



SMART CAMPAIGNS, FAST WINS!

personaclick.com





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What Are Smart Campaigns?

Smart Campaigns are automated, data-driven journeys that react instantly to customer behavior.

They connect channels, reduce manual work, and turn simple moments into measurable results.



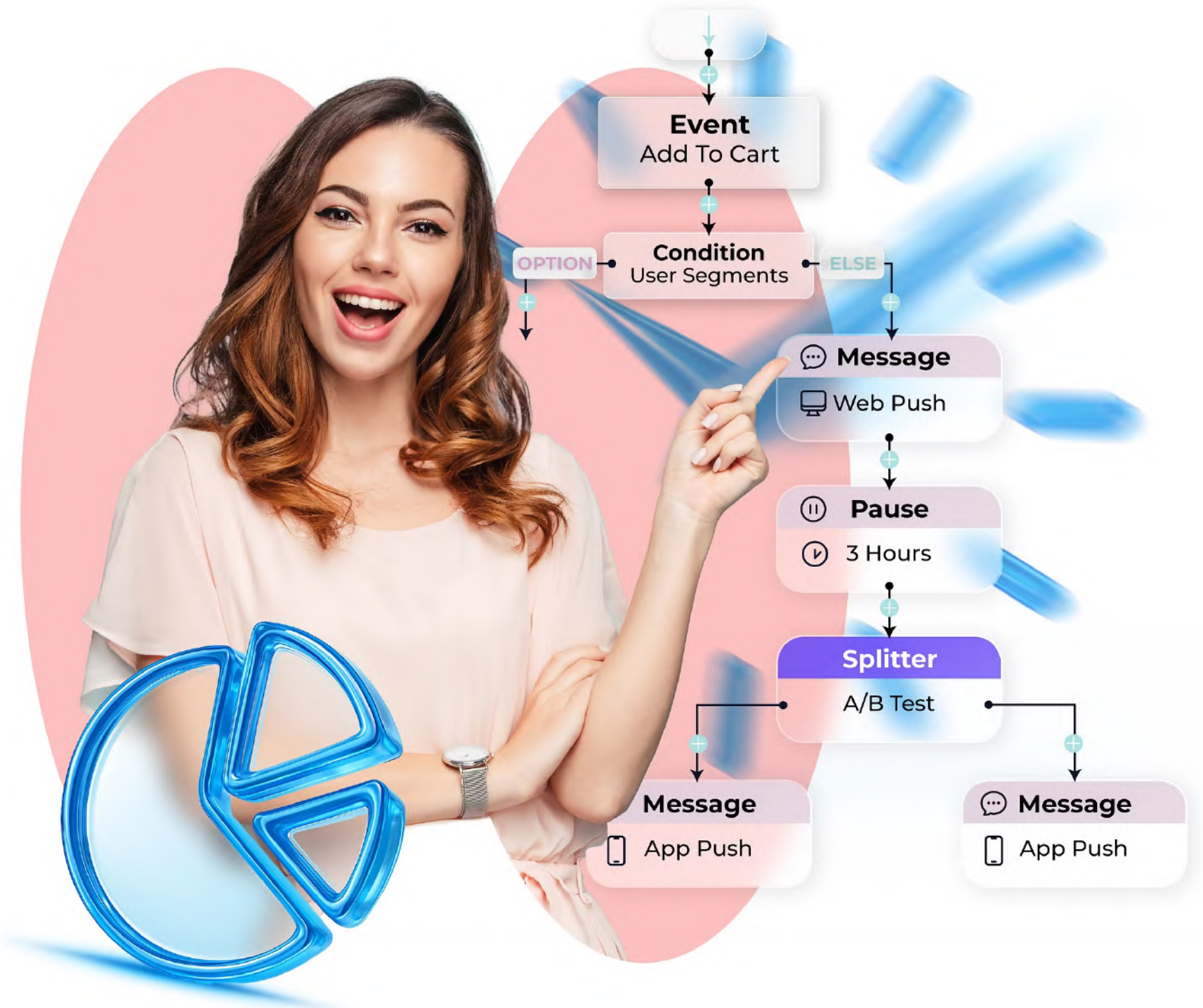
 **Insight:** One campaign, multiple channels – perfectly timed.

Why Speed Matters

Customers decide in seconds.

