

Decision and cancellation checklist:

Is ClickTipThe right choice for your company?

Strategic prerequisites

- For us, marketing is a clearly defined process, not a byproduct.
- Target groups and offers are clearly defined.
- Marketing decisions are made consciously, not reactively.

System andStructural maturity

- We canContact conditionsDefine clearly (e.g., interested, ready to buy, active, inactive)
- We know which actions are intended to trigger which consequences.
- Reduction is part of our system logic, not just growth.

Organization & Responsibility

- There is a clearly defined person responsible for the email system.
- Logic and automation processes are documented.
- Changes are made deliberately, not experimentally in the live system.

Resources & Attitude

- Time is available for initial concept development.
- Ongoing care is planned.
- Automation should enhance clarity, not replace it.

Termination indicators

- We expect order through software.
- Systems thinking is rejected internally.
- Marketing should be deliberately kept to a minimum.
- Responsibility is not clearly defined.

Evaluation

- Are there several?Termination indicatorsfulfilledClickTipvery likely not the right decision
- If the prerequisites are met, KlickTipp can be a useful long-term marketing infrastructure.