

Make who you're marketing to matter

Everlytic's second TV commercial in the humorous "Should have been an email" series has been launched. It shows just how wrong marketing can go when you don't have the data to understand your audience or the platforms to execute effective personalised communication.

Your marketing initiatives could be sooooo close, yet so far. Don't be that marketer – get personal with Everlytic and the opportunities that email marketing brings.

Get in touch to learn more: <https://www.everlytic.co.za/make-marketing-matter/>