

Automated Journey Builder

Build Engaging Brand Experiences

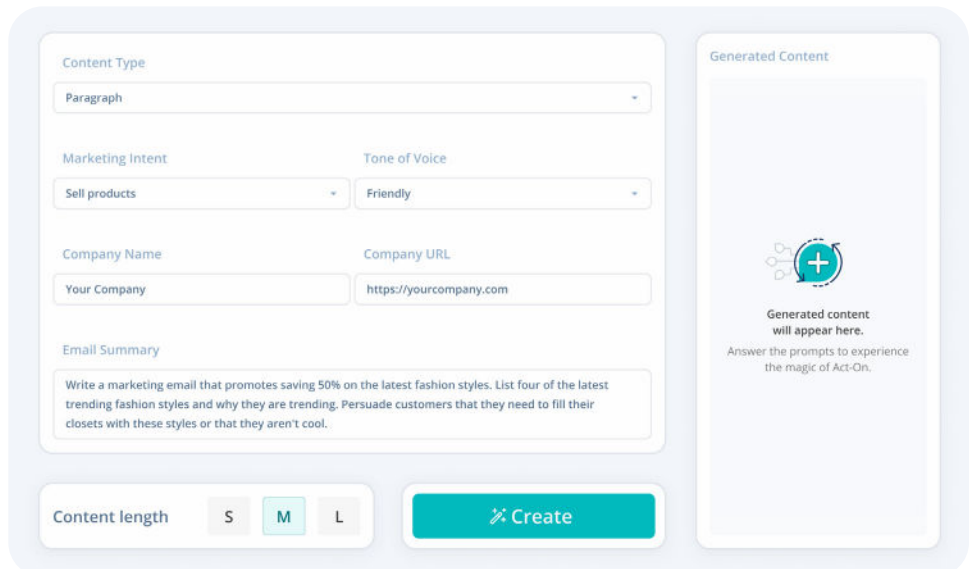
Act-On's Automated Journey Builder delivers an open and accessible canvas for marketers to create and deploy highly intuitive and adaptable prospect and customer engagement journeys. Highly visual, extendable, and dynamic, the Automated Journey Builder frees marketers to conceive and implement simple to complex communications flows. Act-On's marketing automation platform empowers you to design, streamline, and manage key workflows, tactics, and strategies.

Automated Programs That Engage and Scale

Automated programs are at the heart of Act-On's marketing platform. This powerhouse feature empowers marketers to create and optimize dynamic customer engagement workflows at scale. Automated programs can power targeted lead nurturing, customer onboarding and adoption, and lifetime customer marketing with consistent branding and messaging across channels and touchpoints.

More Engaging Customer Journeys

Act-On's Automated Journey Builder delivers a more interactive, dynamic, and flexible design experience while expanding a marketer's ability to engage across channels, touch points, and outcomes. A highly visual environment makes it easier than ever to build, edit, copy, share, and save communications workflows to engage customers with your unique story.



The screenshot displays the Act-On Automated Journey Builder interface. On the left, a form titled "Content Type" is shown with a dropdown menu set to "Paragraph". Below this are two columns of options: "Marketing Intent" with a dropdown set to "Sell products", and "Tone of Voice" with a dropdown set to "Friendly". Further down are input fields for "Company Name" (containing "Your Company") and "Company URL" (containing "https://yourcompany.com"). An "Email Summary" section contains a text prompt: "Write a marketing email that promotes saving 50% on the latest fashion styles. List four of the latest trending fashion styles and why they are trending. Persuade customers that they need to fill their closets with these styles or that they aren't cool." At the bottom of the form are "Content length" buttons for "S", "M", and "L", with "M" selected, and a teal "Create" button. On the right, a "Generated Content" preview area shows a placeholder with a plus icon and the text: "Generated content will appear here. Answer the prompts to experience the magic of Act-On."

