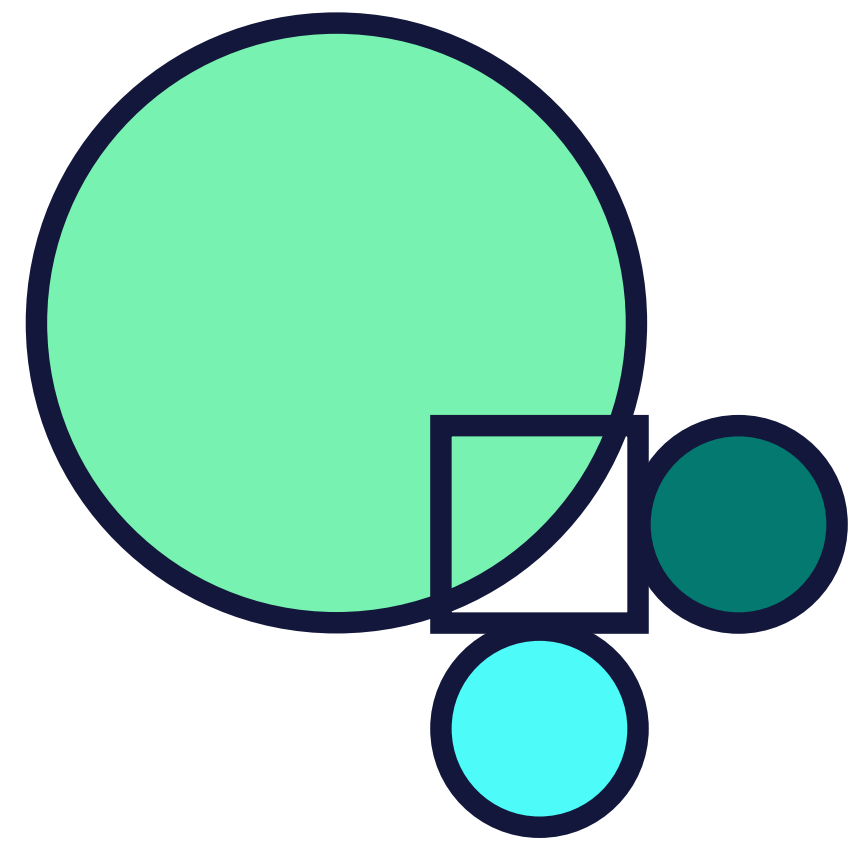




acoustic

Brilliance, unleashed.

Paris
17th October 2019



Jay Henderson

SVP, Product Management

Acoustic



Jay Henderson

SVP, Product Management
Acoustic

Fun Facts:

