Acquia
EXPERIENCE DIGITAL FREEDOM

A NEW KIND OF MARKETING CLOUD

Where Data Takes Center Stage

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A NEW KIND OF MARKETING CLOUD

Over the past decade, point solutions for every aspect of marketing have emerged. Today, these solutions number in the thousands. But even as the number of tools steadily proliferated, several comprehensive marketing clouds also appeared. Focused on core marketing functions – website design and development, email marketing, search engine marketing, campaign management and so on – these clouds offered a simple, unified way for marketers to do their jobs.

Unfortunately, these clouds have a problem. Marketing today requires data. Working directly with data is the only way to meaningfully personalize customer interactions. And it is the only way to truly understand market segments, design and run targeted campaigns or even evaluate marketing performance.

Traditional marketing clouds, however, have been built with a focus on customer activation and managing modes of engagement. Rather than making customer data an integral part of the cloud itself, they leave it scattered across the organization in an array of silos. Accessing customer data thus calls for a cobweb of data connectors. Marketing departments end up devoting endless time and resources to data management and list pulls. It's inefficient and ineffective.

Considering this situation, we asked a simple question:
What if we treated data as the starting point for a marketing cloud, instead of an expensive, cludgy afterthought?

The answer:
The data-first Acquia Marketing Cloud.

SECTION 01

THE TROUBLE WITH DATA

Fragmentation, Duplication and Inaccuracy

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SECTION 1

The Trouble with Data: Fragmentation, Duplication and Inaccuracy

Although data is central to marketing today, marketers face a host of data management challenges. The number one challenge is data fragmentation.

When data dwells in various solutions and databases around the organization, creating and maintaining a comprehensive, unified customer profile becomes almost impossible. The first issue is that each system may have its own record for a particular customer. Unless these records are reconciled, there's no way to interact with that customer in a coordinated way.

A related issue is data accuracy. Having more than one record for a single customer is already

problematic on this count. But it gets worse. Checking data accuracy across numerous silos is a complex, error-prone process. And the same goes for updating information across multiple records.