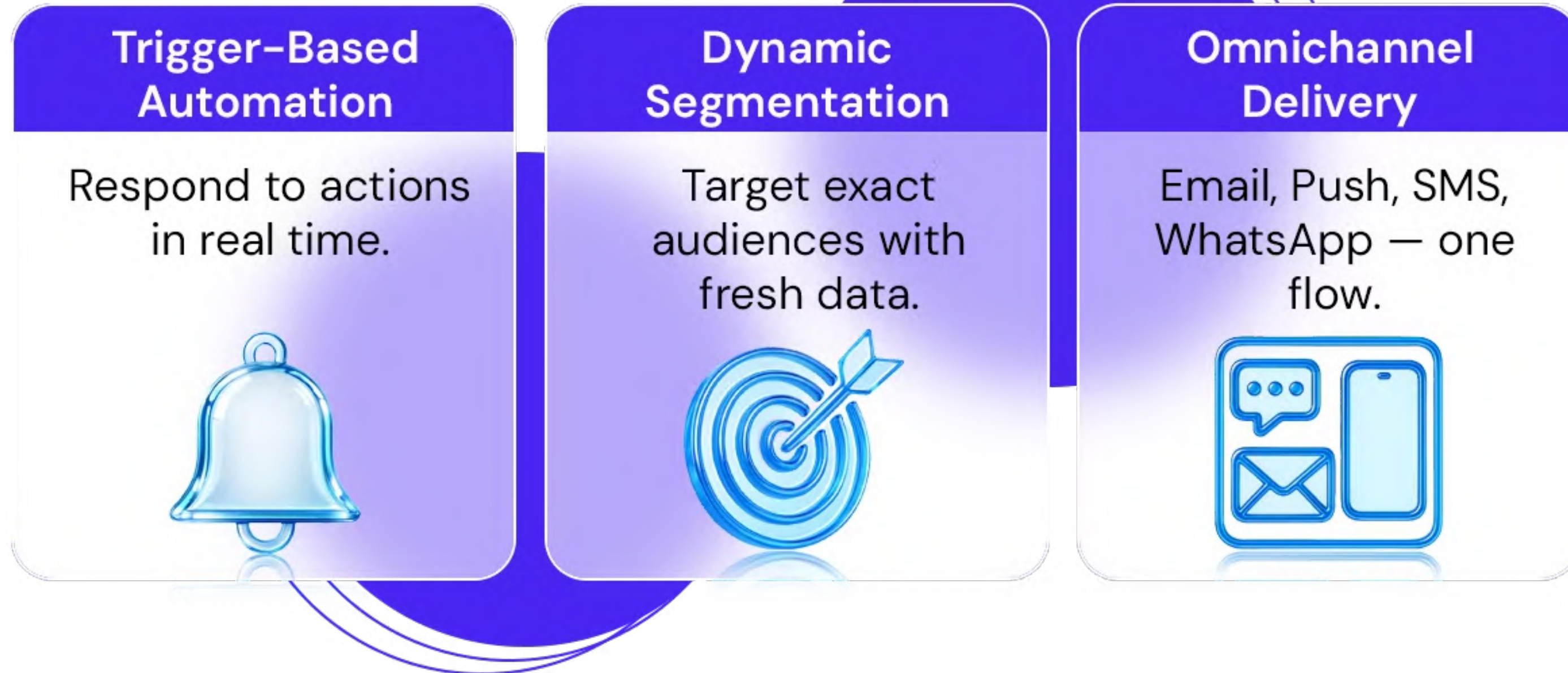
Waiting weeks to launch means lost revenue.

Automation lets small teams act fast, learn faster, and scale without burnout.



 **Fact:** Teams using PersonaClick automation go live much faster than manual setups.

What Are Smart Campaigns?



Pro Tip: Start with one trigger and one goal. Expand after first success.

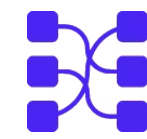
Build Your Smart Campaign



Step 1

Choose the Moment

Focus on quick-impact journeys: abandoned cart, trial activation, repurchase.



Step 2

Segment Your Audience

Use behavior, frequency, and value data to define your target group.



Start small. Automation works best with clear segments.

Build Your Smart Campaign



Step 3

Select Channels

Reach people where they engage most.

Combine Email + Push + WhatsApp for higher visibility.



Step 4

Personalize the Message

Match offers to intent — product viewed, plan used, page visited.



Fact: Personalized calls-to-action convert 202% better than default CTAs. (Source: Involve.me)

Build Your Smart Campaign



Step 5

Automate & Measure

Go live, track CTR and conversion in a short period of time. Optimize timing, copy, and channel mix weekly.



Your smart campaign is live!



Insight: Speed multiplies learning — every launch teaches you faster.

Industry Examples

E-Commerce

Personalization increases average order value (AOV) for 98% of online retailers thanks to smart campaigns.

