

Four signs you have outgrown your marketing platform

Many marketers are discovering that lower barrier-to-entry platforms that worked great for them at the start are not able to scale as their needs grow more complex. Here are four signs that can help you realize it might be time to consider a switch:



You can't use your own data

Many platforms lock down your ability to export data. If your strategy is fairly simple, this might not be an issue, but as you grow and need to connect your data with other outlets, it can be limiting.



You're experiencing slow speeds

With entry-level platforms, simple tasks like segmentation can take forever, and as your contact list and send volumes grow, these platforms will struggle even more to keep up.



Your customization options are limited

Many platforms take a one-size-fits-all approach where limitations may go unnoticed until you start using the platform. For example, you might discover it takes longer to build and test messages or find restrictions in how you can use your data.



You have questions that can't get answered via online support

When you need help evolving your cross-channel marketing strategy, online support often falls short. Many basic platforms only offer email or chat support, making it hard to get the deeper-level knowledge you need to grow.

"We were ready **to level up our marketing automation** with smart targeting through data synching and advanced triggering. After researching our options, Cordial was found to be the sweet spot of customization and ease of use with a full team of support people that we meet with regularly..."



Kristen Hess

Director Customer Retention Marketing, 360training

Look to Cordial to remove these obstacles.

We can help grow your business in more strategic, data-focused ways by providing seamless data portability, near-instant segmentation, advanced messaging creation, unified cross-channel orchestration and expert, hands-on support. Check out **our latest blog** for more details and schedule **a demo** today.

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