

WHITEPAPER

# The Future of Automation in Ecommerce & Marketing



shopstory 

# Table of Contents

01	Introduction .....	Page 1
02	What is Marketing Automation? .....	Page 1
03	The Changing Landscape in Ecommerce & Marketing .....	Page 2
04	Where to start: Introducing Shopstory .....	Page 4
05	Conclusion .....	Page 7

## Executive Summary

Marketing automation is the use of technology and software to automate repetitive and results-oriented marketing tasks and processes. It helps online businesses to save time and money, increase productivity and efficiency, and boost sales and conversions. This white paper showcases the evolution of marketing automation and highlights ways to leverage artificial intelligence to enhance performance marketing.

However, the last few years have accelerated the shift to online retail, reaching unprecedented growth, while also increasing the demand for agility and adaptability. This paper will discuss how ecommerce businesses need to rethink their strategies and adopt agile and innovative ways of working, such as using marketing automation, to stay competitive, profitable and one step ahead in today's market.

Furthermore, this white paper also introduces Shopstory, an automation software that empowers marketers and ecommerce business owners to automate and optimize their repetitive tasks, reporting and advertising channels - without a single line of code. Marketing automation is here to stay and will inevitably become an essential part of any online shop that not only wants to compete but also scale and grow with the same resources or less.

# 1. Introduction

Marketing automation is a powerful technology that can help online businesses grow without increasing their resources or workload. This white paper dives into the evolution of marketing automation, its practical uses, and how it can transform ecommerce and marketing for the better. In the ever-evolving digital landscape, competition is fierce and customer expectations are high. To survive and thrive in this environment, online businesses need to find innovative and efficient ways to reach and engage their target audience, while optimizing their resources and performance. One of the most promising ways to achieve this is by using marketing automation, a technology that automates and streamlines various marketing tasks and processes.

According to Statista, experts project retail ecommerce to grow from USD \$5.2 trillion in 2021 to a whopping USD \$8.1 trillion in 2026 ([Statista, 2024](#)). This presents a huge opportunity for online businesses that have the capacity and the strategy to grow, but also a significant challenge for those that lack the resources or the vision to do so. The good news is that technology does not discriminate, and marketing automation can offer a great advantage to all online businesses, regardless of their size or budget. Marketing automation can help online businesses to automate repetitive and time-consuming tasks, save time and money, increase productivity and efficiency, and ultimately, boost sales and revenue. In fact, very soon marketing automation can become a clear differentiator between online businesses that adopt it and leverage its benefits and those that do not and fall behind.

## 2. What is Marketing Automation?

Marketing automation is the use of technology and software to automate your repetitive tasks. It allows marketers to save time, increase productivity and cut costs. Take for example the laborious process of weekly reporting. This is a type of workflow automation, where the aim is to transform routine, manual work into an automated process. Whether it is sending emails or scheduling social media posts, workflow automation has the capability to perform tasks at scale and enhance operational efficiency across workforces.

In addition, the emergence of artificial intelligence has extended the scope of workflow automation to performance marketing tasks and beyond. Ecommerce marketers can now automate data-driven and results-oriented activities, such as bidding, targeting, testing, and



# 3x

Successful companies are 3x more likely to use marketing automation than those less successful at achieving their goals, a report revealed from 400+ marketers in Swiss companies. ([ResearchGate, 2021](#))

# 64%

of marketers use AI/automation and 38% of those who don't will start using it in 2024.  
([HubSpot, 2024](#))

ad optimization. Performance marketing automation contributes to improved effectiveness, higher conversion rates, and better return on ad spend (ROAS).

Although workflow automation and performance marketing automation serve distinct purposes, they complement each other in execution. Together, they help online businesses do more and achieve more with their efforts.

## Traditional vs Modern Marketing Automation

In the past, marketing automation was a domain largely reserved for those with significant technical expertise. Marketers were often required to use scripts (snippets of code) to set up automated marketing workflows. This reliance on technical skills meant that marketing automation was not widely accessible, limiting its use to businesses with tech resources or developer support. Scripts can easily break if the platforms (such as Google Ads, Meta, etc.) or requirements change, making them error-prone and unreliable in the long run.