Celebrating 12 years with
Unica/IBM/Acoustic this year

Lifelong Marketing Technologist

Curl in my spare time

acoustic

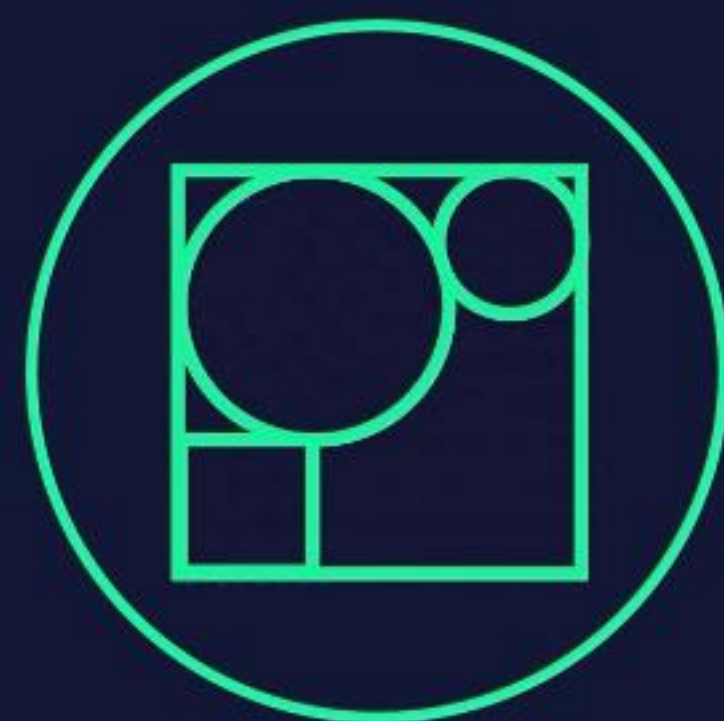


acoustic

Marketing Cloud



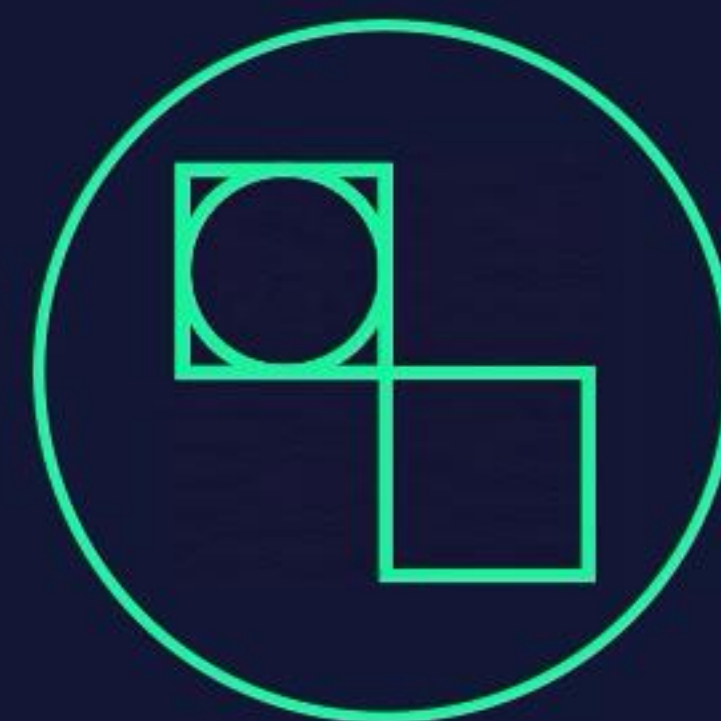
Campaign



Content



Analytics



Personalization



Exchange



Roadmap and Investment themes



Artificial Intelligence



Modern Offerings

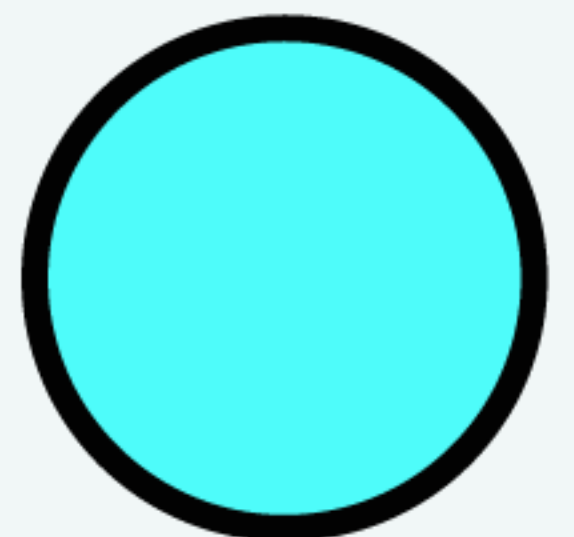
