



NUCLEUS
RESEARCH

ZOHO LAUNCHES NEW MARKETING PLUS PLATFORM

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THE BOTTOM LINE

As consumers continue to show increased demand for personalized experiences, marketing teams across all industries are presented with a new set of challenges to meet customer expectations. On May 10th, Zoho Corporation, a leading provider of web-based business tools, announced the Zoho Marketing Plus platform. The new unified solution provides an in-depth view of marketing efforts for stakeholders, and Nucleus expects mid-market organizations that leverage Marketing Plus to increase marketer efficiency, improve engagement rates with prospects, and increase efficiency in marketing operations.

OVERVIEW

The CRM space is evolving into a more encompassing “customer experience” space, and marketing capabilities must be highly targeted to each individual and closely align throughout all stages of the customer journey. Customer preferences and expectations are changing, and as a result, successful marketing campaigns are becoming significantly more complicated to plan and execute. Marketing teams that seek to overcome the additional complexity must have the ability to be agile in operations and establish a unified view of prospects. The increasing complexity also adds additional strain to CMOs, as they are experiencing increasing pressure to deliver effective campaigns and generate revenue. By eliminating data silos across disparate marketing operations, and reducing redundancies in tasks and data sources, Zoho’s new marketing platform will allow marketers to increase agility and improve collaboration.

ZOHO

Zoho is a software company that offers more than 50 SaaS-based applications. The vendor’s CRM application, Zoho CRM, is the most popular of these modules, with more than 250,000 organizations using the solution globally. The unified data model utilized across all Zoho applications enables strong integration and interoperability. Zoho CRM capabilities include salesforce automation, information management, lead and opportunity analysis, calendar management, and dashboards and insights powered by the vendor’s AI engine, Zia. Zoho manages its own private cloud infrastructure, making its solutions simple to scale while providing customers with ownership of their own data.

On May 10th, Zoho announced its latest business application, Zoho Marketing Plus. Marketing Plus eliminates time-consuming and costly customizations required to provide customers with a tailored experience throughout the buying journey, incorporating marketing activities across campaign ideation, creation, execution, management, and measurement. The combination of the new marketing platform and Zoho CRM creates a full-stack unified marketing and sales solution that equips all involved stakeholders with the tools to increase engagement and improve customer experiences.

**Highly targeted,
consistent marketing
messages increase
open rates by 30%**

CUSTOMER IMPACT

Nucleus expects organizations that implement Zoho Marketing Plus can increase marketer productivity, increase prospect engagement, and optimize marketing efficiency.

- **Increased Employee Productivity.** Marketing Plus supports integration with existing Zoho apps as well as other third-party applications including Salesforce, Microsoft, and HubSpot. Strong integrations enable users to share data and insights when required, and work from a single location without having to bounce around between applications. Nucleus estimates that employees working within a single location that utilize marketing automation tools will save multiple hours each week and increase productivity by at least 10 percent. In addition, AI-powered analytic capabilities track engagement and responses to customers so that marketing performance is constantly evaluated, enabling users to improve marketing efforts over time.
- **Increased prospect engagement.** Nucleus has found that a marketing team's ability to deliver highly personalized and consistent messages across multiple channels increases open rates by approximately 30 percent. While the KPIs by which managers measure the effectiveness of campaigns vary, greater engagement often leads to enhanced customer experiences and an increase in revenue.
- **Increased marketing efficiency.** With the new Zoho Marketing platform, marketing teams will be able to connect and collaborate on projects to create, manage, execute, and monitor individual activities throughout various marketing initiatives. Users can see the actions of others in real-time, reducing latency between stages to increase efficiency and accelerate campaign creations. Nucleus has found that organizations utilizing content management and collaboration tools typically increase departmental efficiency by 10 to 15 percent.

LOOKING AHEAD

As customer expectations evolve, organizations are tasked with producing increasingly tailored marketing messages, and managers and marketing teams need a solution to simplify the added complexity. Zoho's Marketing Plus platform will equip stakeholders with the necessary tools to develop a complete view of the customer and their buying journey. In addition, the advanced insight enables CMOs to demonstrate the ROI and outcomes of marketing campaigns more efficiently and with increased accuracy. Nucleus expects Marketing Plus to deliver immediate value to marketing teams in mid-market organizations with unrelated product lines or those seeking to market to multiple market segments.