



B2B MARKETING COMPARATIVE

LEAD NURTURING

Workflow



Smart
Campaign



The Plezi's Smart Campaign Plezi

WHAT IS IT ?

In B2B, the sales cycle is often long. Most of the leads you generate aren't ready to buy, so you need to nurture them with content. This strategy is called lead nurturing.

To deploy this strategy, workflows are often used. But workflows aren't really effective, and they're hard to maintain, which is why we've developed the Smart Campaign.

HOW DOES IT WORK?

Rather than letting you assume how your visitors will behave on your site and in relation to your communications, the Smart Campaign **uses visitor data to understand their interests**, how far along they are in the buying cycle, and what questions they have.

Based on this, the feature recommends content **to consult to help your prospects mature in their purchasing decisions.**

“It's as if every visitor to your site had a personal marketing expert behind them, constantly sending them relevant content based on their stage of buying consideration.”



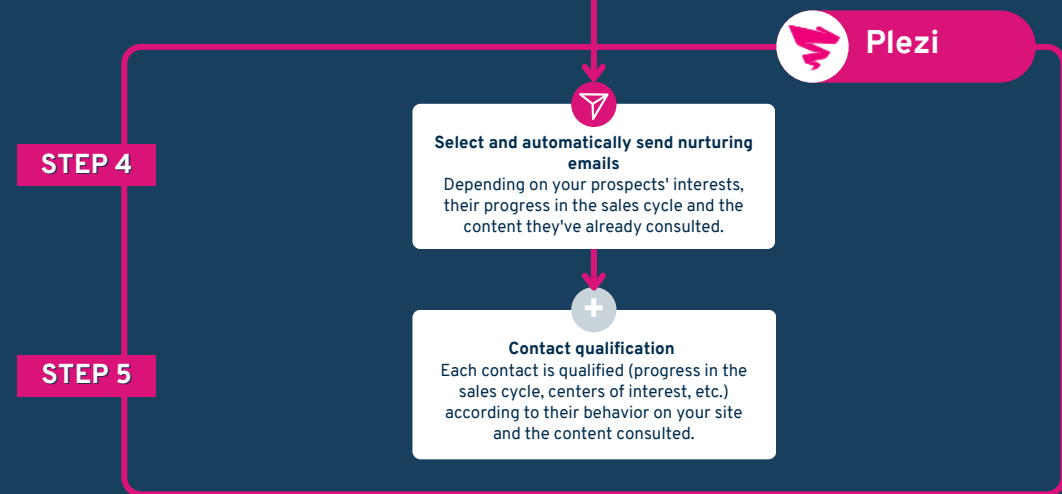
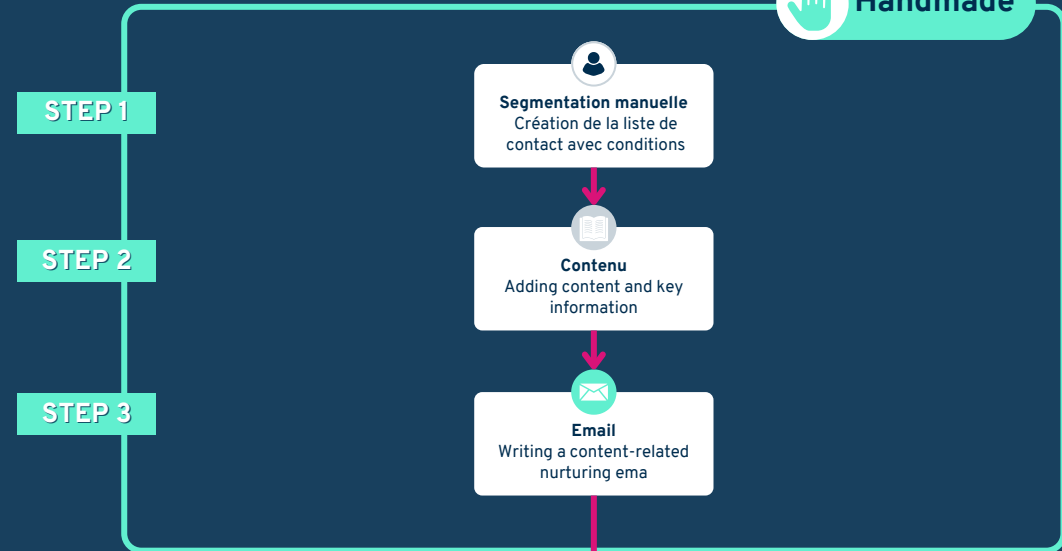
Workflow



Smart Campaign

Handmade

Handmade



Tools

Plezi

Start the workflow

Discover the performance figures on the following page



Workflow



Smart Campaign

AVERAGE PERFORMANCE



NUMBER OF CONTENTS

Number of unique content shares: between 5 and 10 on average

Unlimited, uncomplicated and always relevant to previous readings and preferences

MANAGEMENT AND CUSTOMIZATION LEVELS



The Plezi's Smart Campaign

OUR CUSTOMERS' FEEDBACK



“Adding content to the Smart Campaign takes about four times less time than setting up a workflow. **We've saved 1 to 2 days a month.**”



Mathilde Ginisty
**Marketing et Communication
Manager at Budgetbox**



“For me, Smart Campaign is Plezi's strength and the reason I chose the software. **It's a real time-saver compared to workflows.**”



Aude Mazaud
Marketing Manager at Fidelio



“I used to work in an agency, and I'd set up a lot of workflows. I know that it takes a lot of time to conceptualize, set up, and correct if there are mistakes.

At Cikaba, we wanted simplicity and speed of implementation. To have actions that are implemented quickly and on which we can learn and adapt, **the Smart Campaign was an ideal choice!**”



Quentin Lavarenne
**Lead Generation & Marketing
Manager at Cikaba**