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emarsys and Econsultancy publish *Marketing Automation Best Practice Guide* for APAC businesses

A guide for businesses in the region to successfully implement a marketing automation strategy

**Hong Kong/Singapore, 9 December 2013 –** [emarsys](http://www.emarsys.com/en/" \t "_blank), a global leader in cloud-based marketing solutions, together with [Econsultancy](http://econsultancy.com" \t "_blank), a worldwide independent community-based publisher, has released a white paper report which takes an unbiased look at the role of marketing automation software within countries which collectively form Asia Pacific (APAC). The Marketing Automation Best Practice Guide covers the technical and marketing elements of marketing automation and its potential uses and benefits across the region. It examines the specific challenges and opportunities, and includes interviews with key marketing automation users and APAC industry specialists to determine what challenges they face, the benefits of automation and best practices.

The Guide follows research published by Econsultancy earlier this year, which revealed that although a fifth of Asian companies anticipate increased investment in marketing automation technology in the next 12 months, there is still confusion among APAC marketers about what marketing automation is exactly and how it can be used to generate more qualified leads, increase win rates and allocate marketing budgets more effectively.

For marketing automation beginners, the Guide explores how to get started and includes best practices tips in three key areas: developing a marketing automation culture, choosing the right platform and getting programmes off the ground, for both B2B and B2C marketing.

Ohad Hecht, Managing Director APAC at emarsys, says: “As Asia-Pacific quickly moves into digitalisation, companies and brands strive to provide better engagement and experience across email, web, social and mobile channels. Hence next generation marketing needs to be thought of in the context of the full customer lifecycle with a focus on customer lifetime value – it’s only then that organisations will fully reap the rewards of marketing automation.”

He added: “At emarsys, we combine our knowledge, services and insights in a way that makes digital engagement for our clients more meaningful. Therefore we decided to join forces with Econsultancy, an authority within the digital space to offer best practices and our industry expertise to interested parties across Asia Pacific.”

Monica Savut, Econsultancy’s Research Manager and the report’s editor, said: “Some parts of Asia-Pacific still have a ‘comfort zone culture’ when it comes to digital and a significant skills gap that prevents companies from getting the maximum value from their investments. Although marketing automation is very much in a nascent stage in APAC, the market shows steady growth and increased adoption from a wide range of sectors.”

**The Marketing Automation Best Practice Guide can be downloaded here:** <http://bit.ly/emarsys-whitepaper-MA>

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**About emarsys**

emarsys is the engine of some of the world’s smartest marketing. We have over 1000 clients across the globe, including industry leaders such as Canon, Air New Zealand, Payback, Volvo, and SCMP. Together, we segment and analyse 1 billion customer records and send over 6 billion personalised emails every month through our technology.

Founded in 2000 in Vienna, Austria, emarsys is one of the fastest growing companies in the industry. It now has 400 employees in 13 locations with clients in 120 countries.

Our vision is that consumers will love the way emarsys clients treat and communicate with them and will reward them with unsurpassed loyalty and revenue.

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**About Econsultancy**

Econsultancy helps clients achieve digital marketing and ecommerce excellence through access to intelligence and capabilities development resources. These include premium subscriptions, research, training and elearning, consulting and events. Founded in 1999 and with over 200,000 registered users worldwide, Econsultancy is a leading authority in its field. Every day, it enables clients to make better decisions, find the best suppliers, look smart in meetings and accelerate the growth of their organisations through digital.

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