Luckily, the landscape of marketing automation is undergoing a transformative shift towards more user-friendly, no-code platforms. This means that the new tools and softwares democratize the use of automation, making it accessible to a broader audience and enabling businesses of all sizes to use and benefit from them.

## 3. The Changing Landscape in Ecommerce & Marketing

The ecommerce space has undergone transformative shifts over the past years, with the pandemic and technological advancements acting as catalysts. What was once a gradual migration toward online retail suddenly accelerated, thrusting ecommerce into the spotlight and a clear necessity for businesses. To illustrate this, in February 2020, online retail sales accounted for approximately 19% of total retail sales. Fast-forward a year, and that figure had skyrocketed to nearly 35% ([Forbes, 2021](#)).

As supply chains slowly recover from the unprecedented times, the lesson is clear: ecommerce success hinges on agility, adaptability and robust supply chains. Business must reimagine their strategies, enhance operations and embrace data-driven business models. Those who navigate these changes effectively will emerge as stronger, ready to thrive in the new ecommerce era.

## 3.1 From Automation to Optimization

In the dynamic world of performance marketing, automation acts as the high-speed car hurtling down the track. But raw speed won't secure victory. That's where optimization comes in – the strategic navigator that interprets data and steers the car toward the most profitable avenues.

Like a powerful engineer, automation excels at repetitive tasks, freeing up time for the crucial „why“ behind performance. From ad scheduling to data syncing, automation keeps the marketing machine running smoothly. In contrast, think of optimization as the skilled driver adjusting the wheel. It analyzes data patterns, fine-tunes strategies, and maximizes return on investment. A/B testing, data analysis, and understanding audience behavior unlock the true potential of every campaign. In the end, it's not just about speed – it's the dynamic duo of automation and optimization that truly wins the performance marketing race.

## 3.2 The Benefits of Marketing Automation

Marketing automation is not another short-lived trend or buzz, it is a game-changer for all e-commerce businesses and here are some of its advantages:

- **Time-saving:** Automation frees up time by handling repetitive tasks, allowing teams to focus on creative and strategic work.
- **Campaign optimization:** The software can optimize ad placements, adjust bid strategies, highlight top products, and more, all on auto-pilot and around the clock.
- **Cost-saving:** It smartly and efficiently auto-allocates budget to the top-performing campaigns and avoids wasted ad budgets. Teams also get more work done without needing additional resources.
- **Better decision-making:** By reducing the number of manual tasks, you free up time to see the bigger picture and make strategic, data-driven decisions.
- **Increase conversions and ROAS:** By optimizing campaigns, online shops increase their chances of showing the right product at the right place and time. This not only increases its effectiveness, it also maximizes the use of the budget.
- **Boost growth:** Workflow automation enables scalable marketing efforts, supporting quicker expansion and market penetration.

19

working days are lost on average per year, per employee, on tasks that could be automated. ([Clockify 2021](#))

## 3.3 Will Marketing Automation Replace People?

Marketing automation has revolutionized the way businesses manage campaigns, streamline processes, and engage with customers. However, the question of whether it will replace people in ecommerce remains multifaceted. While automation can handle repetitive tasks, data analysis, and even emulate personalized customer interactions, it cannot fully replace human creativity, empathy, and strategic thinking. In fact, we strongly advise against letting automations work unsupervised. The most successful synergies blend automation with human judgment and expertise. For instance, by automating routine processes such as product descriptions, inventory management and campaign optimizations, organizations free up their capacity to focus on higher-value activities. As a result, marketing automation augments human capabilities rather than replacing them outright.

As automation reshapes job roles, upskilling and reskilling becomes imperative. McKinsey estimates that by 2030, up to 375 million workers globally may need to switch occupational categories due to digitization and automation. To address potential skills gaps, companies must invest in retraining and upskilling existing employees. Executives increasingly view this as an urgent priority, recognizing that businesses – not just governments – must lead the way.

In short, AI and automation won't eradicate human labor. Instead, they'll create new job titles, address the inherent tech gap and augment human work. This synergy can boost productivity without displacing teams. By fostering a learning culture and empowering employees to adapt, ecommerce companies can navigate the evolving landscape while ensuring that people remain at the heart of their success.



