

Customer Experience Automation Impact Report

HOW BUSINESSES ARE LEVERAGING
CONNECTED EXPERIENCES TO
ACCELERATE GROWTH

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CXA creates massive business impact:

110%

CXA approaches resulted in a more than doubling of new leads year over year, with a reported 110% average increase in new leads compared to the previous year

96%

96% of customers agree ActiveCampaign helps them improve the experiences their customers have with their company

95%

95% of growing businesses report that automations help them achieve what they couldn't on their own

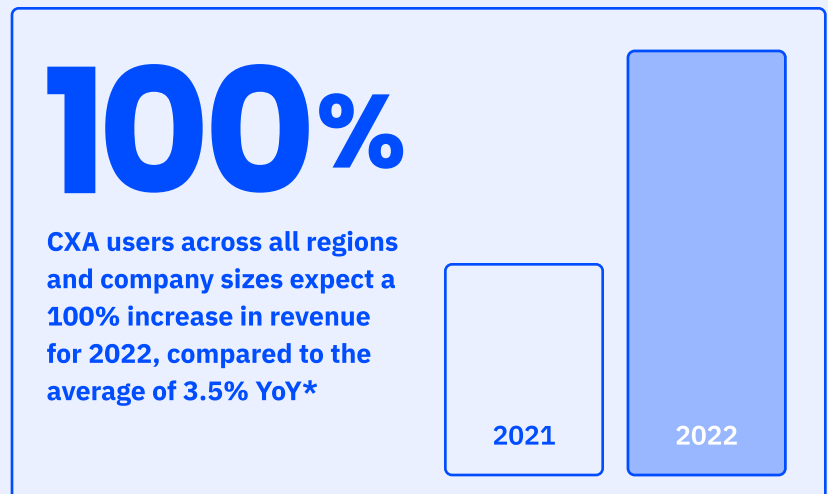
90%

90% report improvements to customer engagement since they started with ActiveCampaign

94%

CXA customers reported huge gains in sales effectiveness, with customers seeing a 94% improvement in the amount of leads that became customers

[Source*](#)



Customer experience is changing the game across the globe

If there is anything the last couple years have shown us, it's that loyal customers can be the key to success, especially through difficult times. Unfortunately, great products alone don't create repeat customers. Instead, the most effective way to turn one-time customers into repeat customers is by offering a personal, relevant, and timely experience to each person.

In the first ever Customer Experience Automation (CXA) Impact Survey, ActiveCampaign reached out to global customers to understand the real dollars earned and ROI for the business through use of customer experience automation. ActiveCampaign surveyed customers in over 20 countries, and found that CXA helped across B2C, B2B, and Ecommerce businesses of all sizes achieve real results by connecting to their customers in a 1:1 personalized way, and breaking down the silos normally caused by legacy email marketing, marketing automation, sales engagement and CRM solutions.

What is CXA?

The craft, bespoke, and small-batch approach that consumers crave is often lost as a business scales beyond a few customers. This is because legacy email marketing, marketing automation and CRM solutions serve mass messages that aren't tailored to the individual's needs. Customer experience automation replaces or enhances these solutions by creating automated 1:1 communications throughout the entire customer lifecycle across all channels including social, email, messaging, chat and text, not only helping our customers grow, but giving customers the experiences that make them a repeat customer.

CXA drives better results for all businesses

CXA drives better experiences by helping businesses engage customers across the entire customer lifecycle and connect everything on a single, flexible platform. Compared to legacy email, CRM, or automation solutions, CXA allows personal, 1:1 experiences to be delivered to customers at scale, so no matter how large a business grows, they can communicate with every customer like an individual.

B2B

Businesses who sell to other businesses or have longer buying cycles like luxury goods where there is often a direct sales team engaging with the customer. ActiveCampaign gives sales reps better customer insights (preferred content, past purchases, open tickets) to drive more personalized conversations across the sales cycle.

Top industries:

Software, manufacturing, telecommunications

B2C

Businesses that sell direct-to-consumers built around a digital brand created through a website, blog, or social media presence. They typically leverage CXA to build automations and create engaging campaigns that speak to everyone in a large, diverse customer base as individuals.

