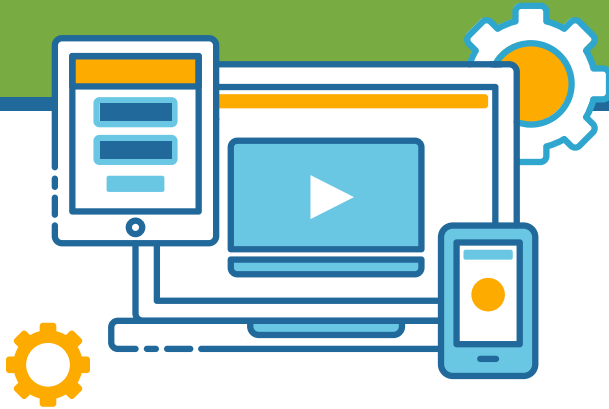


A Case for Marketing Automation ROI



Marketing automation is software that is used to automate repetitive marketing tasks — including sending and responding to email, updating social channels, and testing, measuring, and optimizing marketing ROI.

Marketing automation streamlines tasks to allow you to get more done in less time. Done correctly, automation boosts leads and conversions, allowing businesses and organizations to realize stronger returns on marketing

investment than is possible with more time-consuming manual processes. The end result is **a significant increase in marketing ROI.**

How significant?

This chart presents **a simplified example of how marketing automation can impact ROI.** In this case, a \$50,000 marketing budget yields 4,000 leads, 5% of whom convert to paying customers through traditional means.

What if marketing automation boosts the conversion rate by 10%, up to 5.5%? With an average order of \$500 and a 60% gross margin, **marketing automation adds \$6,000 to gross margin and pushes the ROI for marketing from 20% to 32%.**

	NOW	WITH MARKETING AUTOMATION
Marketing Budget	\$50,000	\$50,000
Number of leads created	4000	4000
Cost of acquisition per lead	\$12.50	\$12.50
Conversion percentage	5.0%	5.5%
Number of orders	200	220
Revenue per order	\$500	\$500
Gross Revenue	\$100,000	\$110,000
Gross Margin	\$60,000	\$66,000
Marketing ROI	20%	32%

Selecting the right marketing automation software for your organization is an important step and you'll want to make sure it's right before you buy. [Try iContact Pro free for 30 days](#) — no credit card required — and put the power of automation to work.