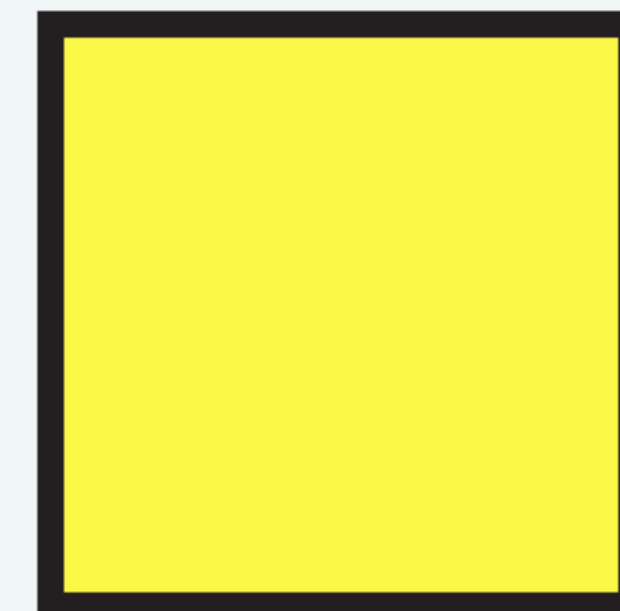
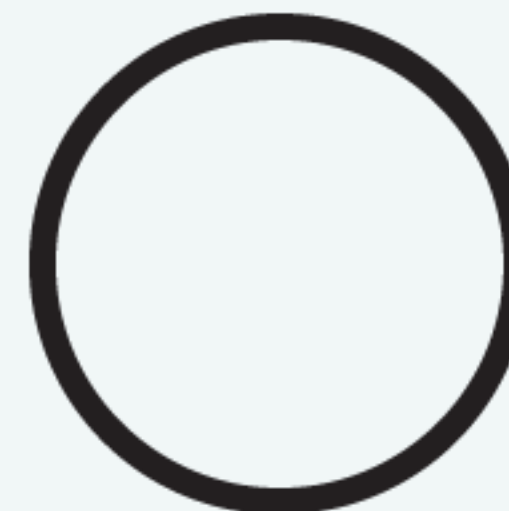
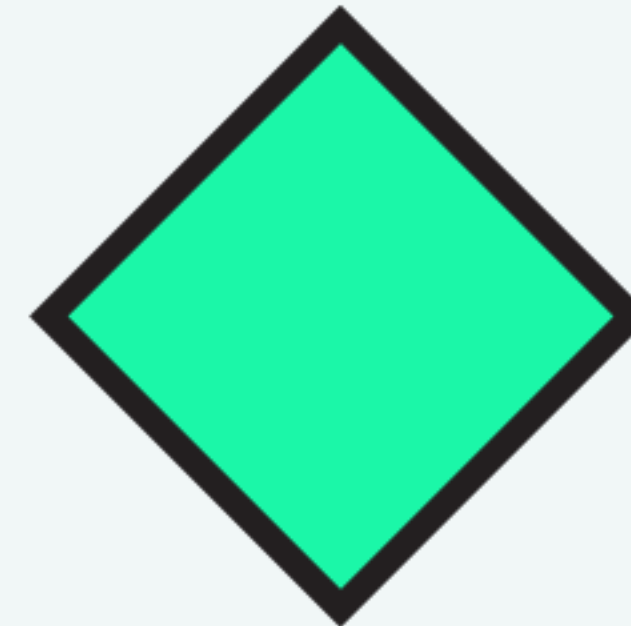
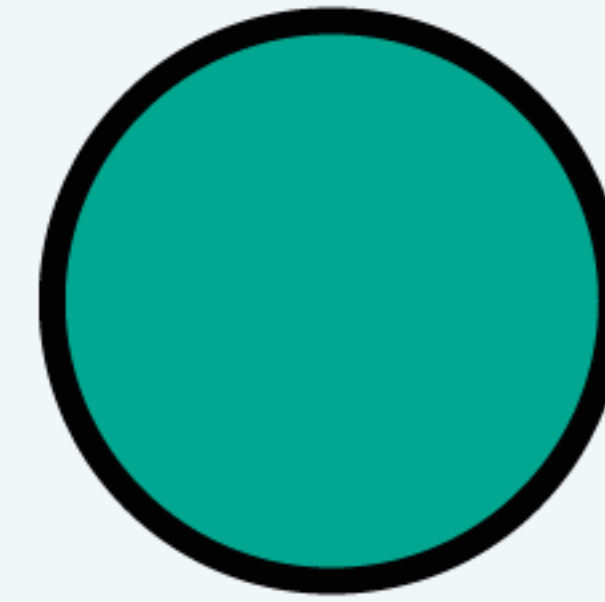
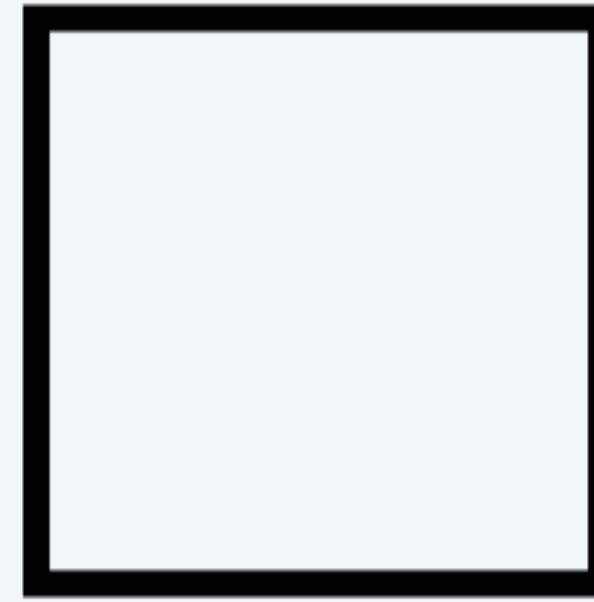


Open Ecosystem

Doubling down on AI

More than just Watson –
we plan to expand our use of native
and 3rd party AI dramatically

acoustic



AI-Powered Marketing Assistant

Watson Customer Engagement

Campaign Automation

SE - Adam Isaacs (isadam_de...)

