

WWW.DYCMARKETING.COM

HERE'S WHAT. YOU NEED TO KNOW ABOUT 6SENSE'S NEW INTELLIGENT WORKFLOWS

UNIFIED CAMPAIGN MANAGEMENT



Intelligent Workflows introduces a drag-and-drop canvas that lets teams design and run multi-step campaigns across multiple channels, including display, social, email, CRM, and marketing automation platforms—all from one interface. It helps eliminate the inefficiencies of juggling disconnected tools and brings everything together for a more cohesive campaign strategy.



DYNAMIC AUDIENCE ENGAGEMENT



Traditional campaigns often struggle with static audience data, leading to outdated targeting. Intelligent Workflows addresses this by dynamically adjusting audience segments based on real-time buyer behavior and intent signals. This ensures that marketing efforts remain relevant and responsive to the evolving needs of potential buyers.

ENHANCED DATA ENRICHMENT



Maintaining accurate and comprehensive data is crucial for effective marketing. Intelligent Workflows offers real-time, on-demand, or scheduled data enrichment capabilities, allowing operations teams to enhance their CRM and marketing automation platforms with high-quality firmographic, technographic, and intent data. This helps prevent issues like duplicates and mismatches, ensuring data integrity.

AI-DRIVEN PERSONALIZA TION AT SCALE



Personalizing marketing efforts at scale can be challenging. Intelligent Workflows leverages AI to automatically move contacts into appropriate channels based on their intent and buying stage. This automation facilitates timely and relevant engagement with prospects, enhancing the effectiveness of marketing campaigns.

SEAMLESS INTEGRATION WITH EXISTING TOOLS



Integrating new solutions with existing systems can be daunting. Intelligent Workflows is designed to work seamlessly with major CRM systems (Salesforce, HubSpot), marketing automation platforms (Marketo, HubSpot, Marketing Cloud, Eloqua), sales engagement platforms (Salesloft, Outreach), and digital advertising channels (Meta, LinkedIn, Google, 6sense Display). This ensures that teams can adopt the new feature without overhauling their current tech stack.



Navigating new tools can be complex, but understanding their core functionalities is the first step toward leveraging them effectively.

Remember, the goal is to enhance your marketing operations and campaign performance.





If you ever need a
second set of eyes
or someone to walk
through it with
you, **DYCMarketing**
is here to help.

WWW.DYCMARKETING.COM