Identity resolution addresses all these problems. Without this capability, marketers just can't trust their data. They can't accurately personalize their marketing efforts. They can't understand who their best customers are. They can't interpret behavior well enough to convert or upsell customers. What's more, they won't have any way of assessing the actual size of their marketing database or evaluating marketing's contribution to the business.
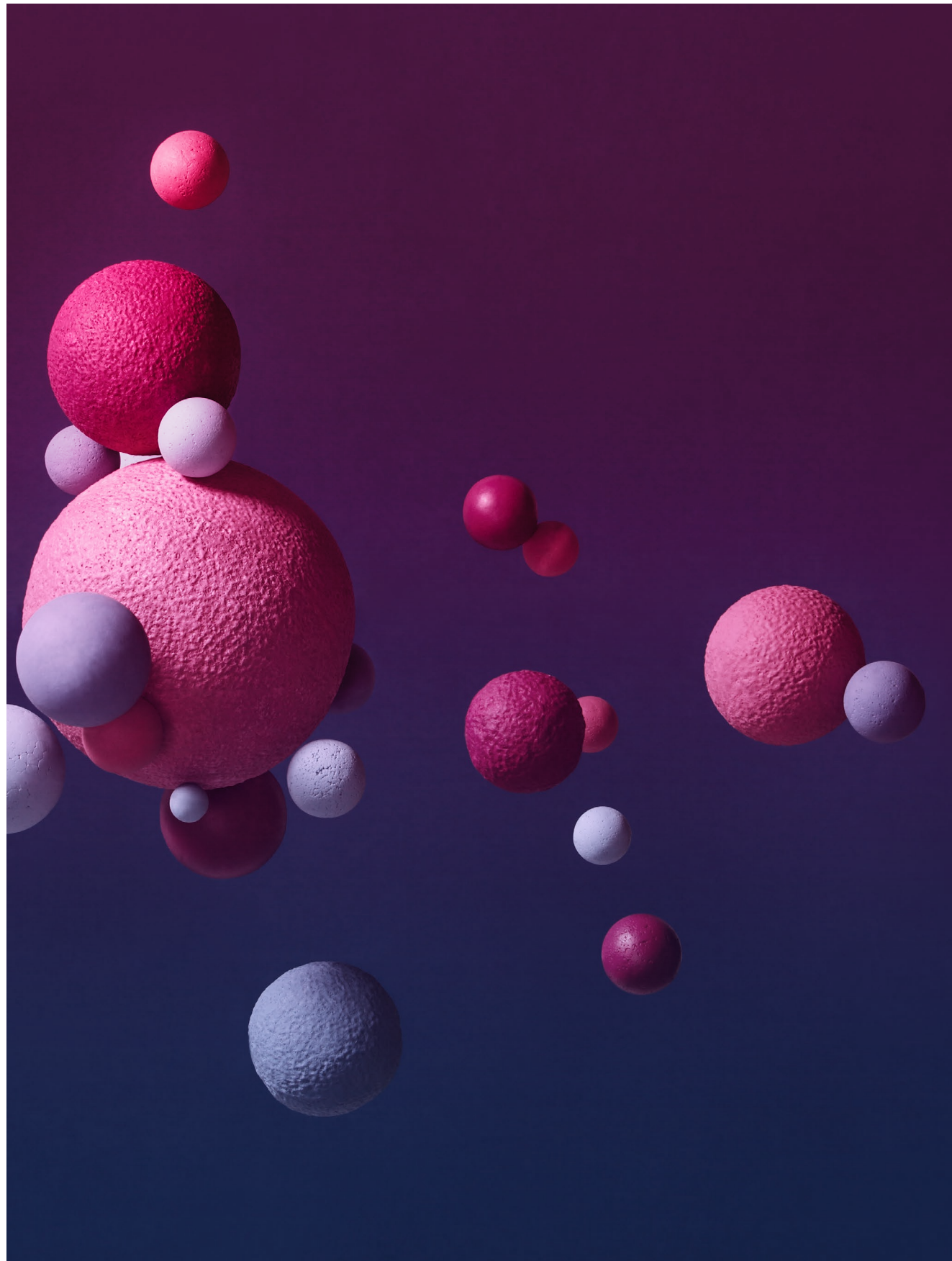
Issues of data accuracy aside, marketers are seriously hobbled when they can't easily access and use the data they possess. After all, data doesn't operationalize itself. In order to make data usable by the business, it must be unified and cleansed. It then needs to be properly analyzed and explored so that it can guide and shape marketing decisions.

A marketing cloud must make it possible for marketers to overcome these data challenges. It can only do that with built-in capabilities dedicated to collecting, reconciling, managing and operationalizing data. Traditional marketing clouds have failed to understand this.