Notifications

ADAM

IBM

Segments > Engaged

Menu

Year to date

2

Mailing types

Standard, AB test, Autores...

Audience name

ENGAGED

Reset table

Compare up to 10 mailings. (?)

Sent Date	Mailing name	Open rate (unique)	Click rate (unique)	Click-to-open rate (uni	Bounce rate
05/10/2019	01_BP_IBM (7)	100%	0%	0%	0%
04/01/2019	01_BP_IBM (6)	50%	25%	50%	0%
02/01/2019	01 BP IBM (5)	0%	0%	0%	0%

Delivery KPIs

22

Sent

100%

Delivery rate

Engagement KPIs

36.36%

Open rate (unique)

9.09%

Click rate (unique)

25%

Click-to-open rate (unique)

0%

Unsubscribe rate

Open rate (unique) over time

01_BP_IBM (4)

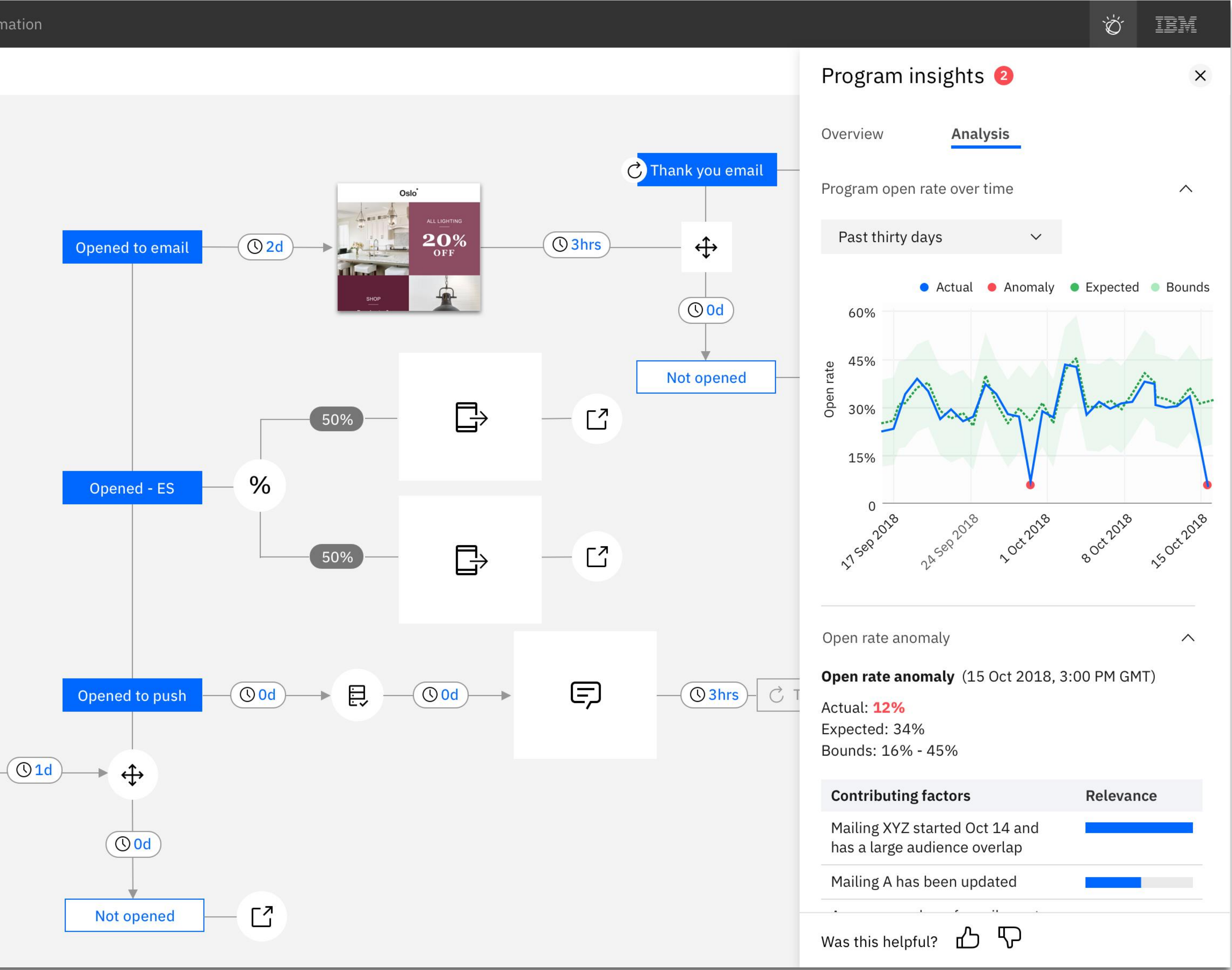
01_BP_IBM (5)