# 80%

An estimated 80% of the advertising processes will be automated.

([Adobe, 2022](#))

## 4. Where to start: Introducing Shopstory

If you run an online shop and you want to optimize your performance marketing fully automated, Shopstory is the latest and tried-and-tested tool out there. As an intuitive and no-code platform, Shopstory is specifically designed with ecommerce marketers in mind. It supports online shops that want to streamline and optimize various aspects of their workflows, from inventory management in their shop systems (like Shopify or Shopware) to campaign optimizations in Google Ads or Meta.

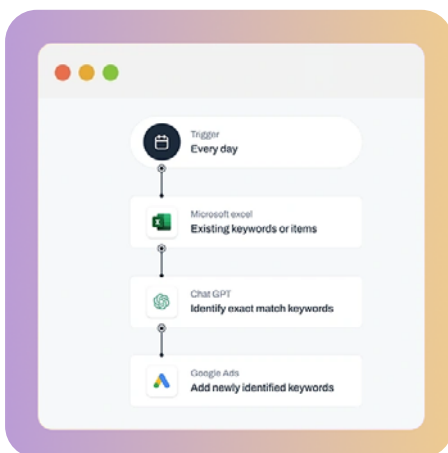
The journey with Shopstory begins by identifying the most time-consuming and repetitive tasks within your retail operations. This could range from stock replenishment processes to updating your product descriptions. Once these key areas are pinpointed, the software's user-friendly interface and powerful automation come into play. Over 150+ ecommerce businesses have used Shopstory and customized automated flows based on their needs.

Implementing Shopstory doesn't just bring efficiency; it also opens up new opportunities for growth. By automating inventory updates, for instance, Shopstory ensures that stock levels are accurately reflected across all sales channels in real time, reducing the risk of overselling and enhancing customer satisfaction. With mundane tasks handled automatically, your team can redirect their focus towards strategic planning, product development and customer success and support, areas that truly drive business expansion.

## 4.1 Core Features

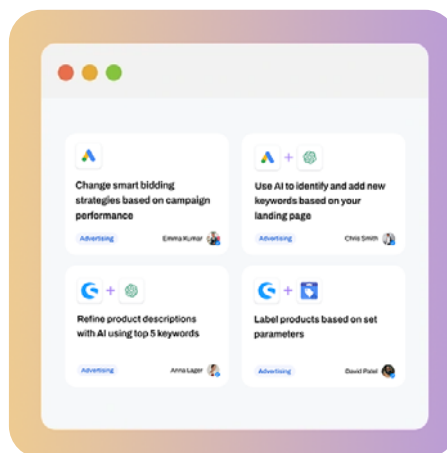
Shopstory is a versatile, cloud-based software with AI-features, that allows ecommerce business owners and marketers to easily create and launch powerful automations in the form of flows - without requiring a single line of code. Here's what the software includes:

### Build Flows



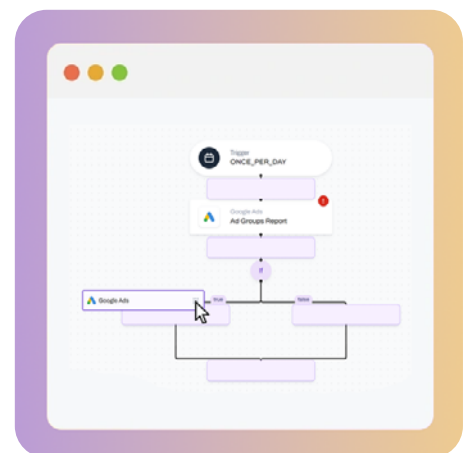
Did you know? The automations built in our software are called „Flows“.

### Flow Library



Not sure where to start? Our Flow Library is full of ready to use flows, built by experts.

### Drag & Drop Flow Builder



Want to start building on your own? Build flows with ease through drag & drop.

Shopstory's core features ensure that, in order for you to automate your most tedious and repetitive tasks, you will never need a single line of code, programmatic skills anymore. Sounds great already? There's even more. How do they say? Wait until the end and continue reading!



