Addressing a Critical Issue with Email Campaigns

The number of email communications individuals receive daily is overwhelming. It's a virtual bombardment 24 hours a day and they simply can't respond to or even get through it all. This results in countless hours and dollars wasted trying to reach an intended audience. Sound familiar? The good news is humans have predictable patterns. They get up, commute, hold meetings and keep personal commitments at set times each day. They also have predictable communication patterns, resulting in response rates being greater at certain times each day.

Benefits

- ↗ Increase Open, Click & Conversion Rates
- ↘ Reduce Unsubscribe Rates
- ⇄ Increase Deliverability through SPAM Filters
- 💲 Achieve Higher ROI
- 📈 Realize Value from Dormant Data

Seventh Sense for Marketo

Your emails delivered through Marketo generate new data about your audience with each campaign. What if there was a solution designed to see the unseen? And what if that same solution allowed you to use that data to increase engagement across your audience? That solution has arrived with Seventh Sense for Marketo.

Interested?   REQUEST A DEMO

How Seventh Sense Works

Step One
You connect your Marketo account and Seventh Sense analyzes your engagement data.

Step Two
Seventh Sense's processing engine **builds individual engagement profiles** on your audience.

Step Three
Seventh Sense **analyzes and runs computations** to determine the optimal times to deliver your communications.

Step Four
Create your email campaigns and schedule them to be delivered using personalized delivery times.
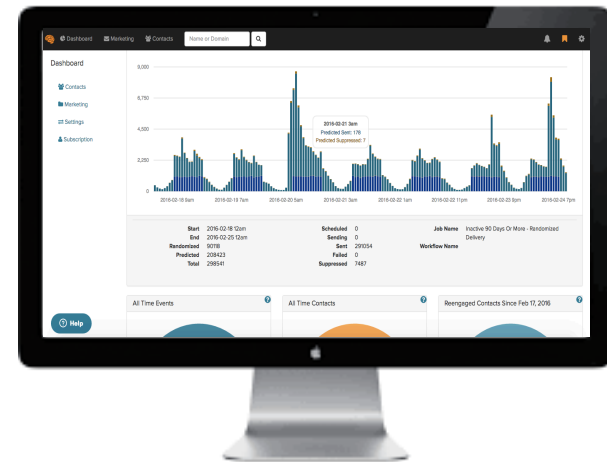
Engage Your Audience at the Individual Level

Seventh Sense for Marketo was designed to augment existing analytics tools by personalizing delivery times based on an individuals likelihood to engage in email communications by time of day and day of week. This allows our users to focus on the quality of the communication and not when to deliver it.

> *Seventh Sense is the easiest way to sustain and increase engagement.* With ever-increasing competition for attention in the inbox, delivering messages at the most optimal time is key.."

Matt Sunshine, Managing Partner – LeadG2

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