01_BP_IBM (6)

Open rate (unique)

Engaged

Campaign Anomaly Detection



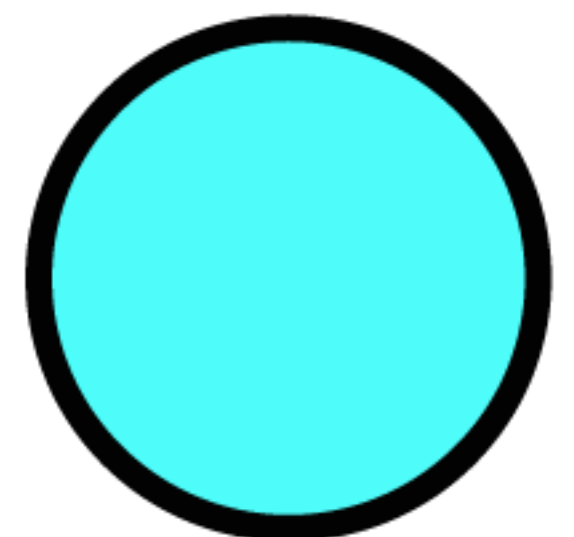
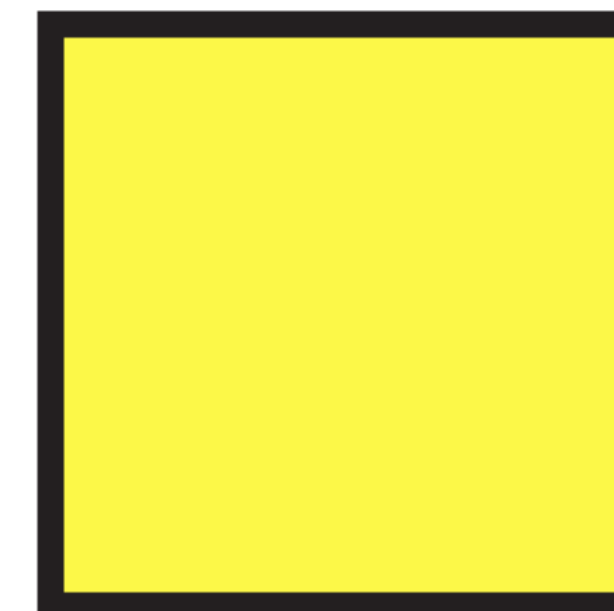
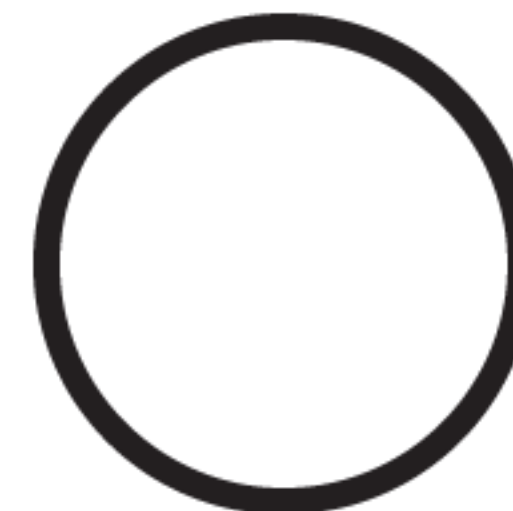
