DO YOUR DISTRIBUTED MARKETING TEAMS NEED A CENTRALIZED SYSTEM?

Join a leader in Digital Experience to get the distributed marketing system you need to solve your multi-system problem.

ACQUIA CAMPAIGN FACTORY

Acquia Campaign Factory empowers franchises to centralize their technology resources to orchestrate and deliver compelling, personalized marketing campaigns across all channels -- all from one multi-tenant framework that allows distributed teams to leverage the power of the same, yet customized, resources.

Acquia Campaign Factory, a distributed marketing tool, is the solution so many franchises and parent-subsidiary brands have been waiting for. With one framework to rely on, the central marketing team can manage multiple marketing automation instances all in one place so that regional or sub-division marketing teams can manage their contacts and campaigns individually.

With Acquia Campaign Factory, the parent company, or brand team, can centralize both tech investment costs and resources.

The central brand team can set brand guideline rules, or even "golden template" campaigns that are multi-step customer journeys to be leveraged by leaner teams using any of the downstream instances. Centralized campaign governance has never been easier, while maintaining the ability to personalize every marketing-led touch point in.

How does it work? Campaign Factory is a framework of downstream "child" instances of Acquia Campaign Studio -- a singular marketing automation platform that allows marketers to build multi-step, multi-channel campaigns, and automate through one platform.

EASILY MANAGE EVERY MULTICHANNEL CAMPAIGN DEPLOYED FROM YOUR ENTIRE FRANCHISE.

In just a few short years, 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.

Without a framework-style platform, creating and managing the customer experiences is burdensome and expensive. Delivering engaging experiences that drive audiences along the path from awareness to loyalty can become a convoluted mess. Marketing teams need an easy to use, flexible and scalable platform to deliver digital interactions at the right time on the right device. And they need to be centrally managed to maintain the governance and compliance standards customers expect.

Acquia Campaign Studio is malleable, accessible and flexible, and we've seen the tech improve year after year. It enables our whole global team to make big decisions quickly without bottlenecks because the data is available in smart places.

– KELLY POTVIN, VICE PRESIDENT CORPORATE STRATEGY AT APPLAUSE (FORMERLY UTEST)

WHY ACQUIA

The marketing automation market is continuing to grow in both features and share of the overall technology market. We're not here to challenge that whatever marketing automation platform you've selected is functioning. We're sure it is… However, we do want to ask: is your marketing automation platform working for your business model?

Almost any other vendor cannot offer you a distributed framework solution. Acquia Campaign Factory is unique because it allows a centralized marketing team to manage distributed resources who are either globally distributed, or distributed in various other business units under the same company umbrella. Acquia Campaign Factory saves brand teams time, money, and headcount. Can you say the same for your current marketing automation platform?

End-customers want personalized and relevant content delivered to them, but your internal teams may struggle to be agile enough to deploy consistent campaigns that achieve this customer expectation. So it's time to ask the question, do you need to modernize your approach to marketing automation?

MARKETING AUTOMATION MADE SIMPLE

Did you know that 70% of marketers are using less than two thirds of their purchased Marketing Automation functionality? With continued year over year category growth, Marketing Automation feature lists are always expanding, best practices are always changing, and while this constant improvement leads to better personalization tactics across channels, it can feel overwhelming. Martech purchases should be about realizing ROI, not all the bells and whistles, and here's where Acquia Campaign Studio can help.

- Acquia Campaign Studio is a Marketing Automation Platform that enables cross-channel campaign management so brands can create, orchestrate and deliver exceptional customer experiences that drive revenue quickly.
- Acquia Campaign Studio is built API-first so you can integrate the platform into your existing tech stack so you can say goodbye to inflexible architecture and hello to quick turn ROI.

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

70%

avg. reduced user churn in the first two weeks

SO MANY ADVANTAGES...

MANAGE MULTIPLE INSTANCES WITH ONE TOOL

Acquia Campaign Factory enables multiple marketing automation instances to be hosted within one platform. This allows marketers to manage campaign workflows, design templates that can be pushed to all downstream instances, and maintain brand governance all in one place. Distributed marketing is ideal for:

- Franchise-style businesses. Companies who may be a parent organization can leverage marketing knowledge and resources that each subsidiary can leverage and execute.
- Managing multiple business units within the same organization. Through Acquia Campaign Factory, the marketing team can oversee and consolidate vendors, resources and training required to manage marketing automation across business units.

GOVERNANCE AND COMPLIANCE

Campaign Factory saves brands money by consolidating their technology platforms and costs. This also enables businesses to unite resources and optimize processes. In Campaign Factory, marketers can manage users, determine how to delegate tasks and workflows, and specify roles and permissions all within one view to simplify campaign creation and deployment.

- Best practices can be designed and optimized at the parent-level and implemented in all downstream instances via a "golden template" for multitouch, multichannel campaigns Then all users of the downstream Campaign Studio instances can leverage these optimizations simply at the click of a button.
- Campaign Factory can be custom branded to look and feel as an extension of the business itself. Each subsequent Campaign Studio instance can also be individually branded to help marketers juggling multiple brand guidelines or specific requirements

BUILD MULTICHANNEL CUSTOMER JOURNEYS

It isn't easy to build multichannel campaigns. With Acquia Campaign Studio's visual journey builder tool, that allows you to drag and drop next steps in each audience segment's 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, Hubspot doesn't.
- 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:

Distributed marketing:
- Helps distributed businesses maintain governance over brand for marketing automation campaigns
- Empowers marketers to maintain regional compliance standards through individualized instances, segments and contact lists rather than one list that risks breaching privacy compliance
- Enables marketers to design templates for multi-step/channel journeys and leverage across instances
- Consolidates technology costs into one platform, independent purchases of the same technology

Marketing automation:
- Connects existing technology to an API-first platform quickly and easily for seamless integrations
- Customizes processes and environments with Campaign Studio's workflow automation capabilities
- Deploy true multichannel campaigns with the click of a button using Campaign Studio's journey builder capabilities

FEATURES:

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

- Simple pricing
- API-first flexible infrastructure
- Marketer-friendly user interface
- Extensive marketing automation features, such as contact management and dynamic content capabilities
- Visual journey builder tool
- Multi-tenant architecture
- Golden template design for use across all downstream instances

DISTRIBUTED MARKETING AND 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 Factory, 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 Factory 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 Factory is the first step to amazing digital applications—from data cleansing to websites to commerce solutions.

Campaign Factory 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 Factory can take your business, visit:
acquia.com/products/marketing-cloud/campaign-factory