

You can automate, optimize and analyze your campaigns that are promoted by emails using the **Marketing automation** application. Marketing automation allows you to nurture your website visitors and leads – represented by [contacts](#) in Kentico.

Marketing campaigns are controlled through one or more automation processes. Each process consists of a set of steps that you can fully customize using a built-in visual designer. You can either start processes manually for individual contacts and contact groups, or have the system start processes automatically using condition-based triggers. For example, you can:

- Create a trigger that moves every new contact from a specific country into an automation process, which then performs a targeted marketing campaign.
- Automatically move contacts who have reached a certain [score](#) into an advanced automation process.