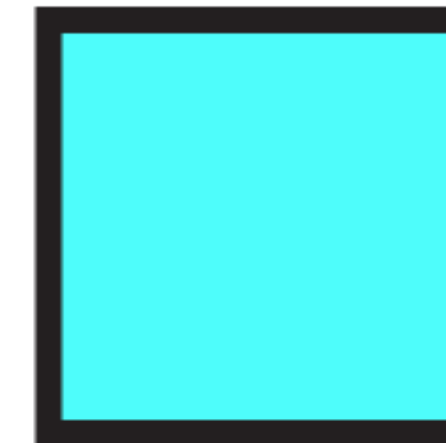
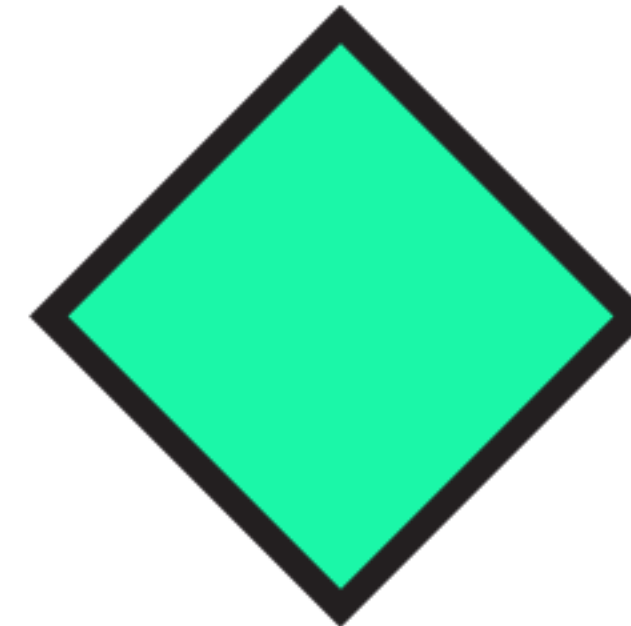
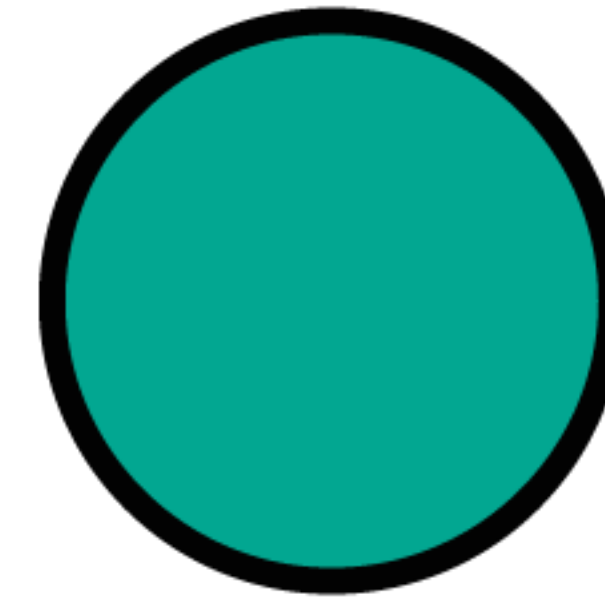
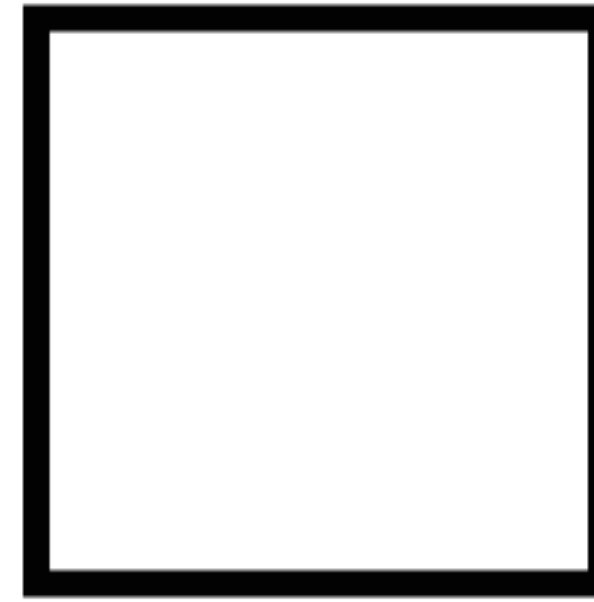
AI-powered capabilities currently in development