Top industries:

Services, consulting, agencies, education & training, and nonprofits

Ecommerce

Businesses selling goods or services online or through retail locations. They create better communications based on buyer data or past browsing and shopping behavior and engage with customers beyond the shopping experience to increase loyalty and positive reviews

Top industries:

Retail, hospitality and fitness

The Bottom Line: CXA Helps ActiveCampaign Customers Grow

CXA helps businesses across industries grow without sacrificing the bespoke, tailored interactions that customers have grown to expect through automating each customer interaction, leveraging multiple channels at different times, and providing 1:1, relevant communications to each person, making each customer feel like they're truly getting an experience unlike any other brand they could engage with.

ActiveCampaign customers report leveraging CXA in a variety of ways:

44%

of users report that they now spend more time actually talking with customers because of time saved using automation

85%

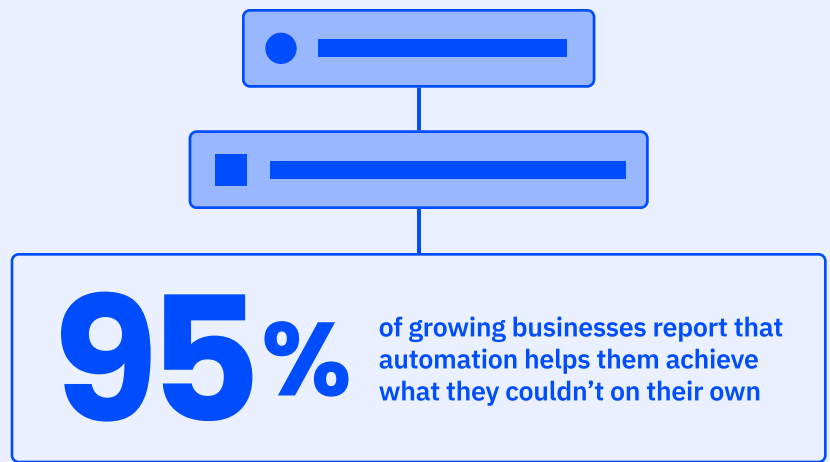
of ecommerce users leverage automation recipes for abandoned cart emails, product reviews, and emails about new or related products

59%

of B2C users aim to automate daily tasks to help them save time but still personalize messaging and outreach

75%

of B2B companies leverage automation recipes to create new deals, alert team members of deal updates, update lead scores, or progress a deal across the stages in a given pipeline



Automation is the key to scalable growth

Many growing businesses are doing whatever's possible to save time, money, and resources as they scale. Brands can do all this and still deliver compelling, personalized messages to a large audience by automating tasks, emails, or interactions, and then iterating as they learn more about customers.

CXA doesn't just help with emails. The smartest users automate even the smaller tasks like adding tags, updating contact records, or routing leads to the sales and support teams to ensure a consistent experience from start to finish, and drive real results that support their goals.

By setting up automations like welcome campaigns, CRM pipeline automations, and support ticket follow up, it's easy to "set it and forget it" when it comes to keeping customers engaged with messages based on their personal experiences, well past the point of purchase.

Setting up the first few automations can seem daunting. True CXA goes beyond software alone, by allowing the user to completely tailor each step in the workflow, whether it's built from scratch or by using any of the 750+ pre-built Automation Recipes ActiveCampaign offers. These recipes are built both by ActiveCampaign and users who have found success leveraging CXA.

