



ACQUIA MARKETING CLOUD

ARE YOU TRAPPED WITH A LEGACY MARKETING SERVICE PROVIDER?

Every marketing team has unique requirements.

Historically, this has led to an over-reliance on Marketing Service Providers to manually build custom implementations and custom integrations. But how do you maintain and expand this as new requirements come up due to growth, acquisitions, new channels, or just new needs overall? Wouldn't it be better if marketers had direct access to data for segmentation and reporting? And for businesses that rely on direct mail and cataloging, wouldn't it be better to be able to directly access, enhance, and fully utilize offline data?

Acquia CDP's Difference

Acquia CDP offers a revolutionary way to solve these challenges. As an enterprise SaaS platform and customer data and engagement hub, Acquia CDP incorporates any unique requirements as configurations within the Acquia CDP platform itself – providing both out-of-the-box configurations that provide immediate value, plus infinite configurability to meet unique needs. Acquia CDP eliminates the need for an MSP—liberating marketers from the cycles of lengthy MSP engagements, the back and forth of data pull requests, and the compromises made when data sits in the “black box” of an MSP.



Marketing Service Providers are no longer the only choice.

At one time, enterprise B2C marketing and CRM teams typically engaged with Marketing Service Providers in order to optimize their analytics programs, stitch data together, and attempt to orchestrate personalization across channels. Today, marketers are trading up for the ROI of Acquia CDP, which provides a more agile and accessible alternative to the legacy, services-heavy, request-driven engagements that are hallmarks of Marketing Service Providers.

FEATURE DIFFERENCES AT A GLANCE

Marketing Need	Acquia CDP	Marketing Service Provider
Up-to-date customer data	Continuous refresh of data (daily, hourly, and realtime)	Quarterly update of data enhancements, data cleansing, and models
Unified hub for customer data and engagement	One single SaaS platform	Multiple products and services
Data ownership and cost savings	Easy access to data and self-service list pulls	Lag time between insights and actions (require projects to export data/lists)
Offline data integration	Expertise merging offline and digital data	Limited ability to merge offline/offline data
Fast time to value	Included connectors	Custom integrations
Fast time to value	Relatively quick implementations	Long implementations
Fast time to value	Out-of-the-box capabilities	Limited out-of-the-box capabilities
Self-service	Intuitive single interface that enables self-service access to data	Not typically self-service
Ongoing, automatic feature enhancements	Pure SaaS model with continuous product development	Not purely SaaS; no automatic enhancements
Cost savings	Fixed annual price	Ongoing additional service costs



KEY BENEFITS:



Self-Service

Instant access to your data means greater marketing adoption, ease of use and fewer bottlenecks



Data Curiosity

Machine learning insights are at the fingertips of every business user. No need for data pull requests from your marketing service provider

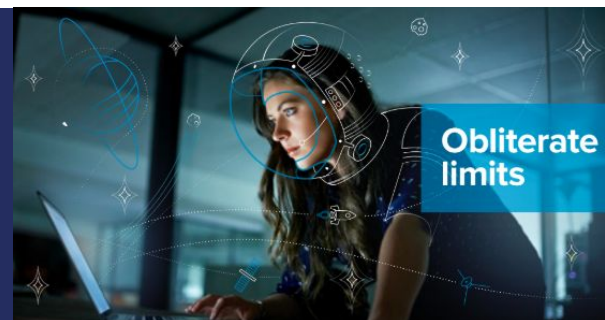


Faster TTM

quicker time to value as a result of a defined data model that has >300 out-of-the-box filters that marketers care about

“[Acquia] by far has the best interface. Marketing teams; non-technical teams use it”... “There is endless opportunity with what we can do with the data.”

— LIDS



UNDERSTAND, PERSONALIZE AND ENGAGE WITH CUSTOMERS ON ANY CHANNEL

Acquia CDP's natively configurable approach to meeting unique enterprise needs gives marketers the agility they need to be successful in an increasingly competitive market.

With Acquia CDP, you can:

Liberate your data.

MSPs directly manage their client's first party data, which creates a "black box" for their clients. Data requests must go through the MSP and are handled on a case-by-case basis. With Acquia CDP, data is open and accessible. Marketers can explore and leverage data directly, and easily connect it with third party systems without additional contracts.

Future-proof your business.

MSPs create custom solutions for specific use cases in specific moments in time. But needs change. MSPs respond to change by building new custom systems. Acquia CDP is nimble, and as marketing needs evolve, Acquia CDP can easily be configured to meet new needs, and scale to meet future demand.

Lower your total cost of ownership.

MSPs are typically expensive, and the more custom a solution is, the more it costs. Additional fees are also typically required for one-off requests such as data pulls, new reports, and new integrations. Acquia CDP's SaaS-based pricing structure is predictable and allows marketers infinite flexibility without additional costs.

Optimize your direct mail and catalog business.

Some MSPs offer limited support for catalog and direct mail; others offer support for online data sources only. Acquia CDP ensures the accuracy of your direct mail database, and lets you easily send direct mail to intelligent customer segments. For example, you can base direct mail segments on offline/in-store purchase behavior, predicted likelihood to buy, nearest store location, and more. Most MSPs do not offer any capabilities like this.

Stay competitive and up-to-date through a feature-rich SaaS platform.

Most MSPs combine some technology and services, but their technologies are not on a centralized platform for all aspects of customer data integration, analysis, and engagement, and the technology tends to be antiquated. Acquia CDP's single SaaS platform is built with cutting edge big data technologies, and is continuously updated with new features and capabilities. Acquia CDP also provide professional expertise and services to give you maximum ROI from the platform.

ACQUIA
EXPERIENCE DIGITAL FREEDOM

Lids

Acquia CDP transformed Lids' loyalty program data into actionable, revenue-generating insights

Situation: Lids needed to capitalize on its already successful loyalty program by creating a consolidated view of these high-value customers.

Challenge: A huge customer database filled with duplicates, but few real insights into customer behaviors and preferences, meant Lids needed to take action.

Results: Powered by Acquia CDP's unified customer data and analytical insights, Lids achieved positive year-over-year in-store traffic when mall traffic was down and drove \$250K in revenue on a win-back campaign.