

Target customers better.

Our solution: NAVAX CX Marketing Revolution.

Create targeted activities along the customer journey.

This is how you simply optimise the
customer lifetime value.

And we love it.

NAVAX

navax.com

CX Marketing Revolution

Automated email marketing - target group segmentation -
event management incl. registration - marketing lists - content marketing



- ✓ Best practice implementation
- ✓ Individualisation
- ✓ Best practice process training

Your added value

Improved campaign results

By combining human strategic thinking with marketing digitalisation, improved target achievements are already visible within a very short time. The NAVAX benchmark for improved campaign results is 15%.

Savings in data preparation effort

Updated data allows analysis results as well as expandable data queries for target group segmentation at the push of a button in real time. This almost completely eliminates the need for manual data preparation.

Increased efficiency through customer journey management

If implemented professionally, the customer journey management approach can drastically improve marketing efficiency. The NAVAX benchmark for increasing efficiency is 2/3.

Generate sales through marketing

By selectively addressing selected customers with the right content, increased sales can be generated with e-mail marketing. The 360° profile of each customer enables precise segmentation and targeting from initial interest to purchase. The NAVAX benchmark for email-based sales is over 10 %.

Create unforgettable customer experiences by letting digital competence and expertise help you do it!

With NAVAX CX Marketing Revolution, you have everything you need for a successful start to digitalised **customer journey management**. Compiled on the basis of best practices, you can optimally manage your **highest-revenue customer relationships**. **Evaluation tools and dashboards** complete the package of standardised user processes to provide you with all information at a glance at any time.

The NAVAX CX experts will help you to ensure that your **digitalisation goals** are achieved.

CX Marketing Revolution Package at a glance

Our NAVAX CX Packages are implemented as fully configured packages including a proven process logic and are offered at a fixed price. Below you will find an overview of those functions, which are already covered by our standardised packages. You can conveniently carry out your market cultivation activities on the basis of our CX Marketing Revolution Package.

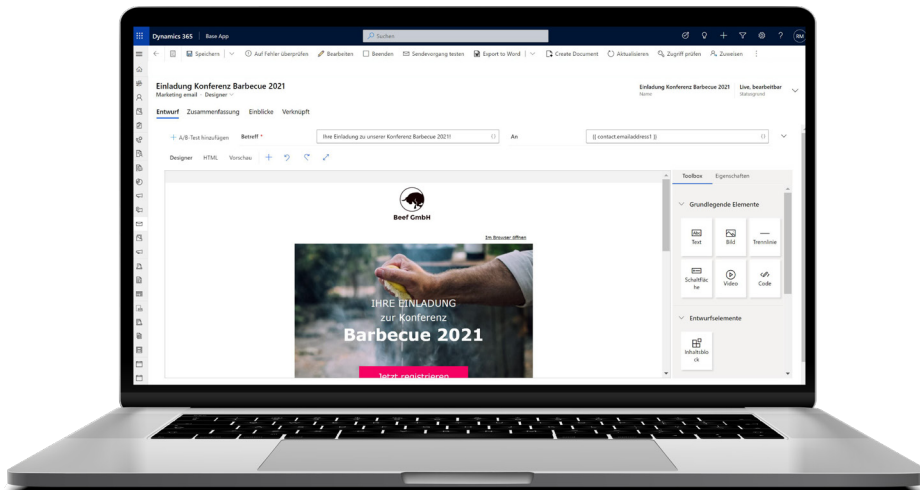
Individual views.

Customised forms and views of relevant data types for marketing automation.

Targeting segments.

By segmenting customer data you can execute a targeted customer communication.

Email marketing with insights.



E-mail designer for newsletters in your corporate design.

Automate marketing.

Automation for seamless marketing processes of all digital marketing measures and event management.

Optional:

- Customer-specific adaptations for fields and forms of the existing data types
- Extension with further required data types
- E-mail template in the company's own corporate design

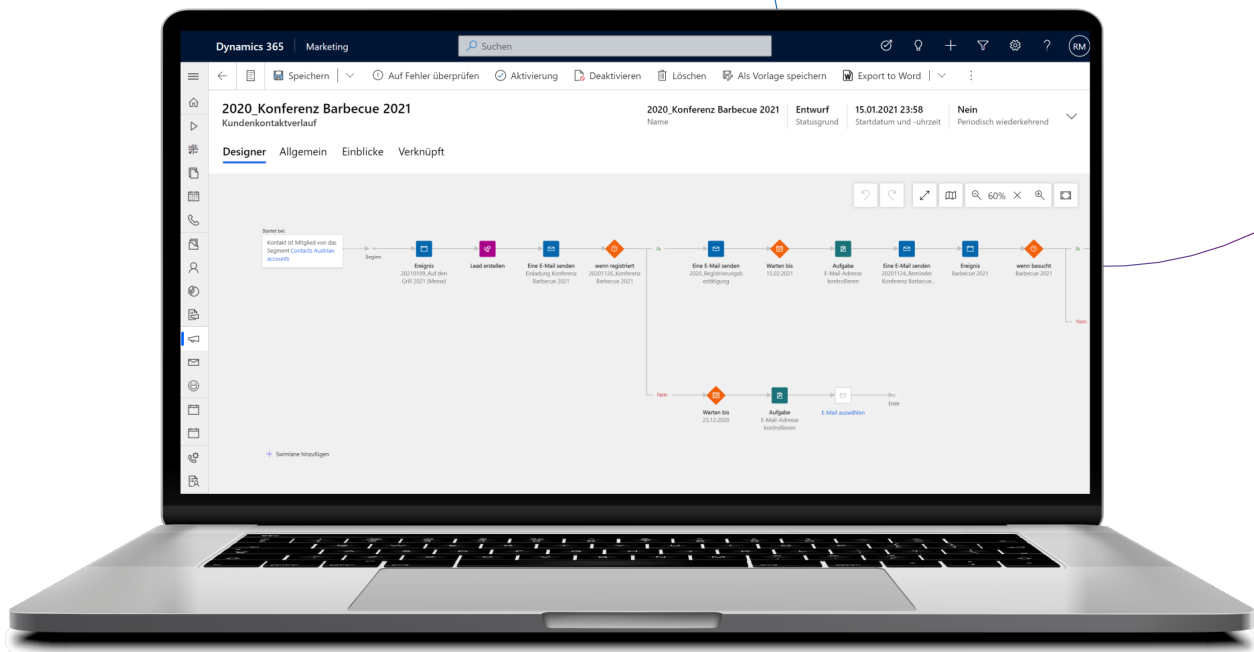
CX Marketing Revolution Package at a glance

Individual customer journeys.

Map the entire customer journey of each individual customer.

A package at a fixed price!

- With proven processes
- Ready configured
- Fast implementation



Create complex customer journeys with drag & drop.

Organise events perfectly.

Event management from planning to registration and implementation including integration for online events with Microsoft Teams.

Inbound measures for the website.

Creation of marketing forms and landing pages with integration options for your lead-generating web presence.

Intelligent scoring models.

Creation and use of individual lead evaluation models.

Social media automation.

Lead generation via LinkedIn integration directly from your CRM system with an integrated social media planning tool.