(Source: Contentful Blog)


Telecom

Predictive analytics, real-time personalization and next-best-action engines can together reduce early-life churn by up to 30%. (Source: McKinsey)

Finans

More than two-thirds of customers consider personalization important, which fosters frequency of customer communications positively. (Source: Capco Blog)



 *Smart Campaigns improve customer engagement and conversions regardless of the industry. Fast wins scale across every industry with Personaclick.*

Smart Campaign Practices

- Automate repetitive tasks → save time.
- Test message timing with A/B runs.
- Unify brand voice across all channels.
- Track results by segment and channel.
- Repeat top-performing flows.



Smart Campaign Checklist

- Define your key customer moments
- Create dynamic segments
- Select preferred channels
- Personalize each message
- Measure results periodically
- Automate next-step flows



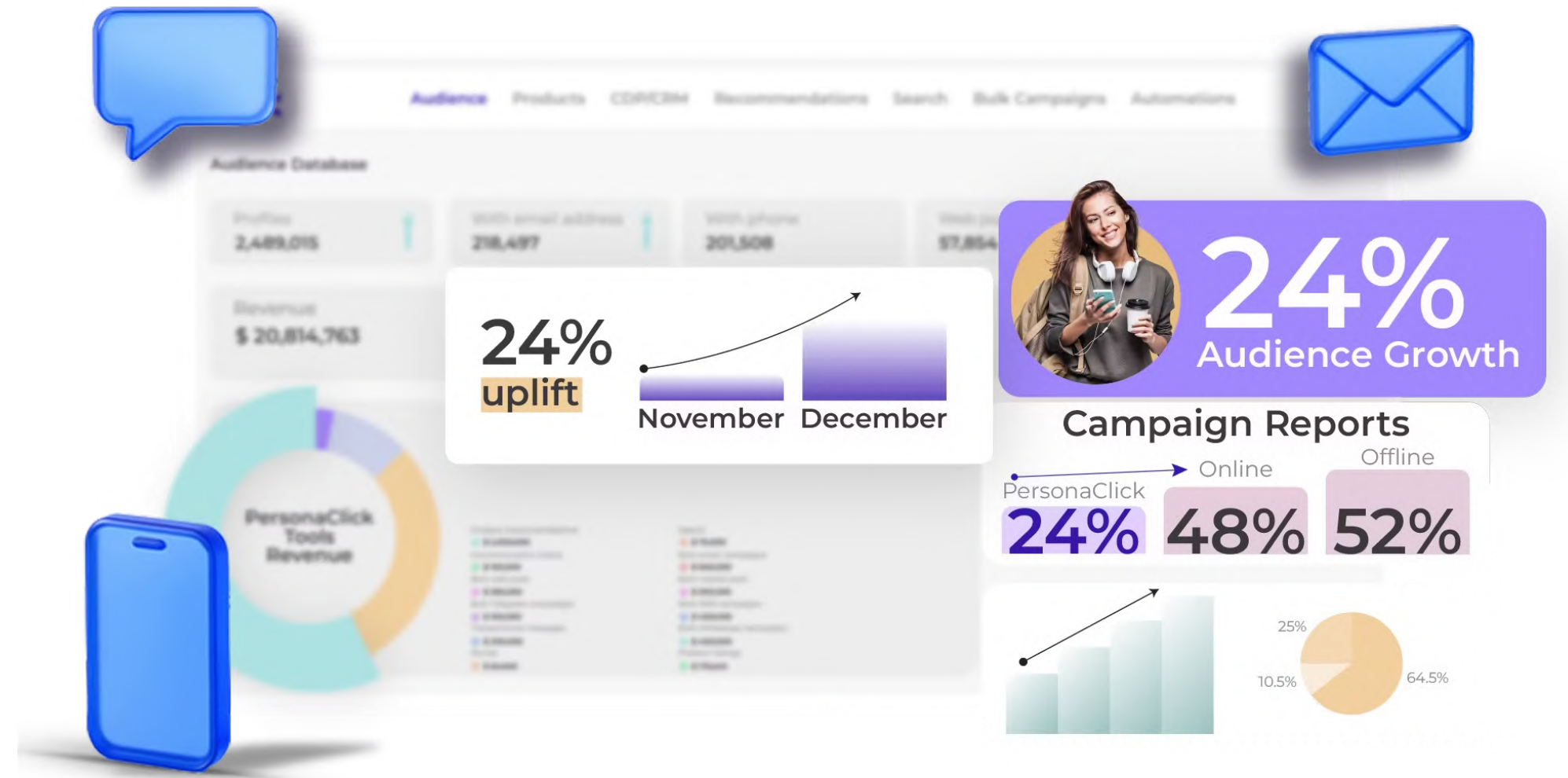
Goal: Faster execution → faster growth.

