

Is ActiveCampaign the Right Fit for Your Business?

This checklist helps you assess in a structured way whether marketing automation is currently a good fit for your business. It does not replace a strategy, but it highlights where existing processes start to reach their limits.

Checklist

- ☐ We send emails regularly, mainly as newsletters or one-off campaigns
 - ☐ Contacts respond very differently to content, offers, or timing
 - ☐ It is unclear which contacts are genuinely interested at a given moment
 - ☐ Buying or decision-making processes take longer than initially expected
 - ☐ Contacts move across multiple touchpoints such as email, website, or forms
 - ☐ Follow-ups after inquiries or downloads are handled partly manually
 - ☐ Multiple offers or target groups are difficult to communicate separately
 - ☐ Marketing activities are consistent but lack a clear structure
 - ☐ There are no reliable signals to guide contacts through the next steps
 - ☐ Processes are generally known but not clearly documented or automated
 - ☐ Email marketing requires more time than is strategically reasonable
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How to interpret the results

The more statements apply to your business, the more valuable marketing automation becomes.

ActiveCampaign delivers the greatest impact when communication can no longer be handled uniformly and processes need to be applied consistently and reliably.