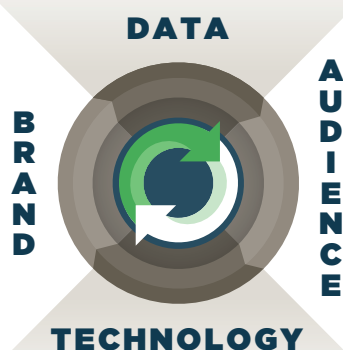


👤 who we are.

Right On Interactive is a lifecycle marketing automation company that helps organizations win, keep and grow business. We do this through our lifecycle marketing solution that builds engagement throughout the lifecycle of every prospect and customer. Engagement drives relationships, which, in turn, drive revenue.

🔊 what we do.



relationships + engagement = revenue

Our lifecycle marketing solution delivers insight into prospect and customer engagement, automates marketing campaigns and graphically shows the progress of every individual's and organization's relationship with your brand.

We provide an engagement blueprint for sales and marketing teams so they see where to invest their resources to drive revenue.

Win new business. Keep current customers. Grow your relationships.

Lifecycle Marketing	Automation	Scoring & Nurturing	Manage Campaigns	Email & Analytics
Lifecycle marketing strategy creates lasting, powerful relationships. Our solution graphically depicts the progress of every prospect and customer as they move through their customer lifecycle; from initial contact to brand advocate.	Automate all marketing communications and tasks to increase effectiveness, improve efficiency and reduce errors. Utilize lifecycle stage and scoring information to tailor your messages and actions, while driving engagement.	Our solution scores your contacts' profiles and engagement levels. It provides visibility to your ideal prospects and at-risk customers. Build prospect and customer nurturing campaigns based on scoring and lifecycle stage.	Increase engagement with advanced targeting and segmentation. Easily manage cross-channel and multi-channel campaigns. Report on campaign successes and return-on-investment to improve your strategy.	Create, automate and track emails to your audiences with ROI email. Improve email campaign response rates with sophisticated scoring and segmentation. Our advanced reporting visualizes engagement with email and analytics data.

👍 how we are different.

Most marketing automation systems are rigid, difficult to use and focus only on leads generated through the marketing funnel. We focus on the bigger picture: nurturing all sources of revenue, including leads from marketing and sales, repeat customers, referrals and up-selling. We easily adapt to how our clients do business and believe in a hands-on implementation strategy. For our clients, we emphasize continued support for ongoing success.