



The Impact of Marketing Automation on eCommerce



The statistics show that 34% of marketers believe that marketing automation can improve customer engagement and customer experience. Marketing automation enables marketers to go beyond the basics like email marketing, landing pages, and lead nurturing. By focusing on key areas such as customer experience, marketing automation allows marketers to reshape the eCommerce industry.

To know about the [impact of marketing automation on eCommerce](https://bit.ly/3MrgoGL), click the link <https://bit.ly/3MrgoGL>