## AI Assistant



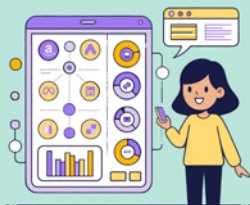
You may have noticed him already. We still have to give him a proper name, but our latest innovation is our AI Assistant. He highlights a groundbreaking way to interact with Shopstory in natural language. Whenever you're stuck, or feeling lazy, while using the drag & drop flow builder or tired of looking up flows in our flow library, you can also summon our AI Assistant at any time and let him do the magic for you.

Think of our AI Assistant as your personal helper in Shopstory. He answers your questions, understands your challenges, suggests existing flows to automate your tasks or starts building flows from scratch.

## Examples of what you can automate

Identifying the need for automation is the first step of the process. Identifying areas in your daily business, be it in marketing or ecommerce, is the next step. From optimization to report generation, Shopstory streamlines automations for essential ecommerce and marketing tasks. Here are some examples of existing flows to get you inspired:

### Automated Multi-Channel Reporting



Consolidate data from different channels into a centralized report. Customize it to your preferences.

[LEARN MORE](#)

### Automate your Google Ads



Adjust budgets based on ROAS, identify negative keywords, and scale ads based on performance.

[LEARN MORE](#)

### Automated Weather based Ads

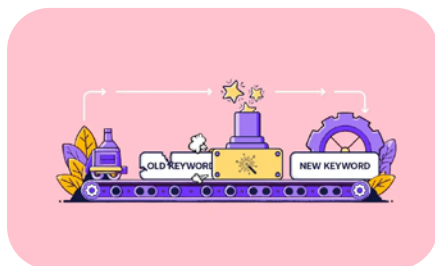


Turn your ads on/off based on weather conditions or temperatures – fully automated.

[LEARN MORE](#)



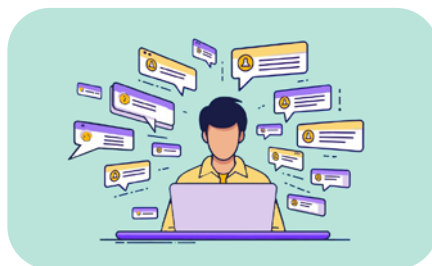
### Keyword optimization in Google Ads with ChatGPT



Automatically optimize your campaigns with relevant keywords and start boosting your ads visibility.

[LEARN MORE](#)

### Automated Alerts for Low Campaign Performance



Stay up to date with timely alerts. Whether something needs attention or a change has been made.

[LEARN MORE](#)

### Price Comparison Report: Automated Pricing



If your products are price-sensitive, our software can notify you regularly about competitor pricing changes.

[LEARN MORE](#)

Online shops understand their products and processes better than anyone. That's why Shopstory empowers businesses with the tools and expertise to create and automate flows without bounds. The possibilities are endless and it has never been easier, for beginners or pros alike, to design custom flows using our software.

Alternatively, online shops can kickstart their journey with our ready-made flows designed by experts. With just a few clicks, seamlessly connect your favorite ecommerce apps to Shopstory and automate your most repetitive tasks today.

## 5. Conclusion

The future of marketing and ecommerce lies in automation. Imagine a world where marketers, free from repetitive tasks, transform into strategists and storytellers. Armed with AI-powered automation, they can personalize experiences, predict customer behavior, and optimize campaigns with precision. This is not magic; it's the trajectory of marketing automation with Shopstory.

With the backdrop of artificial intelligence, teams can scale faster than ever, schedule actions based on real-time data, and fine-tune marketing campaigns and shop systems using industry best practices. With Shopstory, eliminate repetitive work, scale your efforts and get ahead of the competition.

Want to **know more**  
about our software?

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Want to see a quick  
**walkthrough video**?

WATCH VIDEO



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Want a **demo**  
of our software?

BOOK DEMO



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**shopstory** 

Shopstory ([www.shopstory.ai](https://www.shopstory.ai)) was founded in September 2020 in Vienna, Austria by the two co-founders Sebastian Schwelle (CEO) and Robert Böhm (CFO), and operated under the name boomerank until 2022. Its mission is to make ecommerce more accessible and fair. Shopstory has created the next-gen no-code automation platform for ecommerce and marketing that delivers even more value to online shops and marketers. Shopstory is operating in more than four countries.



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