8x8 X Series

Autom8 Marketing Automation

8x8's marketing automation tool for partners, agents and field marketers helps build higher customer engagement to drive lead volume and sales growth.

Autom8 allows partners to:

- ✓ **Easily launch new marketing campaigns**
  Campaign content, including images, videos, assets and copy, is pre-loaded and ready to use
- ✓ **Quickly customize templates and CTAs**
  Add logos and contact information to co-brand mobile-responsive emails and print-ready PDFs
- ✓ **Find, score and close leads**
  Engage with leads and opportunities to qualify, nurture and prioritize responses to close more sales
- ✓ **Access dashboards, reporting and insights**
  Optimize marketing activities based on detailed performance metrics to track people, content and data
- ✓ **Connect with customers using a variety of tools**
  Use Autom8 to access an assortment of resources including banners, emails, PDFs, social content and more
- ✓ **Deliver a consistent experience**
  Amplify your marketing voice to maximize ROI and increase customer engagement and team productivity

> *"8x8's Autom8 marketing automation tool changes how partners can market to their customer base. It's automated and easy to use, making customer outreach and launching new campaigns effortless."*
>
> — **Michael Quince,** Director of Channel Demand Generation, 8x8

How to enroll in Autom8 and get started in 3 easy steps:

Complete an Elev8 Blitz Day

Autom8 program licenses are offered to 8x8 partners who successfully participate in and complete 8x8 Elev8 Blitz Days

Contact your 8x8 Field Marketing Manager

Your 8x8 Field Marketing Manager will help you complete the application process to receive access to the Autom8 program

Login and use the tool

Once you've received login credentials, access the tool via the provided URL to customize, launch and track targeted 8x8 marketing campaigns

© 8x8, Inc. All Rights Reserved.

Contact your 8x8 Field Marketing Manager for more information or to schedule a demo.