Omnichannel Marketing**
- **E-mail marketing**
- **Funnel Marketing**
- **Loyalty System**
- **Gamification**



Client: Data Owner — **Traction:** Data Processor — **Providers:** Sub-Processors

CONTACT US – Book an appointment with our experts



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