

Business Reporter: Fragmented customer interactions must become coordinated lifecycle journeys

Why first-party data and email marketing are key to maximising lifecycle marketing automation value

LONDON, UNITED KINGDOM, August 31, 2026 /EINPresswire.com/ -- In an article published on Business Reporter, lifecycle automation platform GetResponse talks about the challenge of turning individual interactions into lasting customer relationships as buying journeys are becoming increasingly fragmented. AI tools, social platforms and marketplaces are transforming how consumers discover and buy products. Customers may now move from an AI recommendation to a creator review, social platform or marketplace without ever visiting a brand's website. Most brands already use welcome emails, cart-recovery flows and win-back campaigns. The problem is that these activities often operate independently. Without a shared view of the customer, automation becomes a collection of disconnected campaigns rather than a coordinated lifecycle journey.

The solution starts with first-party data and a contact base built on clear marketing permission. Email should sit at the centre of this relationship, providing a direct, permission-based channel through which brands can understand customer preferences, behaviour and purchase history, then respond with relevant communications. GetResponse's 2026 Customer Loyalty Report highlights both the opportunity and the challenge: consumers are willing to share information when it leads to more relevant offers and rewards, while many resent the perception that brands value new customers more than loyal ones. The highest-priority journeys should connect welcome and onboarding communications with personalised recommendations, useful content, replenishment reminders and behaviour-based triggers. Together, these journeys turn first purchases into repeat buying and loyalty by making communications timely, relevant and genuinely useful.

To find out more about the benefits of lifecycle marketing automation, [read the article](#).

About Business Reporter

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About GetResponse

GetResponse is a lifecycle automation platform that helps businesses turn first-time buyers into repeat revenue using email, SMS and automation. With more than 25 years of email expertise and 350,000 customers worldwide, GetResponse helps teams launch faster, reduce manual work and drive measurable growth across the entire lifecycle.

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