Contents

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.
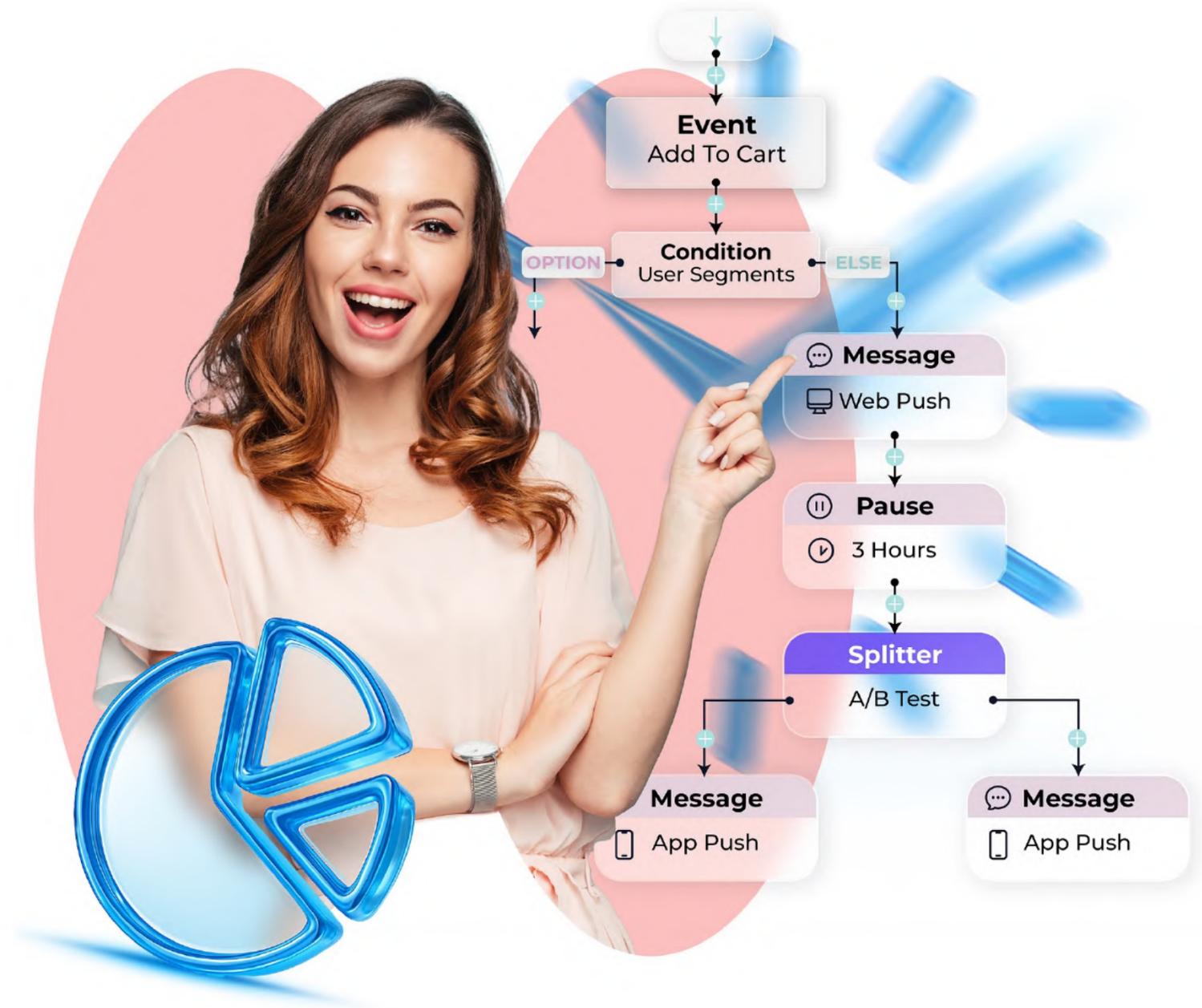
🔍 **Insight:** *One campaign, multiple channels — perfectly timed.*

