



Your Marketing Automation Agency

Would you like to digitalize and automate your business?
We are experts in marketing automation and have already
successfully implemented numerous projects – from regional
companies to international corporations.
We take your marketing to the next level!

- ✓ **Marketing-enthusiastic IT**
- ✓ **We are passionate about your results**
- ✓ **Extensive experience in data**

What Can Marketing Automation Look Like?



Below, we would like to present three of our completed projects in the area of marketing automation to give you a better understanding of the possibilities.

Implementation of Technical Marketing Automation and Synchronization of Various IT Systems for a Medical Device

Initial Situation

Our client, a large manufacturer in the medical device sector, sold its products primarily through phone calls or in-person visits. While this wasn't associated with high time and labor costs, it also meant limited reach and unused sales opportunities.

➔ Solution

kkvision successfully implemented the Salesforce Pardot tool, thereby contributing to the digitalization of the company's sales and marketing. Thanks to the new system, the company is now able to automatically attract a large number of leads, guide them through the different phases of the customer journey, and convert them into long-term customers. In addition, the API interfaces of various IT systems were connected, allowing them to communicate and synchronize data with each other.

Implementing GDPR-Compliant Data Tracking for an Industrial Corporation Using HubSpot

Initial Situation

At the start of our collaboration, our client - an international corporation in the industrial sector - was already using HubSpot as their marketing automation software. However, the platform's extensive tracking capabilities were not being fully utilized, causing many potential leads to be lost.

➔ Solution

We developed a complex international lead nurturing process across 32 countries where our client operates. As a result, new and existing leads are now comprehensively captured, analyzed, and classified into different phases of the customer journey based on their consent status. Each lead now receives automated content tailored to their individual needs. This enabled many B2B website visitors to be converted into revenue-generating business partners.

Implementation of Salesforce Marketing Cloud and Reporting for a Telecommunications Provider in Bavaria

Initial Situation

Before the collaboration with kkvision began, our client was operating mostly manually. A large portion of the campaigns for expanding the fiber-optic network was planned and executed by hand. Printing and sending marketing letters was not only time-consuming but also costly and prone to errors. Additionally, retroactive analysis - and thus a performance evaluation of the campaigns - was very difficult.

➔ Solution

We successfully implemented the Salesforce Marketing Cloud platform and designed comprehensive reporting capabilities. We were able to fully digitize the client's entire sales and marketing process. The printing and mailing of letters was also automated, leading to significant savings in time, effort, and costs. At the same time, the error rate was significantly reduced. Thanks to the comprehensive reporting, our client is now able to automatically calculate and compare key performance indicators. This allows all future marketing campaigns to be analyzed, evaluated, and optimized in detail.

Benefits of Working with Us

Marketing-Enthusiastic IT Specialists

Our unique selling point lies in combining technology, computer science, marketing, and sales. Our expert team is highly trained in all these areas and knows how to connect different focal points across disciplines.

We don't just talk theoretically about marketing automation - we actually implement it in practice. This means you get both the integration and optimization of your system as well as ongoing support from a single source.

We Are Passionate About Your Results

Our team consists of young, motivated, and tech-savvy employees. We are able to think outside the box and identify optimization potential across processes. Marketing and IT are our passion.

We understand complex algorithms and can implement your project with a hands-on mentality. Our goal is always to achieve the best possible results for our clients.

Extensive Experience in Data Protection

We can look back on numerous successfully completed projects with clients from a wide range of industries.

Over the years, we have built extensive expertise in the field of data protection and can implement automation in compliance with GDPR. This means your data is well protected.

This Is How We Work



1. Evaluating the Current State

The start of a new collaboration begins with a kick-off meeting between you and us. This typically lasts between one and a half to two hours and serves to get to know each other and understand your previous activities.

Afterward, we conduct a technical audit of your processes and systems to gain a more comprehensive overview. From this, we can identify current strengths and potential areas for improvement, and provide concrete recommendations for action.

2. Technical Implementation

Once you approve the recommended actions, we develop a detailed project plan outlining the necessary steps to implement the recommendations. We also define milestones and deadlines.

As soon as the plan is finalized, we promptly begin the technical implementation of your automation project. We ensure a fast, practical, and GDPR-compliant approach.

3. Ongoing Support & Training

After successful implementation, we offer our clients continuous support and ongoing assistance. We monitor updates and innovations for you and ensure your system runs smoothly.

Additionally, we offer training sessions on the new tool for your employees and provide continuous optimization.

What Our Clients Say About Us



kkvision provided us with world class knowledge and support. From ideation to launch, Team showed great professionalism and proactiveness. Thanks for amazing support!

SANDEEP SINGH

Senior Manager – Bunzl Holding



The team at kkvision consists of absolute professionals. The quick availability and the competent implementation of our requirements made collaboration significantly easier. Thank you for the support!

PHIL HEIMLICH

Managing Director – KG Media Factory GmbH



Luca Körner
CTO



Dimitar Mihaylov
ADMINISTRATOR &
DEVELOPER



Katharina Krug
CEO & FOUNDER



Sebastian Küstermann
CCO



Pratima Patil
ADMINISTRATOR &
CRM & AUTOMATION
MANAGER

Looking to automate your
business? We're here to support
you with expert know-how!



[Learn More](#)

Can you also train us?

Upon request, we offer detailed training for various systems. We are familiar with the following tools through hands-on and successful practical implementation:

- HubSpot
- Salesforce
- Salesforce Pardot
- Salesforce Marketing Cloud
- Microsoft Dynamics
- Marketo
- Pipedrive
- Zoho
- WordPress
- Zapier
- Adobe
- Eloqua

When can I expect a return on investment (ROI)?

ROI typically begins to show after six months to a year. Especially at the beginning, continuous optimization and adjustments are necessary. Once the processes are in place, you start to generate long-term profits.

Newly acquired customers and expanded existing relationships will, over time, pay off the investment on their own.

How can we track and measure everything?

Modern marketing automation systems offer extensive analysis and evaluation methods. We are highly familiar with developing detailed reports, so we can provide you with accurate KPIs. This allows you to make important decisions based on numbers, data, and facts.

What marketing automation tools are available?

There are between 50 and 100 marketing automation tools on the market. Among the most well-known providers are Salesforce (Marketing Cloud for B2C and Pardot for B2B), HubSpot, Microsoft Dynamics, and Marketo. There are also numerous smaller vendors.

How much does marketing automation cost?

Since costs depend on the choice of platform and the complexity of the project, there's no one-size-fits-all answer. In addition to license costs, agency fees may apply if you outsource the automation to a service provider.

After a successful implementation, systems require appropriate maintenance and continued support. Marketing automation tools are constantly evolving. Because a high level of technical expertise is required for implementation, it's recommended to start the project from the beginning with an expert.

In the long term, this solution is typically faster, more affordable, and far more effective than in-house implementations. Internal efforts are often plagued by installation errors that later require costly corrections by specialists.

What about data protection?

As with all projects in the digital space, marketing automation also involves handling sensitive data. Thanks to our years of experience, we are very familiar with data protection and can implement tools and processes in a GDPR-compliant manner. We protect your data to the highest standards.

Can the entire website be integrated into the marketing automation tool?

Yes, modern platforms allow full website integration. You can manage and fill your homepage, blog, member areas, and landing pages all within one tool.