

01

Marketing Automation Overview

Odoo 19 Enterprise • Marketing Automation

Marketing Automation creates automated sequences of actions – emails, SMS, tasks – triggered by customer behaviour or time-based rules.

1 What Marketing Automation does

Marketing Automation

Marketing Automation lets you build workflows that run automatically. A workflow starts when a trigger fires (a new lead is created, a customer opens an email, a sale is confirmed), then executes a sequence of actions with delays between them: send email, send SMS, update CRM field, assign a task, add to a list. Use it for: lead nurturing sequences, onboarding emails, win-back campaigns, renewal reminders.