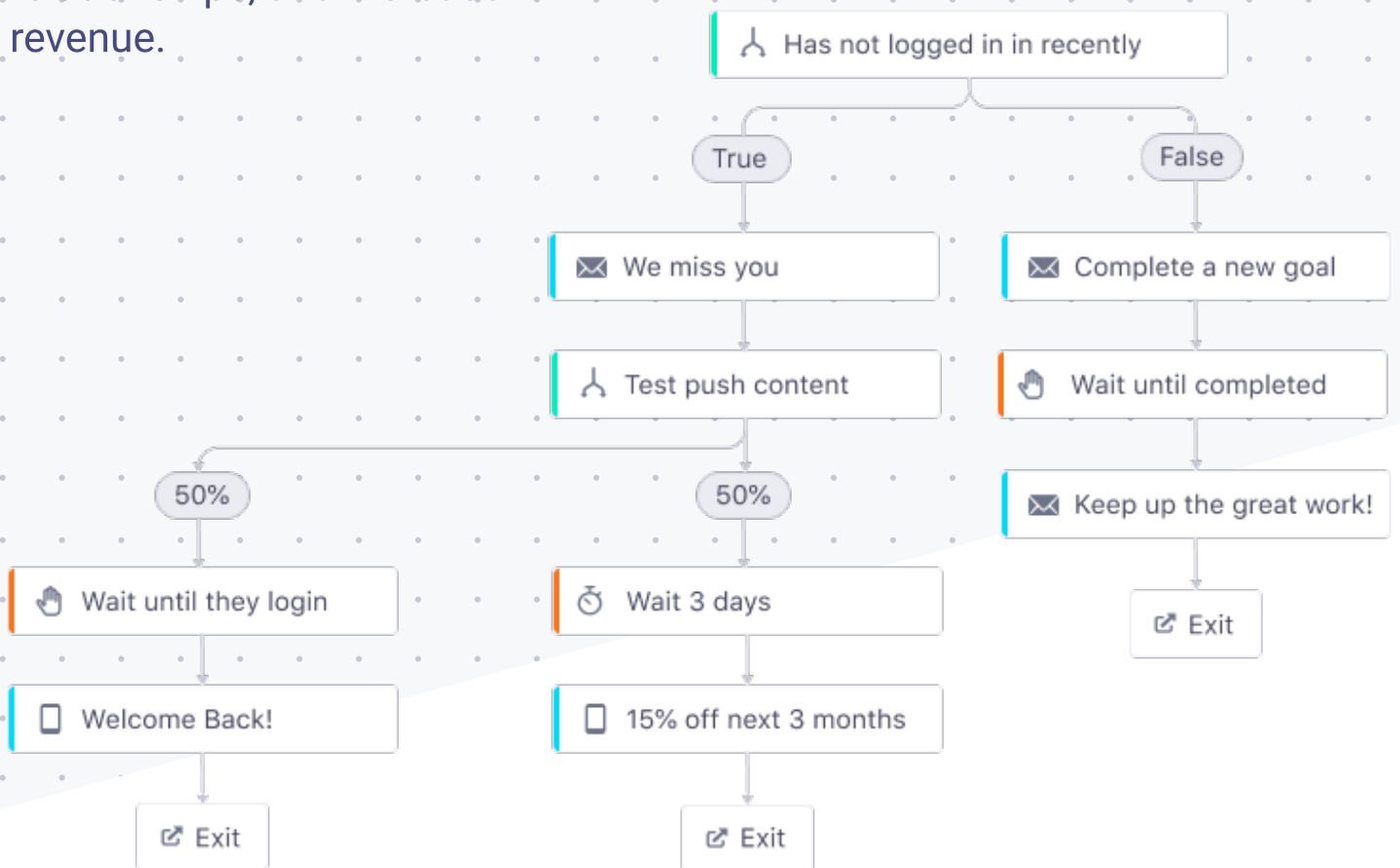


Marketing Automation for SaaS

Lower churn, create stronger relationships, and increase revenue.



"Showing the value of our products and sharing proper use cases has helped our business grow in unimaginable ways."

- Sophie Gil, Audience Development Lead, Buffer

INTEGRATIONS



mparticle

zapier

holl

RUDDER
STACK

Customer.io also supports integrations through the RESTful API, Javascript, and CSV Uploads.

TRUSTED BY



IFTTT



Clearbit



Segment



Close

ACQUIRE

Target your ideal customer profile for efficient acquisition marketing by building dynamic segments in Customer.io and automatically create audiences based on those segments in Google + Facebook Ads.

ONBOARD

Educate new users with email, SMS, and push notification drip campaigns personalized to their preferences.

UPGRADE

Identify satisfied users who are prime candidates for premium features and engage them with special upgrade offers.

RETAIN

Automatically populate and update dynamic segments of users based on their in-app actions, and trigger messages to keep them active and engaged.

MEASURE

Gain insight into how individual users are moving through your campaigns and closely monitor delivery and performance trends.

OPTIMIZE

Leverage insights and continuously optimize campaign strategies to ensure you're sending the best message.

FEATURE SPOTLIGHT

Ad Audience Sync

30%

Increase conversion rates using Ad Audience Sync

AD NETWORK	PEOPLE SYNCED	LAST SYNCED	SYNC STATUS
 Google Ads	130,400 (75.2%)	Jan 1, 2019 8:00am PST	Synced
 Facebook Ads	87,293 (46.9%)	Queued for sync	Pending



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