



MSX.ECOM Personal Landing Pages

**Automated, personalized communication for effortless
lead conversions**

MSX
E.COM
Powered by MCON

In today's competitive sales environment, personalized customer experiences are no longer just a luxury—they are fundamental to closing deals. MSX. ECOM digitally supports the sales journey, connecting all available lead sources and centralizing customer interactions and communication, resulting in an improved customer experience.

Transform how your sales team captures, qualifies, and converts leads with our innovative Personal Landing Pages (PLP) solution. Every interaction automatically triggers the creation of a PLP providing tailored offers and enabling direct communication between customers and sales teams simultaneously.



Optimize your lead conversions and enhance your sales process.

Our PLPs leverage a unique combination of data and software to ensure every customer interaction is purposeful and personalized. With MSX. ECOM, our lead-to-order platform, you can create tailored, automated communication that engages your leads based on their unique profiles and preferences—significantly improving your conversion rates. The PLP solution offers:

- **Automated communication:** Messages are personalized and sent automatically based on customer data.
- **Tailored engagement:** Customers receive interactive options relevant to their stage in the sales funnel.
- **Efficient lead management:** Sales teams can track responses, gain insights, and focus on high-potential leads.



Drive sales success

Transform leasing customers into buyers or extend their leases by implementing a PLP campaign with minimal human involvement. Enhance lead conversions within just two months by presenting customers with three tailored choices: purchase their vehicle, extend their lease, or opt out. With automated follow-ups, witness a significant boost in conversions and customer satisfaction.

up to **43%**

Conversion rate from engaged leads to hot leads.

80%

Better segmentation accuracy*

63%

Personalized success rate

*compared to generic campaigns





Transform your sales process

With MSX.ECOM PLP, your team can focus on what really matters: closing deals. Experience the future of personalized customer communication and benefit from:

- Enhanced efficiency: Automate routine tasks to save time and resources.
- Improved Engagement: Deliver tailored and personalized messages that resonate with your customers.
- Scalable solutions: Easily manage and expand your campaigns as your business grows.
- Higher conversion rates: Drive more successful outcomes with data-driven strategies.
- Customer satisfaction: Build stronger relationships through personalized interactions.
- Seamless integration: Effortlessly connect with existing CRM and sales tools, ensuring a smooth workflow.
- Real-time analytics: Track campaign performance and outcome behavior in real time to make informed decisions instantly.
- Multi-channel support: Reach out customers through email, SMS, social media messengers, and more, all from one platform directly.

Unlock the full potential of your team and watch your business thrive with MSX.ECOM PLP.

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Get in touch today!

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