At Acquia, we agree that personalization and channel optimization are important. A marketing cloud must support these tactics and many more. In fact, Acquia Marketing Cloud does just that. Still, none of these tactics can succeed without reliable access to accurate and current customer data.
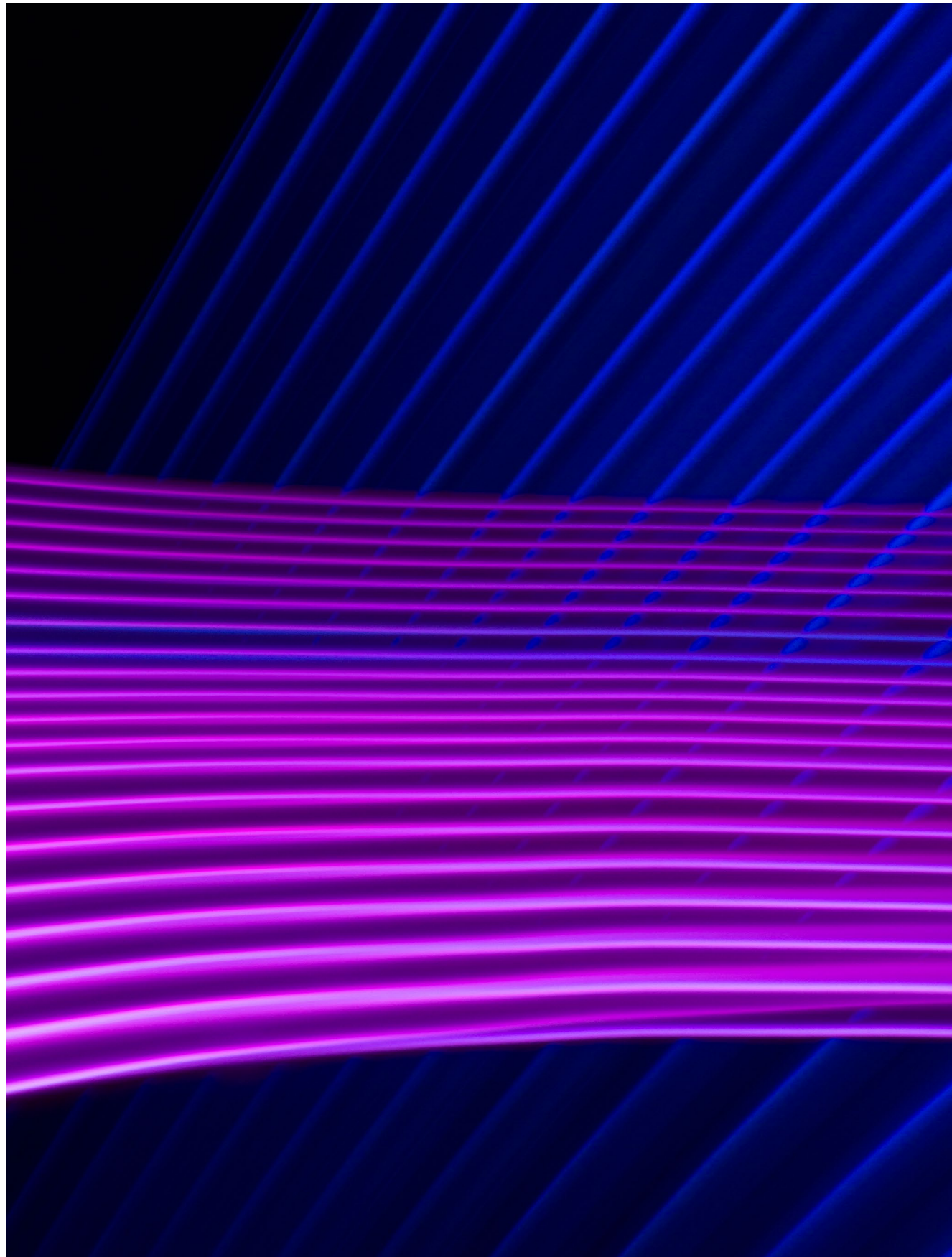
Acquia's vision for a data-first marketing cloud is based on this premise. Data must come first. When it does, it not only transforms what a marketing cloud can be — it transforms what a marketing cloud can do.

SECTION 02

A DATA-FIRST MARKETING CLOUD

Key Features

SECTION 2

A Data-First Marketing Cloud: Key Features

A truly effective marketing cloud begins with a unified data foundation. To fully leverage that foundation, it will have several other characteristic features:

1. An integration layer

The cloud must foundationally begin with an integration layer featuring open, real-time APIs capable of pulling data from every relevant source: e-commerce platforms, point-of-sale solutions, CRMs, event management systems, loyalty systems, customer service platforms and so on. The integration layer must provide the flexibility to bring in event, transaction and profile data from any system, including offline, home-grown or digital systems. Through this data ingestion process, the system can maintain a centralized, standardized customer database stored in an intelligent data layer.

2. A data layer

These integrations must feed into a fully functional customer data platform (CDP), which serves as the intelligent data layer for the marketing cloud. The CDP will maintain persistent, unified customer profiles that are continuously cleansed, deduped and stitched together from all data sources. By unifying customer data to create and maintain always-accurate customer profiles, the data-first marketing cloud functionally fuels all other marketing activities, customer engagement and analysis from BI teams.

3. A journey layer

Customer journeys today involve multiple touchpoints across multiple channels. The data-first marketing cloud needs a journey layer to manage and orchestrate these interactions using the unified customer profiles maintained at the data layer.

Since these journeys can have a complex logic (if a customer clicks on a link, they get a text message; if they don't respond, they get an email, etc.) and involve multiple channels, the journey layer should also make it possible to easily visualize and craft customer journeys. What's more, by leveraging the insights provided by customer analytics, marketers can tailor journeys to more and more granular customer segments.