personaclick
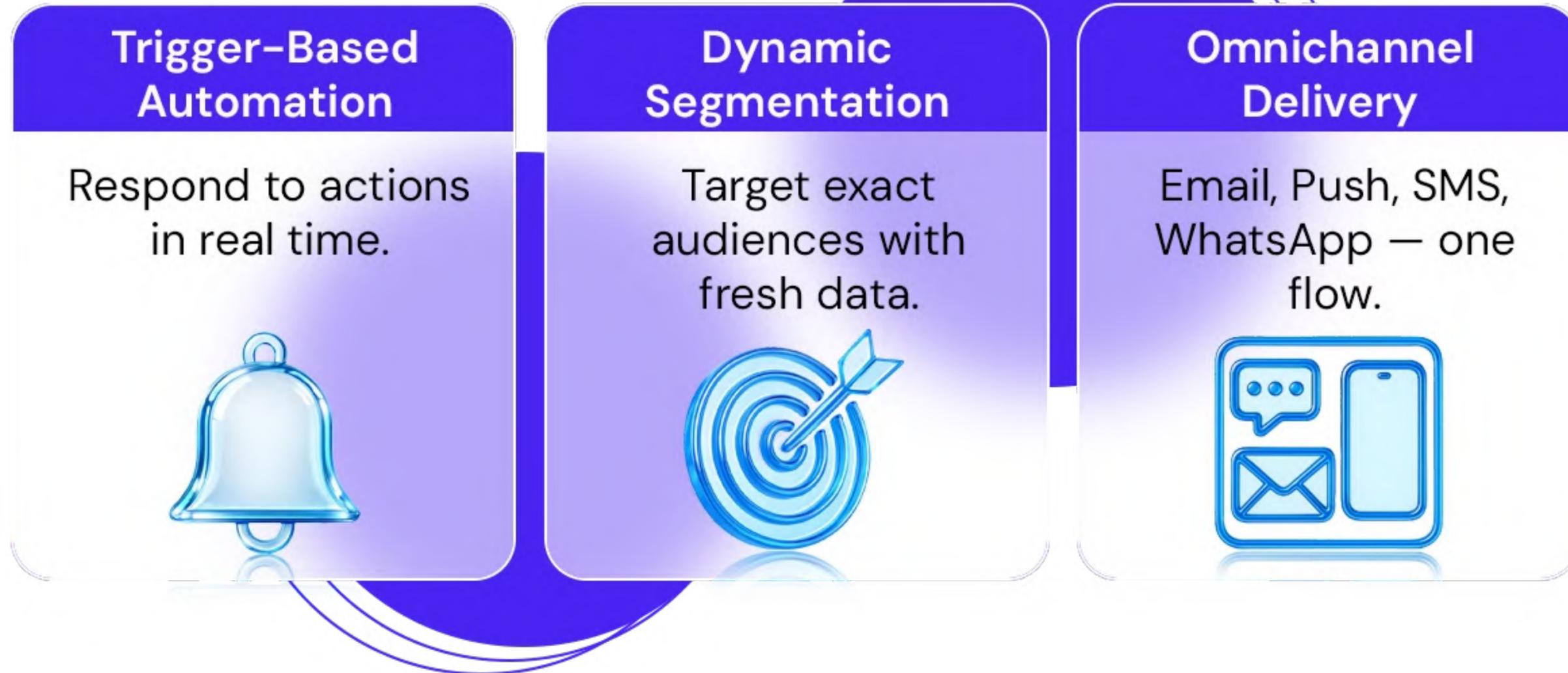
Why Speed Matters

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?

Trigger-Based Automation

Respond to actions in real time.

Dynamic Segmentation

Target exact audiences with fresh data.

Omnichannel Delivery

Email, Push, SMS, WhatsApp — one flow.

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

personaclick

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.

personaclick

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)*

personaclick

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.