ActiveCampaign customers are using CXA to win through omnichannel strategies:

93%

of ActiveCampaign customers report using their website as an engagement channel to supplement their email marketing efforts

44%

of ecommerce businesses leverage an online community to engage with customers, encourage review of products, and promote brand advocacy

89%

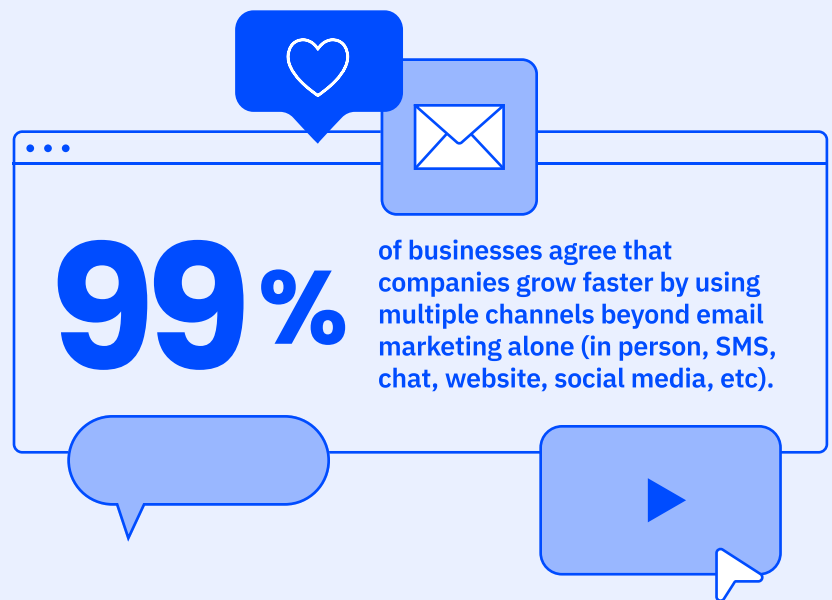
of B2C businesses using ActiveCampaign also leverage social media to share information with existing and potential customers

70%

of those responding automate tasks and connect data through third-party apps and integrations

122%

increase in website traffic compared to last year



Leverage multiple channels at the perfect time

One of the main contributors to growth through CXA is a connected experience that spans all channels. The average consumer nowadays doesn't just engage with their favorite brands on one channel, or even one device. Mobile shopping and engagement is more prevalent than ever, and customers expect a level of consistency whenever, and wherever, they interact.

In contrast to legacy Marketing Automation, CRM, and Customer Support solutions, CXA enables connected experience across all possible channels that connect customers to a business by helping build a customized tech stack that fits each user's specific needs.

Hyper-personalized, relevant experiences have the power to make every customer feel like the most important:

80%

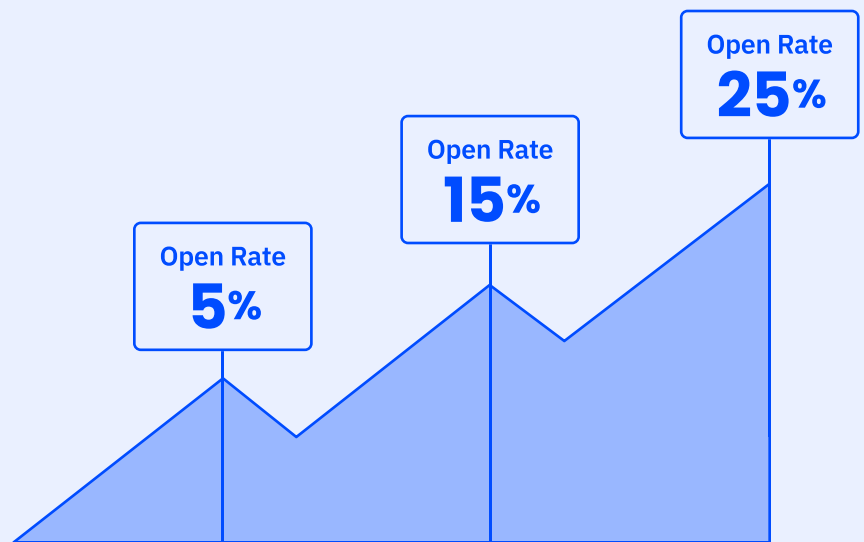
of users agreed that they're able to send highly relevant communications since using CXA with ActiveCampaign

108%

B2C businesses are planning for a 108% increase in engagement rates from emails, newsletters, or campaigns from CXA

35%

of companies report that individual-level personalization has already improved drastically since using CXA with ActiveCampaign



Send relevant, 1:1 communications

To execute a good, consistent, experience for customers, relevant messaging is a must. Tools like conditional content within emails helps by showing the right wording or imagery based on a segment's previous actions, preferences, and behaviors. This allows businesses to spend less time guessing which content will perform, and leverage actual, measurable data within emails, websites, and messages to drive conversions.