A Customer Journey In Acquia Journey Builder
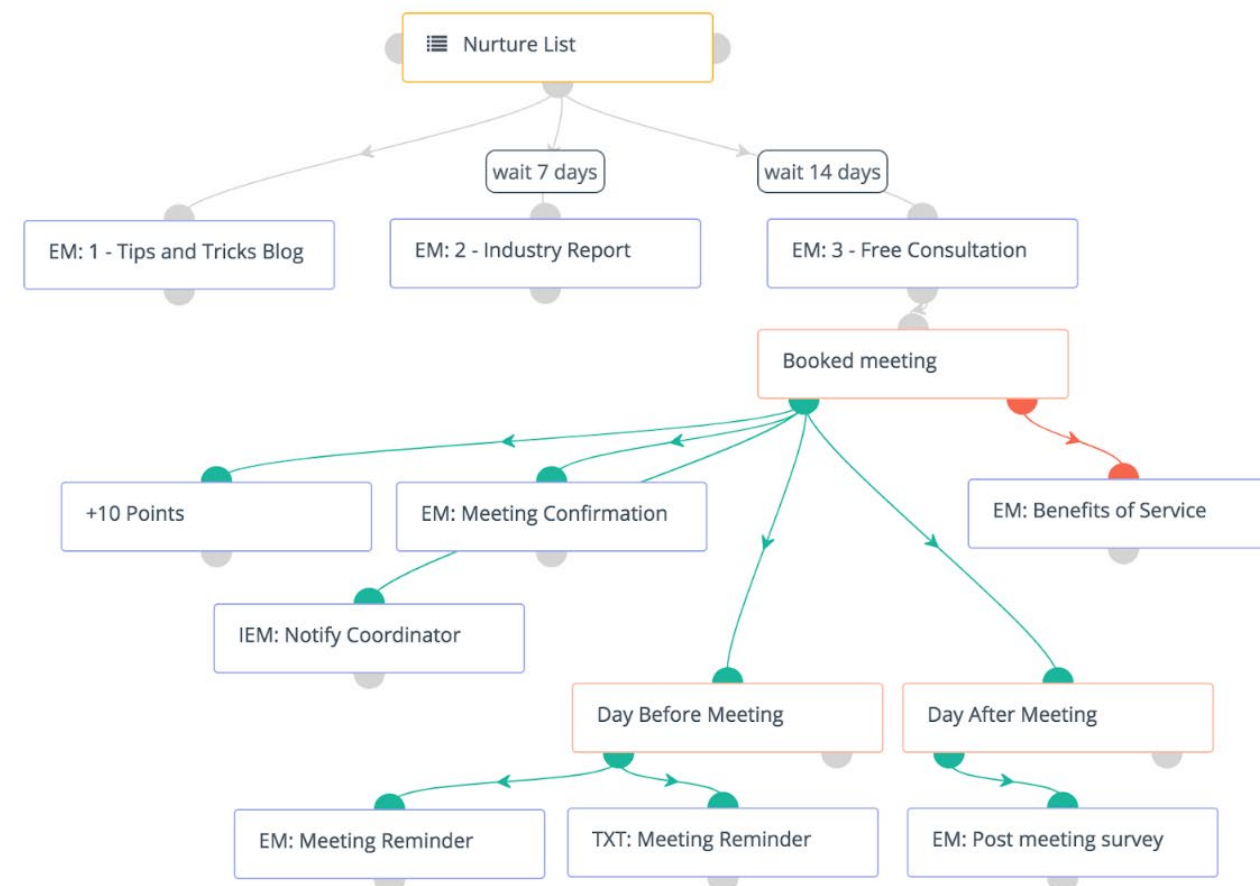
4. A channel layer

The cloud must also feature a channel layer. This layer needs to be open so users can access any channel, not just those optimized for a particular cloud. At this channel layer, customer and journey insights get turned into marketing actions — on the web, in email and SMS, on social media and across any other relevant touchpoints. The channel layer should also enable the application of the cloud's unified data and machine learning intelligence to drive better experiences with Facebook ads, chatbots, call centers, point-of-sale kiosks or any other channel a marketer might use.