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

Your **smart campaign** is live!

personaclick

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)

personaclick

📈 *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.

personaclick

Smart Campaign Checklist

☐ Define your key customer moments

☐ Create dynamic segments

☐ Select preferred channels

☐ Personalize each message

☐ Measure results periodically
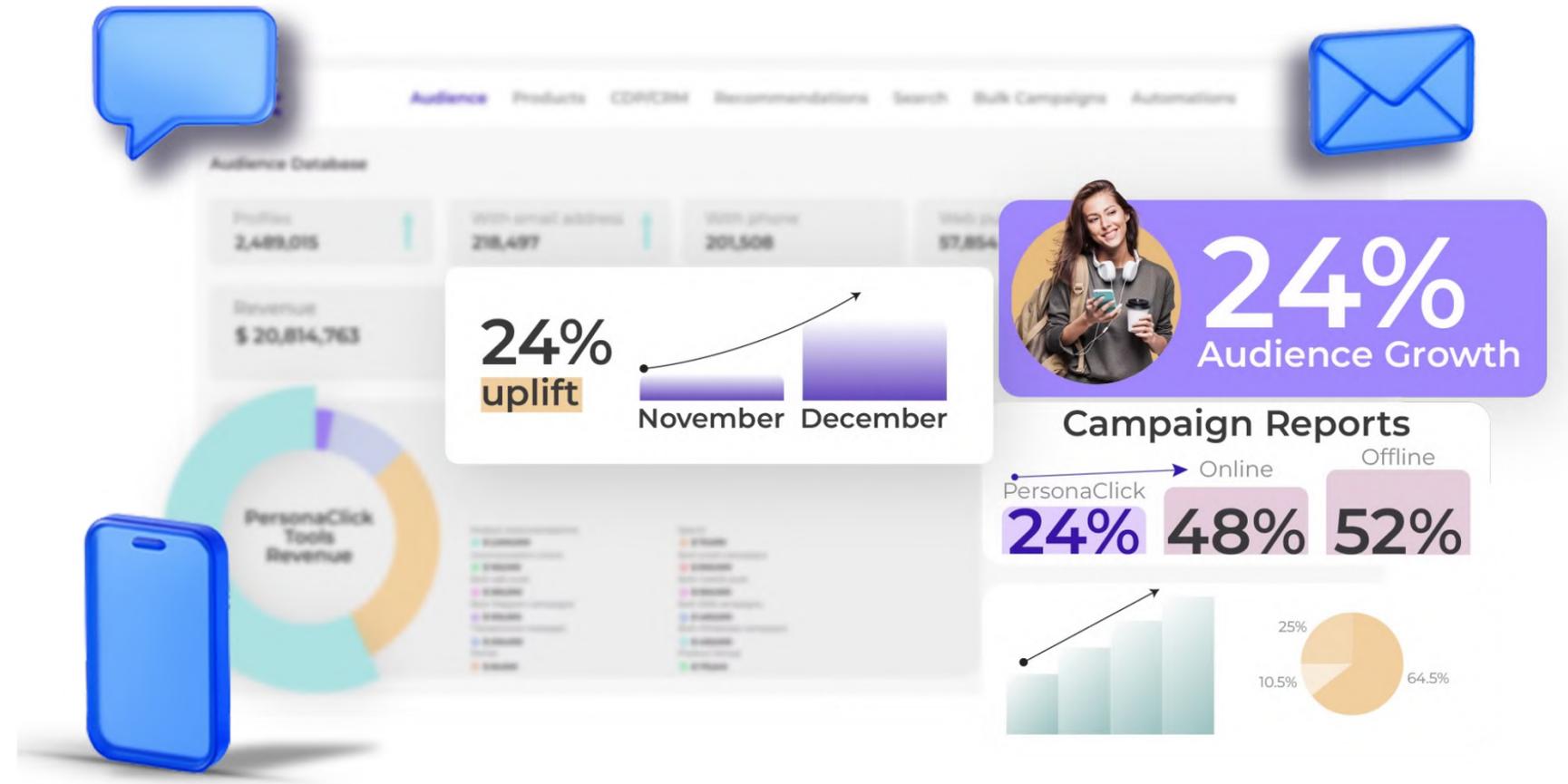
☐ Automate next-step flows

Goal: Faster execution → faster growth.