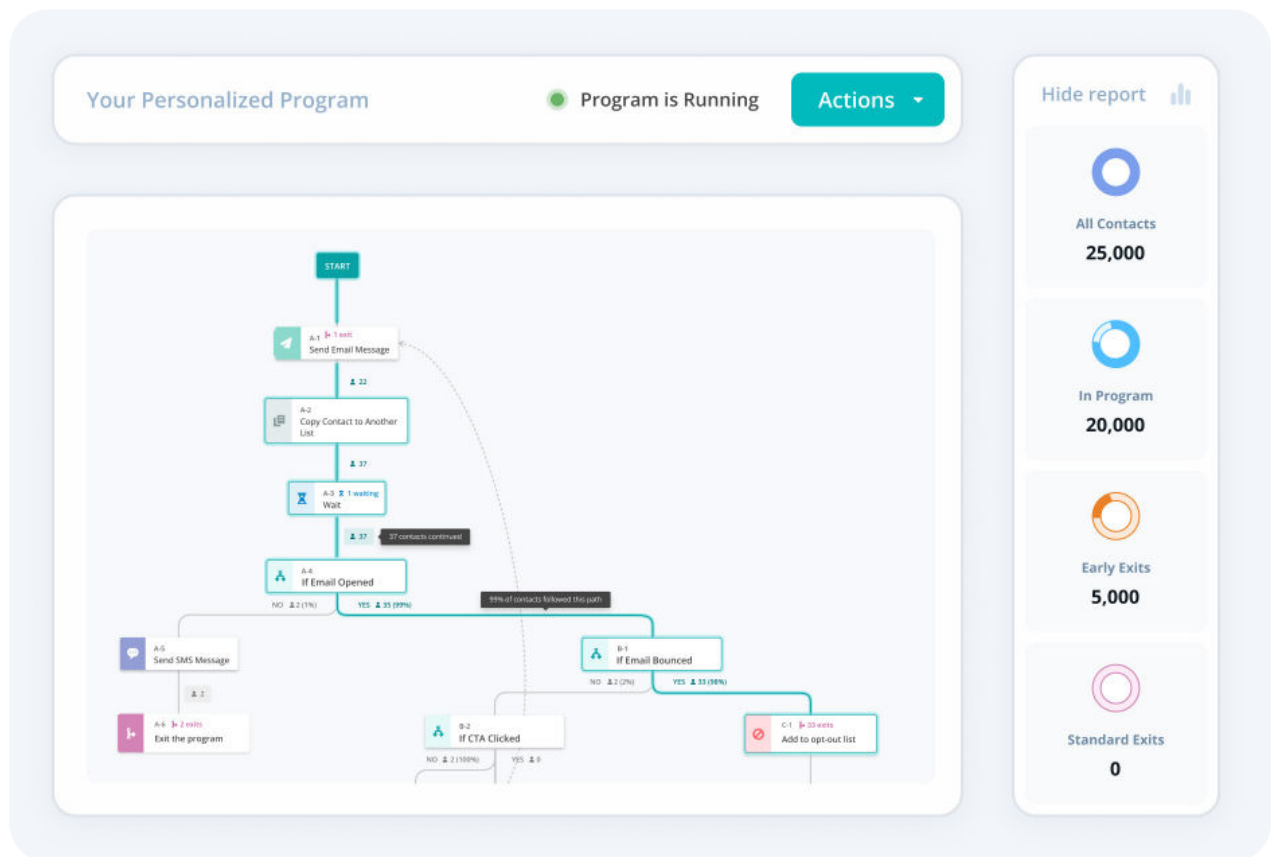
Automated Journey Builder Common Use Cases

From the first outreach to the final sale, and beyond. Build journeys that deepen and extend your relationships with customers.

Integrated Lead Nurturing: The Act-On Automated Journey Builder enables marketers to accelerate the lead-to-customer conversion cycle through perfectly timed and targeted engagement. Build adaptable and repeatable campaigns, templates, and programs with the Automated Journey Builder.

Customer Onboarding and Adoption Programs: After purchase, automated programs ensure your customers receive prompt and personalized welcome and onboarding messaging and adoption milestone acknowledgements that drive long-term satisfaction and retention.

Lifetime Customer Engagement: Modern growth marketers engage with customers across the entire lifecycle. The Automated Journey Builder allows for progressive and consistent messaging, to nurture loyal customers into brand loyalists.



More questions?

Call us at +1 (877) 530-1555 for help, or contact your success representative directly

Contact Us