The Importance of an Open Approach

At every layer, the platform must embrace openness. This openness must extend to data sources so marketers can pull data from, and send data to, any third-party or home-grown online or offline system. Openness with regard to integrations, channels and data sources ensures future-ready flexibility and makes the cloud inherently scalable. For this reason, we believe an open, data-first marketing cloud is the ideal solution for large, global organizations with multiple brands and geographies.

SECTION 03

ACQUIA MARKETING CLOUD

Putting It All Together

SECTION 3

Acquia Marketing Cloud: Putting it All Together

Acquia's Marketing Cloud consists of the following six major components:

1. Acquia Integration Framework

This framework makes it possible for Acquia Marketing Cloud to ingest data from all online, offline and homegrown sources, handling data input to, and output from, the Acquia CDP in real time.

2. Acquia Identity Resolution Engine

Identity resolution is key to personalization and customer understanding. This engine monitors transactions, profiles and events to continuously and accurately resolve customer identities.

3. Customer Analytics

Without a true understanding of who your customers are, you may revert to a one-size-fits-all, spray-and-pray marketing approach. Not only is this inefficient, it also degrades the customer experience due to its lack of relevance. With real analytical insights into the individual customer, you can deploy marketing tactics that increasingly target and align with both customer needs and business goals.

4. Acquia Machine Learning Framework

Without machine learning, it is impossible to recognize the patterns that allow for useful segmentation, relevant targeting and predictable marketing performance. This framework can execute supervised learning and collaborative filtering algorithms, all of which are metadata configurable to support both out-of-the-box and custom modeling.

Machine learning enables marketers to identify meaningful patterns in customer behavior and constantly refine customer segmentation. Thanks to machine learning, marketers can create more accurate segments, determine quickly which segments particular customers should belong to, expand segments to include a broader audience and even predict the relevance of messages, offers and content for specific segments.

5. Cross-Channel Orchestration Engine

In a multichannel world, marketers need to track and influence customer engagement across multiple touchpoints. This relies on intelligent customer segments built from the unified profile stored in the data layer and a targeting strategy that orchestrates messaging, offers and content to the right person at the right time. The orchestration engine lets marketers map journeys and build campaigns to be executed across engagement channels.

6. Native and Open Personalization Channels

Finally, marketers need to be able to create personalized experiences wherever customers interact with the brand. Acquia Marketing Cloud lets users personalize email, social, SMS and website experiences as well as connect to any third-party system.