personaclick

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

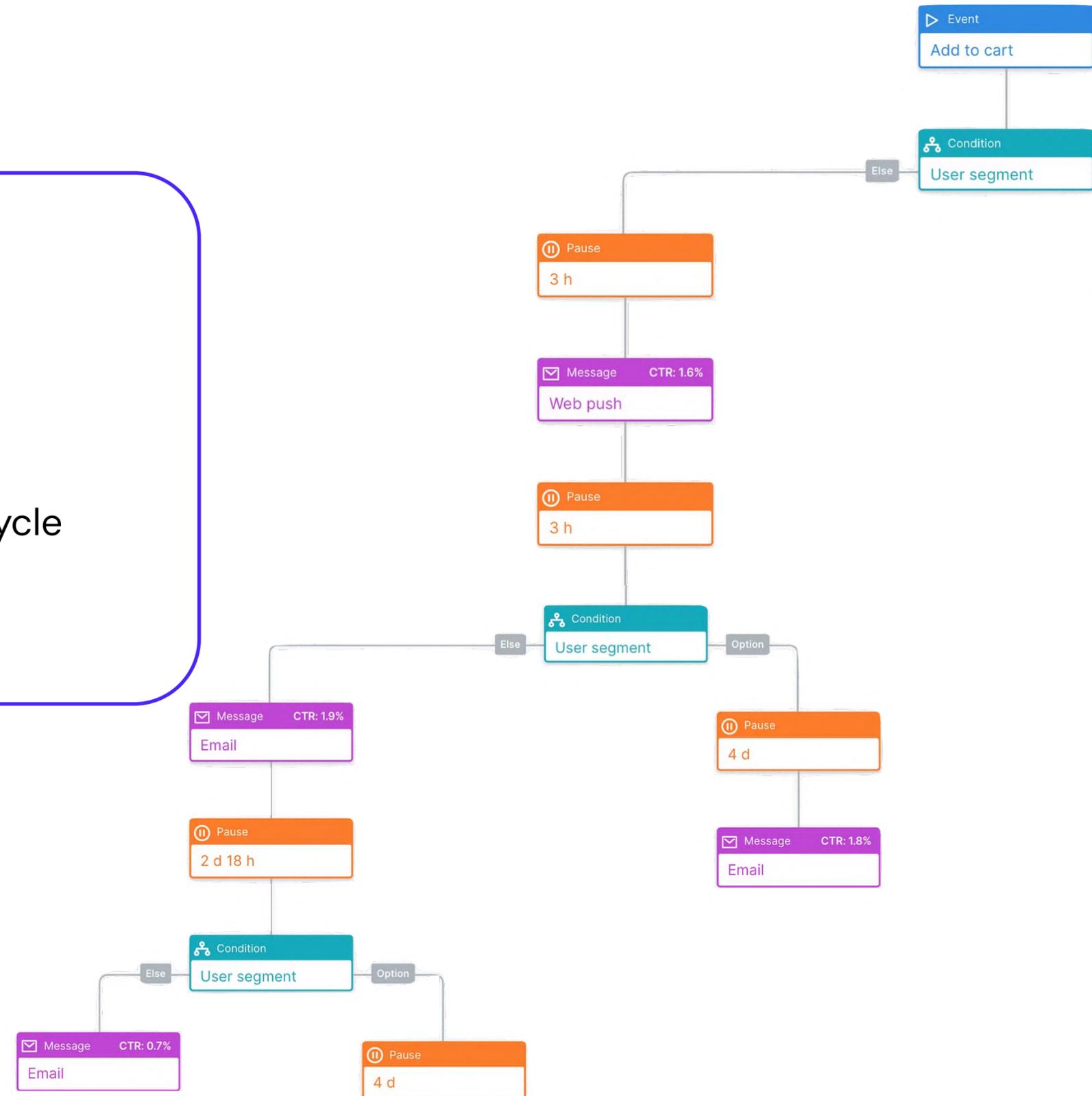## Smart Campaign Performance 2025

+22%
average CTR

−43%
setup time

2x
faster ROI cycle

Results are presented as approximate values.

personaclick

personaclick

One-click Personalization

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

Ready to launch smarter?

Book a demo and see how
PersonaClick automates
growth fast.

personaclick.com