PersonaClick in Action

Launch and manage all campaigns in one hub.

Modules you will leverage:

- Automation Center
- Dynamic Segmentation Engine
- RFM Segmentation
- Analytics Dashboard



Data Spotlight

Smart Campaign Performance 2025

+22%

average CTR

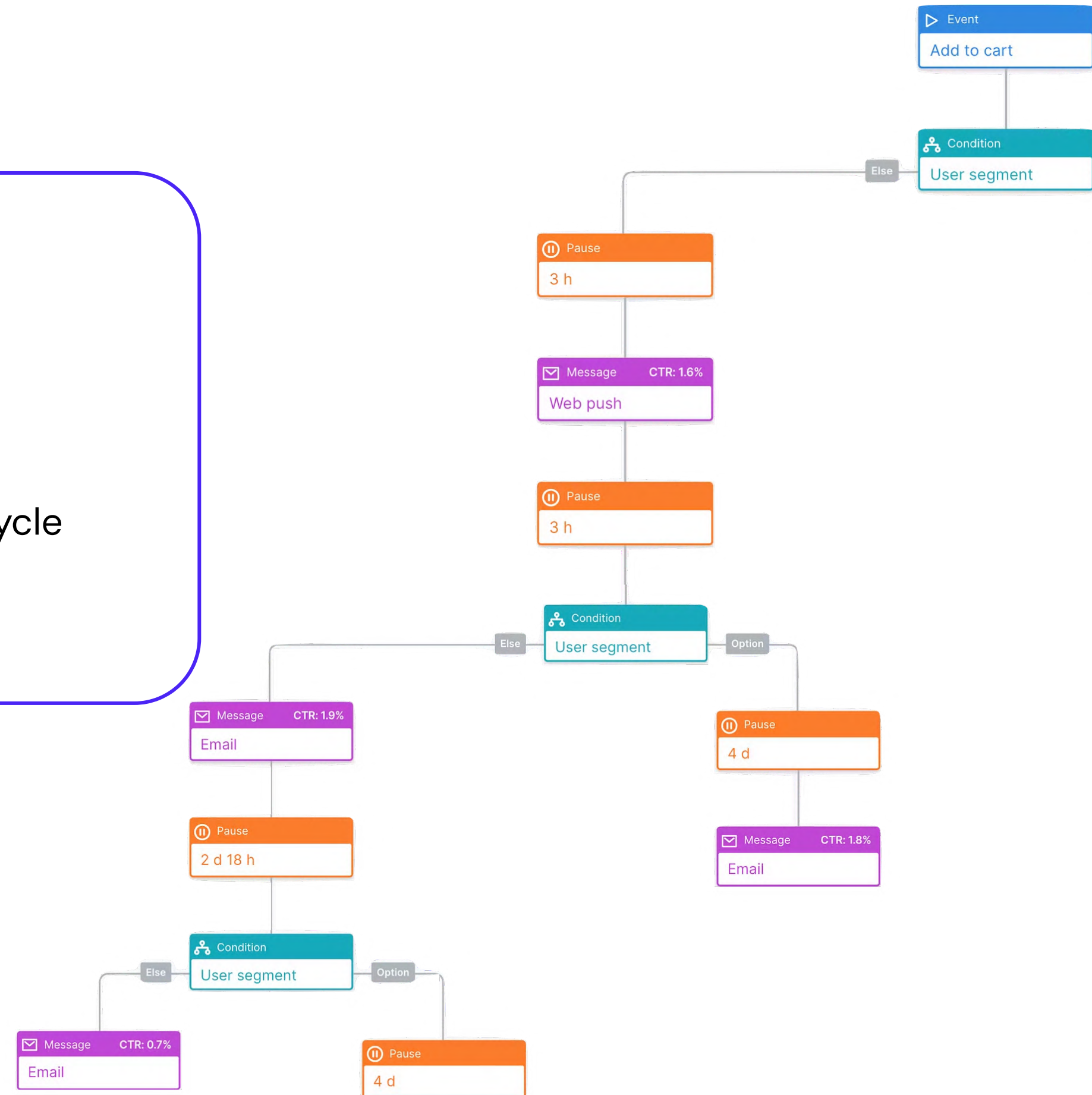
-43%

setup time

2x

faster ROI cycle

Results are presented as approximate values.





Don't be afraid of change.
Be the #change.

Ready to launch smarter?

Book a demo and see how
PersonaClick automates
growth fast.

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