Of course, every business is unique, and differs in strategies, channels, and messages. ActiveCampaign supports the needs and wishes of all types of businesses, all over the world. From an audio equipment company in the US, to a small rideshare company in the Netherlands, to a consulting company in Australia, CXA is supporting many types of businesses in their efforts to provide tailored, relevant messages across channels.

ActiveCampaign users prove that a better customer experience leads to incredible growth

ActiveCampaign customers leveraging customer experience automation report growing faster than industry averages.

Additionally, those implementing CXA strategies across industries - B2B, B2C and Ecommerce - experience improved results for their efforts at every stage in their customer's lifecycle since they've started to use CXA.

B2B

B2B users are seeing an increase in lead conversion and overall effectiveness thanks to CXA

92%

increase in deal win-rate compared to last year

109%

increase in sales effectiveness

110%

increase in new leads compared to last year

B2C

B2C businesses are predicting incredible growth in customer engagement with CXA

112%

increase in website traffic compared to last year

143%

increase in contact list size

108%

increase in engagement rates from emails, newsletters, or campaigns

Ecommerce

Ecommerce users are able to improve retention and acquisition with CXA

78%

increase in average order value per customer

70%

increase in revenue specifically from abandoned carts

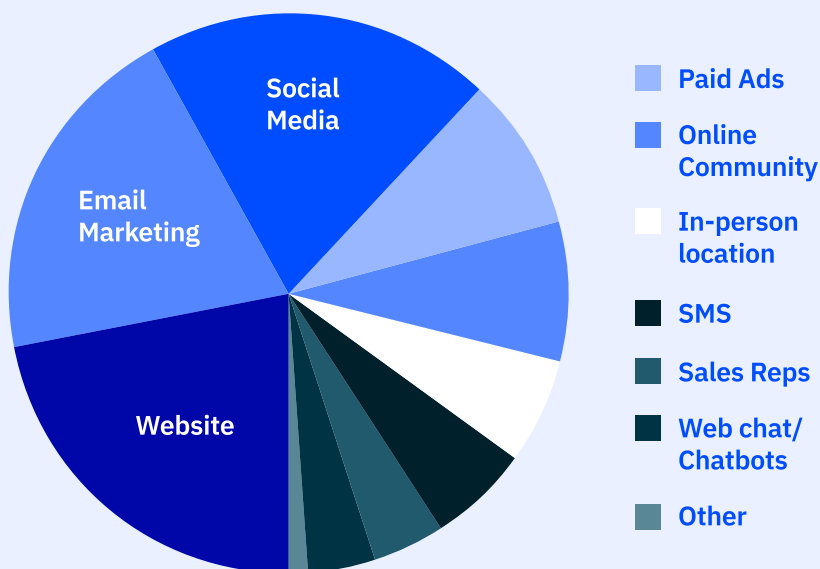
44%

average revenue generated from current customers, offering more transactional business and a shorter sales cycle

CXA brings everything together so growth is attainable without sacrificing the customer experience

The best part about CXA is how flexible it can be for any type or size of business. Need to start off by automating just a couple things? Want to slowly add channels and features to the day-to-day customer engagement practices? ActiveCampaign makes that possible without an overly robust all-in-one contract and with stackable channels and integrations that work for each individual user.

The more you invest, the more value you see. In fact, the top ActiveCampaign users report leveraging multiple channels to engage customers at the right point in time, and where it's most relevant for a given message.



96%

of customers agree CXA helps them improve the experiences their customers have with their company

No matter how large or small a business is, anyone can deliver automated, personal, and cross-channel experiences that every customer has come to expect. By leveraging CXA with ActiveCampaign customers will see consistent messaging, branding, and content at any stage in their journey, whether they're purchasing frequently or simply browsing.