Subject content analysis & recommendations	Journey stage progression	Journey outcome pattern recognition
Propensity analysis	Segment migration	Struggle to outcome pattern recognition
Predict campaign performance	Segment look-a-like analysis	improved struggle detection
Campaign performance recommendations	Segment comparison analysis	Enhanced anomaly detection
Audience targeting	Advanced content reco's	Smarter tagging and video tagging
Automatic audience flows	Advanced content optimization	Smart image renditions/cropping
Advanced channel and time optimization	Advanced personalized search	Finding similar images
Advance auto segmentation	Speech to text support	Asset repository intelligence / insights
Cohort analysis	Picture search	Recommend actions
Subject content analysis & recommendations	Journey stage progression	Journey outcome pattern recognition

Modern offerings

Helping clients with offerings that have modern design and architecture, supporting their needs today and in future

acoustic

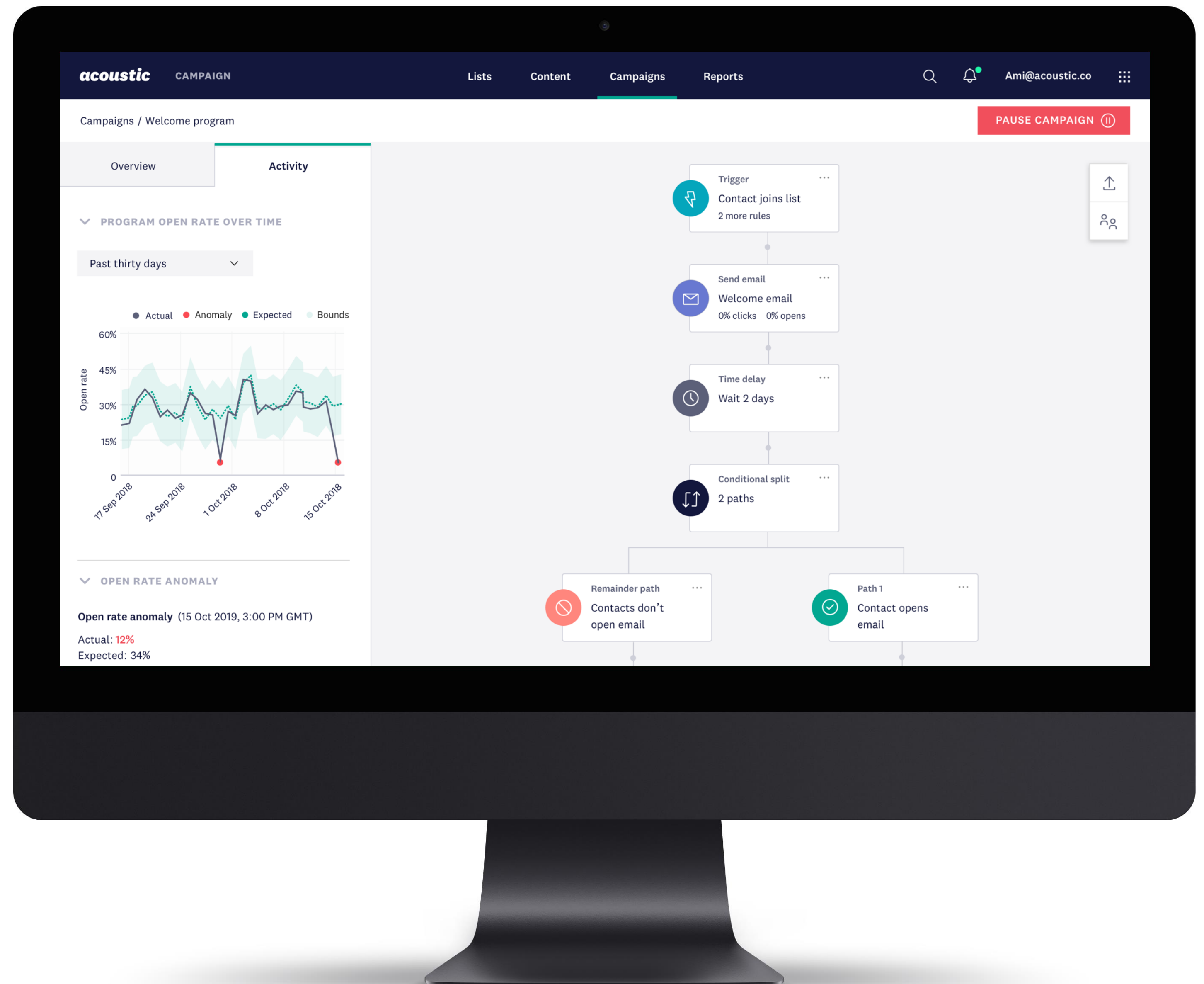


Backend architecture - unified, elastic microservices



Front end interface

Unified, rebranded and streamlined.



