LEVEL UP YOUR BRAND'S EMAIL MARKETING WITH MARKETING AUTOMATION

Acquia gives marketers the tools they need to build, launch, and scale personalized cross-channel campaigns that accelerate business outcomes

ACQUIA CAMPAIGN STUDIO

Acquia Campaign Studio empowers marketing teams around the world to centrally ideate, orchestrate, and deliver compelling, individually personalized campaigns across all channels.

Businesses have dealt with more change in the last two years than in the previous two decades. Consumers are now in the driving seat of their buying journey, making buying decisions based on self-directed, online research. In fact, more than 80% of customers conduct their research online before making a purchase decision. Marketers have to find a way to build strong relationships, earn trust, and deliver consistent, engaging experiences with their customers — whether it's online or offline, consumer expectations and buying journeys have changed and can start and end on any channel. Omnichannel experiences are now critical to engaging with consumers.

Touch-points must now be integrated with other end channels, like SMS, mobile push, in-store, and paid advertising. From optimizing email programs to orchestrating the ideal customer journey, Marketers must quickly go from content to creation and leverage customer insights to deliver captivating customer experiences. Acquia Campaign Studio enables marketers to access and utilize customer data to deliver highly personalized, cross-channel experiences, and drive the results brands need to grow.

Acquia Campaign Studio is a Marketing Automation Platform that enables cross-channel campaign management so brands can create, orchestrate and deliver exceptional, omnichannel customer experiences that drive revenue quickly. Acquia Campaign Studio doesn't lock you into a platform pay structure - The platform is priced simply designed for exactly how you intend to use it, and is built API-first so you can integrate the platform into your existing tech stack. With Acquia Campaign Studio, you can say goodbye to inflexible pricing and hello to quick turn ROI.

EASILY MANAGE AND CUSTOMIZE CROSS-CHANNEL CAMPAIGNS TO PERSONALIZE CUSTOMER EXPERIENCES

Consumer behavior has drastically changed. Customer experiences have shifted to span diverse digital and physical channels. That shift is challenging marketing teams to deliver consistent experiences across touchpoints, while avoiding steep learning curves or busted budgets.

Having automations in place allows your brand to continue delivering the highly personalized 1:1 engagements that customers expect and continue strengthening your relationship with those customers while still freeing up your team to enhance your marketing in other ways. But marketing automations aren't just a time saver, they're a life saver... when it comes to scaling your personalized marketing, that is.

BRONTO TO ACQUIA

As one of the oldest digital marketing channels often treated as a workhorse channel to consistently facilitate a batch-and-blast marketing strategy, email undoubtedly remains a constant communication channel. We're not here to challenge that. *But we are here to ask: is it time to level up your email with automation?*

If you're trying to build lasting relationships with your customers and increase customer lifetime value, those batch-and-blast emails that lack personalization and relevancy won't cut it. Traditional ESPs limit email marketing with siloed technologies, overpriced services, and outdated integration strategies. Email marketers still struggle to gain a holistic view of the customer, lack the ability to automate email with multiple touch points, and fail to connect email with other digital technologies.

The end of the Bronto email marketing platform signals a more extensive extinction – that of the traditional email service providers (ESP). As channels and data continuously expand, and with customer expectations at an all-time high, email must be optimized and integrated with other communication channels.

Brands that are able to embrace technology to unify channels and create an omnichannel marketing strategy will have a competitive advantage that wins and retains more customers.

Consumers expect brands to understand their needs, preferences, previous interactions, and purchases. They want personalized and relevant content delivered to them, not the assumption that they'll find you on their own. Marketers need more agility, they need tools that enable them to access and utilize customer data to deliver highly personalized, cross-channel experiences and drive the results businesses need to grow.

Marketing automation can free your team from having to do basic day-to-day marketing activities, giving them more time to focus on strategy, creative content, and understanding your customers.
The grind of repetitive, basic tasks for bringing campaigns to life, or the tedious setup required to build cross-channel journeys for customers can be exhausting for marketers. The technology now exists to eliminate the mundane aspects of marketing. That way, you can focus on what you love to do as a marketer: being creative.

Enable your marketers to centrally ideate, orchestrate, and deliver compelling, individually personalized campaigns across all channels. Acquia Campaign Studio harnesses the power of data, dynamic content, and audience segmentation that empower marketers to drive effective email campaigns - all in one platform.

Companies that over-rely on email have already fallen behind those leveraging omnichannel tools and data-driven insights. Systems that enable real-time omnichannel experiences are rapidly winning market share. *There's a significant opportunity for marketers to obtain the desired results they seek by leveling up their email marketing with Acquia Campaign Studio.*

uTest

CAMPAIGN STUDIO HELPS CUSTOMERS REDUCE SPEND AND IMPROVE ENGAGEMENT METRICS

uTest leveraged Acquia Campaign Studio to execute multi-touch campaigns and improve user churn at a fraction of their previous marketing automation cost.

uTest is the fast-growing community side of digital testing leader **Applause**, with over 400,000 testers in more than 200 countries and territories worldwide. uTest's explosive growth and the dedicated customer app project both put a spotlight on the three most critical metrics that determine any testing project's success: community recruitment, retention, and engagement. As uTest's footprint and customer demands scaled, so did their challenges of keeping project communications relevant and personalized across thousands of users on multiple projects with varying levels of qualification and task-completion.

