

Lifecycle Automation Blueprint

Engage Evolution resource. Use this asset to accelerate automation + AI programs.

- 20-page playbook for Salesforce Marketing Cloud and Iterable teams.
- Sections: data sync architecture, QA checklists, suppression logic, KPI guardrails.
- Use this to run quarterly audits and prioritize fixes with leadership.

Need help implementing? Book the Automation Flight Deck → engageevolution.com