

ACQUIA

Distributed Customer Journey Management

Execute Cross-Channel Campaigns With Ease

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

As our world changes faster than ever before and uncertainty mounts, marketers can find solace in one constant: Marketing Automation is here to stay. With continued year over year category growth, features and capabilities are always expanding. While this constant improvement leads to better personalization tactics across channels and thus ROI, it can feel overwhelming too.

In fact, 70% of marketers are using less than two thirds of their purchased Marketing Automation functionality. But, they continue to pay for the larger platforms that lock them into pricing and require teams of certified operators to ensure success. Acquia Campaign Studio can help.



Campaign Studio

Acquia Campaign Studio & Campaign Factory

Fast

Companies can create and deploy powerful campaigns in just minutes, not days.

Intuitive

Our platform is quick to learn, easy to use, and enables rapid iterations of campaigns, emails, forms, and landing pages.

Open

The only open campaign management solution that easily plugs into existing tools — both bought and built — and has the flexibility to adapt with any business.

Effortless Segmentation

Easily build audiences based on behavior and customize campaigns tailor-made for individuals and groups alike

Lead Scoring

Track leads throughout the entire lifecycle with an out of the box points system or a customized scoring system that works for your business

Visual Journey Builder

Design each touch point in a customer's journey and replicate the campaign for segments, or personalize for individuals.

Dynamic Content

Condense email sends by assigning "instructions" to content, so that it automatically adjusts for each contact or segment

Contact List Management

Easily manage your contact hygiene, and ensure GDPR compliance and cookie management.

Intelligence & Analytics

Measure results in real-time to ensure your campaigns hit necessary metrics to manage marketing success

Acquia Campaign Studio & Campaign Factory

Total customer experience control over all communications across your entire distributed business.

What is Acquia Campaign Factory?

Acquia Campaign Factory is the only solution that enables you to centrally deploy and manage multiple, distributed Acquia Campaign Studio instances, helping scale customer journey activation across your entire business. Acquia Campaign Factory empowers each of your business units or brands with a separate campaign management instance. It enables efficient delivery of your most valuable campaign elements across multiple entities, while providing you with complete control and visibility into your marketing programs.

Template and deploy entirely new Acquia Campaign Studio instances at the click of a button and deploy standardized campaigns, content, and best practices across instances. Organizations can also configure and brand Campaign Studio instances they deploy to allow individual stakeholders to have uniquely relevant user experiences in running their marketing programs.

Features and benefits of a modern system

A truly modern campaign management system needs to be able to adapt to changing business needs. Acquia Campaign Factory allows the fast and seamless deployment, management, and tracking of multiple Acquia Campaign Studio instances.

Create New Acquia Campaign Studio Instances On-the-Fly: Within minutes, set up brand new instances of Acquia Campaign Studio for new teams, business units, or clients, as you need them.

Analyze Results in Aggregate: Keep a pulse on what's happening with a rolled-up view of how all of your campaigns, emails, and content are performing across your Acquia Campaign Studio instances.

Replicate Campaigns Across Instances: Save time and increase efficiency by easily replicating your automated campaigns, emails, and landing pages across multiple Acquia Campaign Studio instances.

White-labeled Acquia Campaign Studio Instances: Customize your Acquia Campaign Studio instances to match your company's or client's brand look and feel.

Replicate Instance Templates: Template all elements of a Acquia Campaign Studio instance, from audiences, to campaigns, to creative and best practices tailored specifically for your business or clients, then easily replicate the entire instance for new users.

Leading brands trust Acquia for distributed marketing

