

# Marketing Automation



## Manage Multi-Channel Campaigns Efficiently to Boost Conversions

Marketing teams have to continuously monitor and optimize their campaigns and track emerging prospects across different channels. It is critical for them to deliver a consistent experience across all channels and gauge customers' intent, interest, and engagement levels in their buying journey. They have to correlate customer data manually while working with different tools for web analytics, SEO/SEM, social, email, and native campaigns. As the data is spread across disparate tools, teams often have only partial visibility into the marketing funnel. Lack of data-driven attribution also prevents them from optimizing and allocating their budgets efficiently.

## Automate Marketing Workflows and Enhance Cross Channel Analytics

Klera helps your teams automate their marketing process workflows without writing a single line of code. With better integration and data-driven visibility, our out-of-the-box apps simplify campaign planning, lead management and tracking, social media analytics, and more.

## Experience No-Code Marketing Automation

### Campaign Planning

Use an out-of-the-box app to gather all campaign data from both paid and organic sources to get a holistic view, streamline performance analytics, schedule automated reports, and make necessary optimizations for continuous improvements.



### Lead Management & Tracking

Enhance collaboration between sales and marketing, with complete context and status-visibility into leads along with measurement of lead velocity, volume, and conversion metrics across the funnel.



### Social Media Analytics

Identify which social media channels generate maximum engagement and leads to allocate budgets accordingly. Generate detailed reports on organic as well as paid traffic, find influencers, conduct sentiment analytics, and more.



# Get Started in Minutes

Klera offers out-of-the-box apps for marketing automation and also provides a powerful no-code app builder framework, which helps you modify these apps or develop new ones from scratch, within minutes.

[Schedule a Demo](#)

## Explore all Possibilities



### Data Integration

Use out-of-the-box, bi-directional smart connectors to collect data and metrics from disparate sales and marketing tools automatically.



### Custom Insights

Generate actionable insights with a built-in computation engine or apply custom formulas using Python.



### Unified Dashboards

Use pre-built or custom templates to create dashboards in minutes and analyze complex, correlated information with coordinated visualizations.



### Alerts and Notifications

Set up lead activity alerts across web pages, forms, and emails to provide sales enablement signals to your teams.



### Scheduled Reporting

Generate and send reports via email to all stakeholders automatically at a defined cadence, covering ad spends, RoI, conversions, KPIs, and more.



Klera™ is a software products and services company focused on creating solutions that deliver intelligence from data, unlike ever before. We enable transparent, collaborative, and connected enterprises, without data silos. Our rapid, no code, intelligent application development platform simplifies how you gather, analyze, and synchronize data.

[www.klera.io](http://www.klera.io)

