
Marketing Automation Industry Playbook

Unlocking Growth with Advanced Marketing Automation

eCommerce

Gaming

Finance




Aviation

Real-World Scenarios & Best Practices for Advanced Marketing Automation

Produced by EngageLab

Why a Deep-Dive Industry Playbook?

Every industry faces distinct customer engagement challenges. Our playbook provides:

-  In-depth, scenario-based blueprints for high-value verticals
-  Operational insights to solve core pain points
-  Optimized journeys to drive measurable business results



eCommerce

Full customer lifecycle
orchestration



Aviation

Passenger experience
maximization



Gaming

Engagement & LTV acceleration



Finance

End-to-end lifecycle automation

How to Use This Playbook



Identify Key Bottlenecks

Map your customer journey to discover where users drop off and what pain points need addressing



Reference Journey Blueprints

Use proven journey architectures and trigger strategies tailored to your industry's specific challenges



Benchmark with KPIs

Compare your performance against actionable metrics and implement optimization tactics to improve results




Apply Best Practices

Implement industry-proven strategies to accelerate your digital transformation and enhance customer engagement


Each playbook section provides specific automation scenarios, KPIs, and optimization strategies for your industry

eCommerce: Full Lifecycle Orchestration

⚠️ Key Pain Points

 **70%+ Cart Abandonment**
High rate of carts left uncompleted

 **20% First-Purchase**
Low conversion for new users

 **10%+ Monthly Growth**
Dormant user base increasing

 **Low Loyalty Engagement**
Below average program participation

🤖 Automation Scenarios

🔄 Cart Abandonment Recovery

Trigger: Item added to cart, no checkout within 1 hour



T+10min
WebPush



T+2hr
Email



T+24hr
WhatsApp

📈 KPIs: Cart recovery rate, click-through, incremental revenue

👤 First Purchase & Onboarding

Trigger: New account registration



Welcome
Email



AppPush
Coupon



SMS
Reminder

📈 KPIs: First-purchase rate, onboarding completion, coupon redemption

🔄 Dormant User Re-engagement

Trigger: No purchase in 30/60/90 days



Email
Product picks



WebPush
Offer



AppPush
"We miss you"

📈 KPIs: Reactivation rate, LTV uplift, churn reduction

👑 VIP & High-Value User Journeys

Trigger: VIP tier upgrade or high spend



AppPush
Exclusive access



Email
Early-bird offers







WhatsApp
Personal concierge

📈 KPIs: VIP retention, average order value, referral rate

Gaming: Engagement & LTV Acceleration



Key Pain Points

-  50%+ churn after first session
-  Deposit-to-bet conversion below 30%
-  VIP churn impacts 40% of revenue
-  Regulatory compliance requirements



New Player Onboarding

Trigger: Registration complete

-  AppPush: Welcome + bonus
-  Email: Deposit guide

KPI: First deposit rate



Abandoned Deposit Recovery

Trigger: Visited deposit page



-  AppPush: Bonus waiting
-  SMS: Deposit match

KPI: Deposit recovery



Post-Deposit Activation

Trigger: Deposit made, no bet



-  Email: Game recommendations
-  AppPush: Free bet offer

KPI: Bet activation, ARPU



VIP Retention

Trigger: High frequency activity

-  Email: Tier upgrade
-  AppPush: Double points

KPI: VIP retention, LTV



Operational Insights:



Compliance modules



Behavioral analytics

Finance: End-to-End Lifecycle Automation

Key Pain Points:

● 60%+ drop-off between lead and application

● Cross-sell rates <15%

● Missed renewals drive NPL risk



Lead Nurturing & Activation

⚡ **Trigger:** Lead capture from web/social/partner

✉ **Journey:** SMS verification → Email education → AppPush reminder



Cross-Selling & Upselling

⚡ **Trigger:** Transaction or product milestone

💬 **Journey:** Email offer → AppPush upsell → WhatsApp advisor



Renewal & Repayment Reminders

⚡ **Trigger:** Product maturity or repayment due

🔔 **Journey:** Email options → SMS reminder → AppPush alert



Loan Lifecycle Automation

⚡ **Trigger:** Application submission

☰ **Journey:** AppPush status → Email next steps → SMS repayment plan

Operational Insights:

✓ Ensure audit trails for all communications

📊 Use journey analytics to identify bottlenecks

Aviation: Passenger Experience Maximization



20%+ of bookings abandoned at payment



Ancillary revenue under 10%



Low NPS due to fragmentation



International travelers expect localization



Abandoned Booking Recovery

Trigger: Flight selected, no payment in 30min

Journey:

- WebPush: "Seats are filling fast!"
- Email: Hold fare for 24h with 1-click pay
- WhatsApp: Live chat for booking help

KPIs: Booking recovery, conversion rate



Pre-Flight Upsell

Trigger: Booking confirmed, T-7/3/1 days to departure

Journey:

- Email: Lounge access or extra baggage
- AppPush: Upgrade to business class
- SMS: Check-in and gate reminder

KPIs: Ancillary attachment rate



Business Traveler Loyalty

Trigger: 2+ bookings in 30 days, corporate email

Journey:

- Email: Status upgrade progress
- AppPush: Priority support channel
- WhatsApp: Corporate travel deals

KPIs: Repeat booking rate



Dormant Traveler Re-engagement

Trigger: No booking in 90 days

Journey:

- Email: New route or seasonal sale
- WebPush: Personalized destination picks
- WhatsApp: Concierge follow-up

KPIs: Reactivation rate

EngageLab Marketing Automation in Practice

Key Platform Capabilities



Unified Orchestration

Seamless coordination across all channels and customer journeys



Visual Journey Builder

Intuitive drag-and-drop interface with advanced triggers



AI-Powered Tools

Intelligent content, segmentation, and analytics capabilities



Global Compliance

Built-in localization and security features

Best Practices



Start with high-impact journeys, expand iteratively



Use data-driven insights to optimize continuously



Empower business teams with no-code tools



EngageLab MA: Powering Intelligent, Measurable Growth

Next Steps: Activate Your Industry Playbook

Ready to transform your customer journeys?

Start leveraging industry-specific automation strategies today



Start a Free Trial

Sign up and start your 30-day free trial to explore

https://www.engagelab.com/accounts/signup?utm_source=activities&activity_id=AC20251124001



Download Playbook

Get complete journey templates and best practices

https://www.engagelab.com/workflow-template?utm_source=activities&activity_id=AC20251124001



Expert Guidance

Connect with our specialists for a customized roadmap

Email: sales@engagelab.com

WhatsApp: +44 7562228655

Telegram: @engagelabsolutions

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