

# **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 and Structural maturity**

- We can Contact conditions Define 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.