FOR IMMEDIATE RELEASE

Duda launches Marketing Automation, bringing built-in marketing and bookings to every website

Boulder, Colo., Nov. 23 — Duda, the leading white-label web presence platform for agencies, SaaS companies and professionals building web experiences for SMBs at scale, today announced the launch of Duda Marketing Automation, a native suite for creating and automating email and SMS campaigns. With the launch, every Duda website now includes Marketing Automation and Bookings at no additional cost, giving agencies more ways to help their clients attract, convert and retain customers.

For agencies, launching a website is only part of the job. Their clients also need to generate leads, manage customer relationships and drive repeat business. These capabilities often require separate tools, subscriptions and integrations. Duda brings them together in one platform, making it easier for agencies to deliver more value while creating new opportunities for ongoing services and revenue.

Marketing Automation connects directly to Duda's built-in CRM, where form submissions, checkout activity, and bookings automatically become actionable customer data. Agencies can use this information to segment audiences, personalize communications, and trigger automated email and SMS campaigns. Because these tools are native to Duda, agencies can get campaigns running without connecting third-party systems.

“When the website, the store, the bookings, and the marketing share one platform, AI can work across all of them at once,” said Itai Sadan, CEO and co-founder of Duda. “That’s what agencies need to build the full digital presence for their clients, and we’re delivering it at an incredible value. Every piece works as one, so agencies can deliver more and focus on improving client outcomes.”

Duda's Copilot takes this integration further, enabling agencies to generate a campaign's email, landing page and automation from a single prompt, informed by the client's existing website and brand. Copilot already helps agencies build and manage websites, e-commerce stores and bookings. With Marketing Automation, agencies can now manage their clients' entire digital presence through a single conversation, with AI that understands how each part of the business connects and can act across them. Marketing Automation also supports

custom sending domains, role-based permissions and white-label capabilities, with API and MCP access for agencies and SaaS companies managing operations at scale.

Marketing Automation is available today. For pricing, visit duda.co/pricing/business-plans. Copilot features use AI Credits.

About Duda

Duda is a leading white-label web presence platform for digital marketing agencies, SaaS companies and professionals providing end-to-end marketing services to SMBs. From its industry-leading AI Stack to advanced API-driven automation workflows, Duda offers professionals a comprehensive suite of tools to build and launch pixel-perfect, feature-rich and high-converting web experiences efficiently and at scale, all on a flexible and customizable platform. As an industry leader in performance and discoverability, Duda makes it easy for professionals to deliver high-traffic web experiences with search engine optimization (SEO) and answer engine optimization (AEO) best practices built in. More than 23,000 organizations have trusted Duda to build 1 million active websites and counting. For more information, visit duda.co.

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