SECTION 04

DRIVING RESULTS

Personalization, Profitabilty and Clarity

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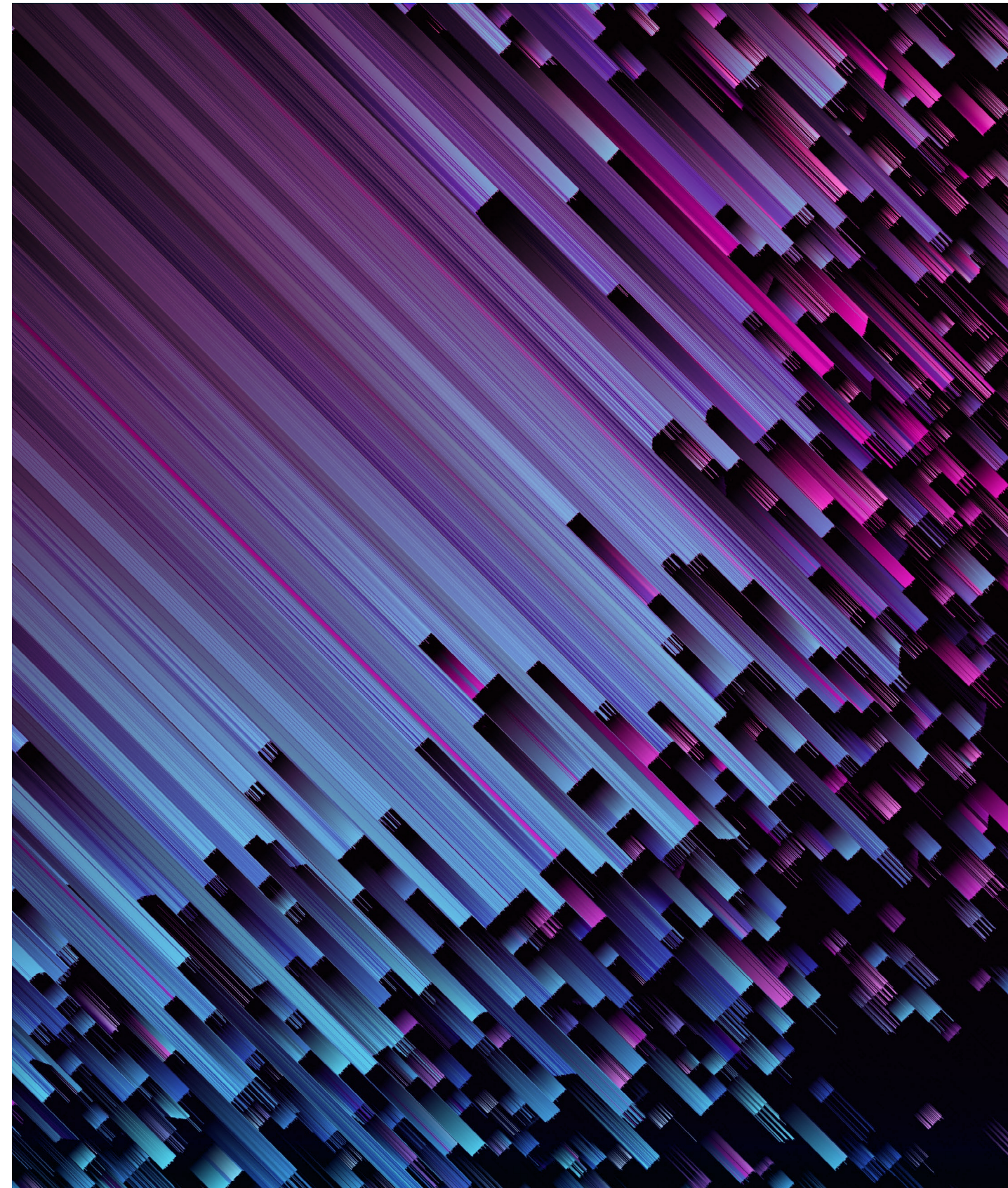
SECTION 04

Driving Results: Personalization, Profitability and Clarity

When marketers can put their data to work without limitations, the business impact can be far-reaching. More targeted and personalized marketing tactics result in higher customer lifetime value. More effective advertising, discounting and offer strategies drive more profitable sales. And the ability to demonstrate marketing ROI means that marketing plays an evermore critical role in the business.

Personalization is key to customer experience today. Acquia Marketing Cloud improves all personalization efforts. By making interactions with the brand more relevant and tailored to the individual customer, marketers increase customer engagement, loyalty and satisfaction. This, too, has a measurable impact on the bottom line.

Increasing profitability depends on improving operational efficiencies, decreasing time to market and reducing costs across marketing, IT, BI and agency teams. Acquia Marketing Cloud facilitates efficiency by streamlining marketing processes, improving the effectiveness of marketing tactics and eliminating a range of unproductive activities involving data pulls, data cleansing and technical integrations.

Finally, because Acquia Marketing Cloud is built on a foundation of unified data and uses machine learning to generate actionable insights, marketers can enjoy a truly valuable asset: Clarity. When you trust your data, you can plan and execute marketing strategies based in reality, making these strategies both more predictable and repeatable.

Without clarity, marketers are just guessing. The results will reflect that. Thanks to Acquia Marketing Cloud, the guessing is over.

A NEW KIND OF MARKETING CLOUD

SECTION 05

A COPERNICAN SHIFT

When Data Takes Center Stage

SECTION 05

A Copernican Shift: When Data Takes Center Stage

Copernicus revolutionized human understanding of the cosmos by demonstrating that the sun, not the earth, was at the center of the solar system.

Acquia has brought about the same revolutionary shift with our marketing cloud.

There is a universal understanding that marketing requires data. To be effective Acquia has put data at center stage where it belongs.

Acquia Marketing Cloud makes it possible to harness the power of data to drive all marketing and digital experience activities. The result is more personal customer engagement, more efficient marketing operations and profitable, predictable growth.

ARE YOU READY TO MAKE THE SHIFT?

Learn more about the Acquia Marketing Cloud

LEARN MORE ▶

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ABOUT ACQUIA

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders.