RealGreen by WORKWAVE

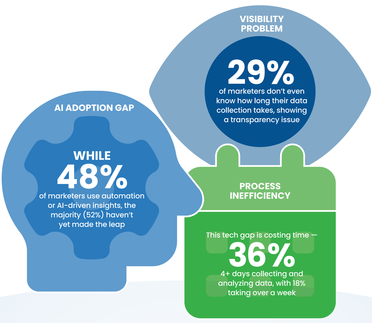
MARKETING AUTOMATION & DATA INTELLIGENCE:

WHERE DO YOU STAND?

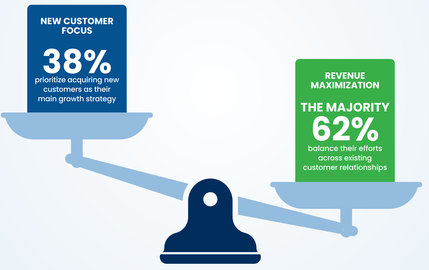
When it comes to automation and AI-powered data intelligence, how does your company measure up? Marketing technology is evolving fast, and so is the lawn care industry's response to it. Companies are juggling data challenges, measurement headaches and decisions about which tech to adopt. There's plenty of room to grow as teams try to find the right mix of traditional and digital approaches.

HERE'S WHAT WE'RE SEEING

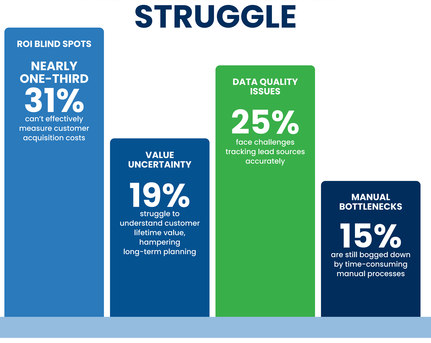
THE TECHNOLOGY DIVIDE



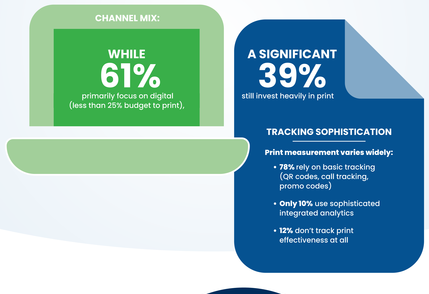
GROWTH STRATEGY BALANCING ACT



THE MEASUREMENT STRUGGLE



DIGITAL VS TRADITIONAL CHANNELS



KEY TAKEAWAYS

- **With the majority of companies not yet relying on automation,** there's a significant opportunity to improve efficiency through AI adoption
- **Time-consuming data collection processes** and visibility issues slow growth
- **Most companies have a balanced growth strategy,** pursuing multiple avenues simultaneously
- **Challenges with measurement and ROI tracking** remain significant hurdles for many
- **Print marketing remains important** but with varying levels of tracking sophistication