With Acquia Campaign Studio's intuitive campaign builder and reliable, easy-to-access analytics made it the right technology to enable uTest's global team. By leveraging Campaign Studio to understand the best times and methods to communicate with each audience, uTest kept pace with their international expansion and achieved success with their customer's app testing project:

- Deployed personalized, multichannel campaigns to over 44,000 active users simultaneously across multiple global regions in mere minutes
- 70% avg. reduced user churn in the first two weeks and 60 day benchmarks

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SO MANY ADVANTAGES...

INCREASE YOUR SPEED TO MARKET, NOT YOUR BUDGET

Acquia Campaign Studio is born from the world's largest open source marketing automation community, and remains the most structurally open tool on the market today. Acquia helps manage a customer's digital integration strategy to ensure their implementation is successful and that their full ecosystem is thriving. Buying an open, API-first technology like Campaign Studio means it's ready made to fit into your tech stack so you can be up and running in no time.

- Connect to your existing technology quickly and easily so you can move onto more important activities like launching and managing campaigns
- Realize ROI on your tech investment in record time by onboarding and deploying multichannel campaigns faster than ever before

EASY TO USE AND ALL THE BELLS AND WHISTLES

Marketing automation is a strategic tool, but that doesn't mean it should be complicated to use. Campaign Studio's drag-and-drop interface for both custom email designs and campaign landing pages make campaign customization easier than ever before. With Acquia Campaign Studio there's no need to certify operators, and little time required to train new team members to use the tool.

- Designing beautiful, branded layouts personalized to your audiences is easy in Acquia Campaign Studio.
- Onboarding is quick and painless in Acquia Campaign Studio's user friendly interface.

RETENTION IS THE NEW ACQUISITION

As the digital space becomes more crowded, brand identity and brand awareness will only become more crucial for both B2B and B2C organizations. The rising cost of customer acquisitions along with evolving privacy regulations have caused marketers to switch their focus to customer loyalty and retention. Just as it is important to deliver consistent customer experiences, businesses need a strong brand to earn their place in the minds of consumers.

Multichannel marketing looks to build relationships between brands and consumers through relevant, connected communications and offers to customer segments across numerous channels. Executing on customer insights in an agile fashion is more mission-critical than ever for digital marketing leaders seeking to achieve retention and growth goals through multichannel engagement. With Acquia Campaign Studio, marketers can easily test new channels to analyze performance, onboard channels into campaigns over time, and generate data driven insights into customer behavior and apply them at scale.

MARKETING AUTOMATION MEETS JOURNEY ORCHESTRATION

Acquia Campaign Studio's visual journey builder tool allows you to drag and drop next steps in each audience segments journey, personalizing campaigns so that touchpoints reach the right audience at the right time is simple. The tool leverages if/then logic so that campaigns can automatically determine the next step based on behavior rules. Personalized campaigns can be built, deployed, and optimized all in one place.

- Customer journeys aren't linear, but using a simple tool that automates next steps can eliminate the guesswork. Campaign Studio has a complex logic tool that is easy to use.
- Email isn't the only way marketers are reaching customers today, so select a marketing automation tool that sets you up for multichannel success.

BENEFITS:

- Realize your return on tech investment faster by running campaigns mere days or weeks after purchase, not months.
- Connect your existing technology ecosystem to an API-first platform quickly and easily for seamless integrations.
- Customize your own processes and environments with Campaign Studio's flexible workflow automation capabilities
- Leverage extensive contact management data capacity in Acquia Campaign Studio
- Deploy true multichannel campaigns with the click of a button by using Campaign Studio's journey automation function
- Manage multiple instances with no problem by leveraging Acquia Campaign Factory, a distributed marketing tool unlike any other currently on the market.

FEATURES:

Everything you need to execute marketing automation campaigns flawlessly AND...

- Simple pricing: contacts x volume
- API-first flexible infrastructure
- Market-friendly user interface
- Extensive automation features, such as contact management and dynamic content
- Target Segmentation
- Reporting & Analytics
- Visual journey builder tool
- Multi-tenant architecture

MARKETING AUTOMATION FROM A FULLY LOADED MARKETING CLOUD AND DIGITAL EXPERIENCE PLATFORM

True digital transformation requires leadership and a vision to help prepare you for the next five years. Marketing automation is an important and necessary part of any digital solution, but it's not the only part. If you want to leverage Acquia Campaign Studio, and only that product, Acquia is here to support and integrate your diverse ecosystem. However, if you're looking for a comprehensive plan that starts with marketing automation but ends with data transformation and digital experience management, Acquia is here to help.

- Acquia Campaign Studio is an excellent place to start because it connects with Personalization, Customer Data Platform (CDP), and Digital Asset Management tools within Acquia's Marketing Cloud.
- Acquia Marketing Cloud is a part of a comprehensive Digital Experience Platform that is recognized as a market leader by Gartner. This includes website hosting and management tools that help companies scale and grow securely.

ACQUIA IS OPEN - A LIMITLESS APPROACH TO AMBITIOUS DIGITAL TRANSFORMATION

Acquia Campaign Studio is the first step to amazing digital applications—from data cleansing to websites to commerce solutions.

Campaign Studio fully integrates with other Acquia solutions and it integrates with other critical systems like e-Commerce and CRM. The Acquia Digital Experience Platform (DXP) powers even more tailored, productive customer experiences, without complexity and overhead. Maximize the impact of your Marketing campaigns through data cleansing and increase engagement via 1:1 personalization. And, do it all easily, seamlessly, with incredible efficiency. Contact us today to find out how.

CONTACT US

To see where Acquia Campaign Studio can take your business, visit:
acquia.com/products/marketing-cloud/campaign-studio