

lux - Living User eXperience

TYPO3 Marketing Automation

Marketing automation is **intelligent** analytics software for identifying website visitors, **lead generation** and **lead development** (nurturing). For your company, the use of such a tool means support for marketing and sales through automation and lead generation.

Do you already use TYPO3? **lux - the marketing automation tool for TYPO3** helps you and your marketing to analyse and identify visitors and develop leads with just a few clicks in the TYPO3 backend. Finally use TYPO3 as the most important source for your leads and get a **return on investment**.



Test free
of charge
30 days!

Best practice for lead generation

- ✓ **Offer added value**
Provide your visitors with whitepapers or flyers in exchange for contact information.
- ✓ **Call-To-Actions**
Create many and direct channels of contact. This way you identify leads even if they decide not to send.
- ✓ **Context-dependent content**
Think about providing different content for different audiences.
- ✓ **Category-Scoring**
Offer more accurate information to evolved leads to drive the buying decision.
- ✓ **Develop yourself**
Learn from workflows that have been carried out and find the right approach for your target group.



lux Marketing Automation in TYPO3

One time provision

- ✓ Provisioning fee per productive instance
- ✓ Marketing Automation and Workflow Consulting
- ✓ Support and set-up assistance
- ✓ Project setup at in2code and access to GitHub
- ✓ Access to the in2code ticket system

489,-€

Monthly maintenance fee

- ✓ Securing further development
- ✓ Free access to new versions for supported TYPO3 LTS versions
- ✓ Error corrections and support up to 2 hours per month **free** of charge
- ✓ Discounted support conditions at 120€ per hour

189,-€ / month

All prices plus VAT.

I would be happy to convince you in an online presentation - **free of charge**, of course.

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Features directly in TYPO3

- ✓ Visitor identification
- ✓ Visitor Tracking
- ✓ Analysis
- ✓ Editorial workflows
- ✓ Trigger
- ✓ Actions
- ✓ Individual scoring calculation
- ✓ Unlimited scoring properties different categories
- ✓ Easy to add your own triggers and actions
- ✓ Lead recognition
- ✓ Export
- ✓ Data protection