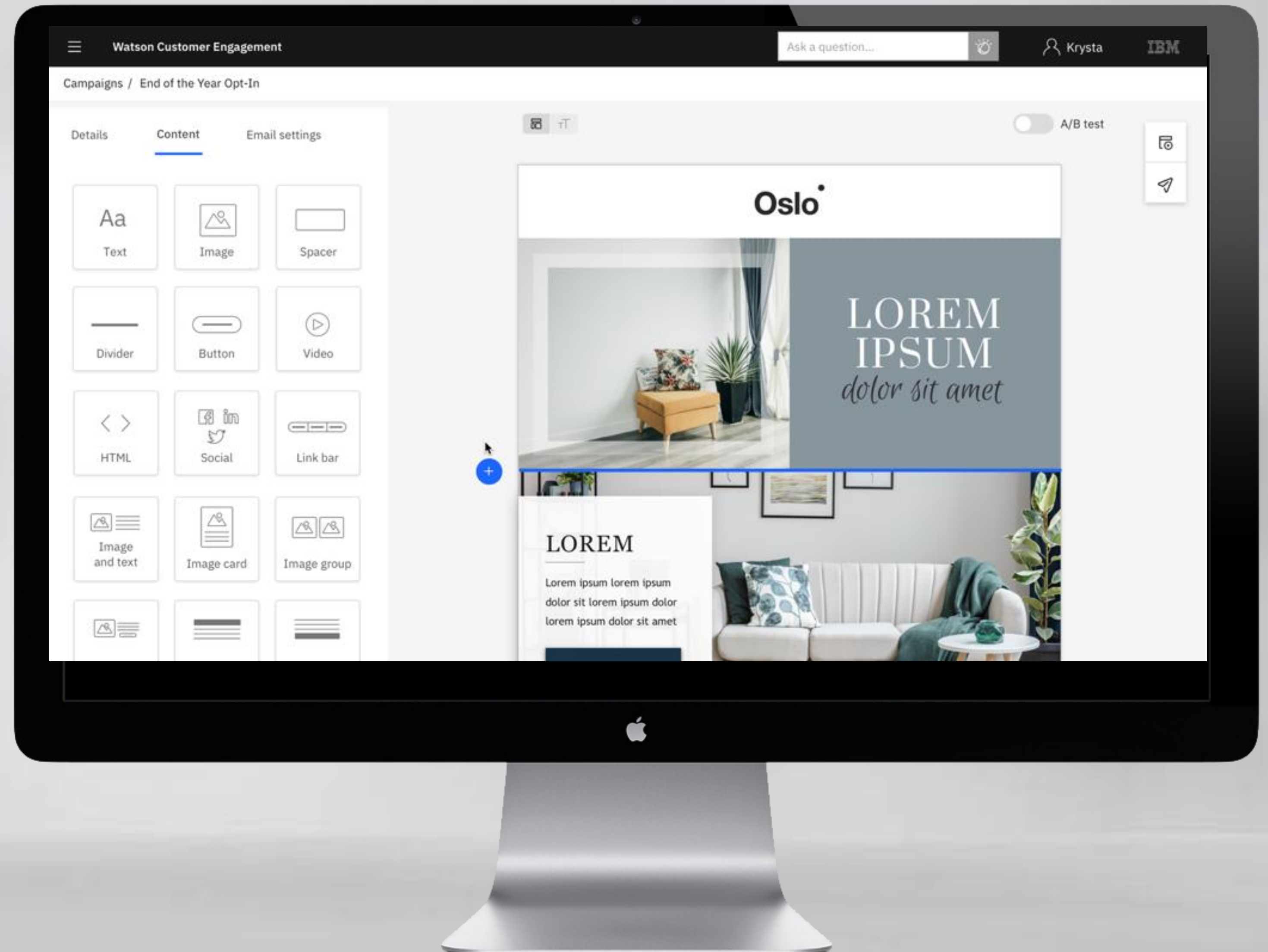
Customer requested features

New Message Composer

Multi-channel

Drag and drop and inline editing

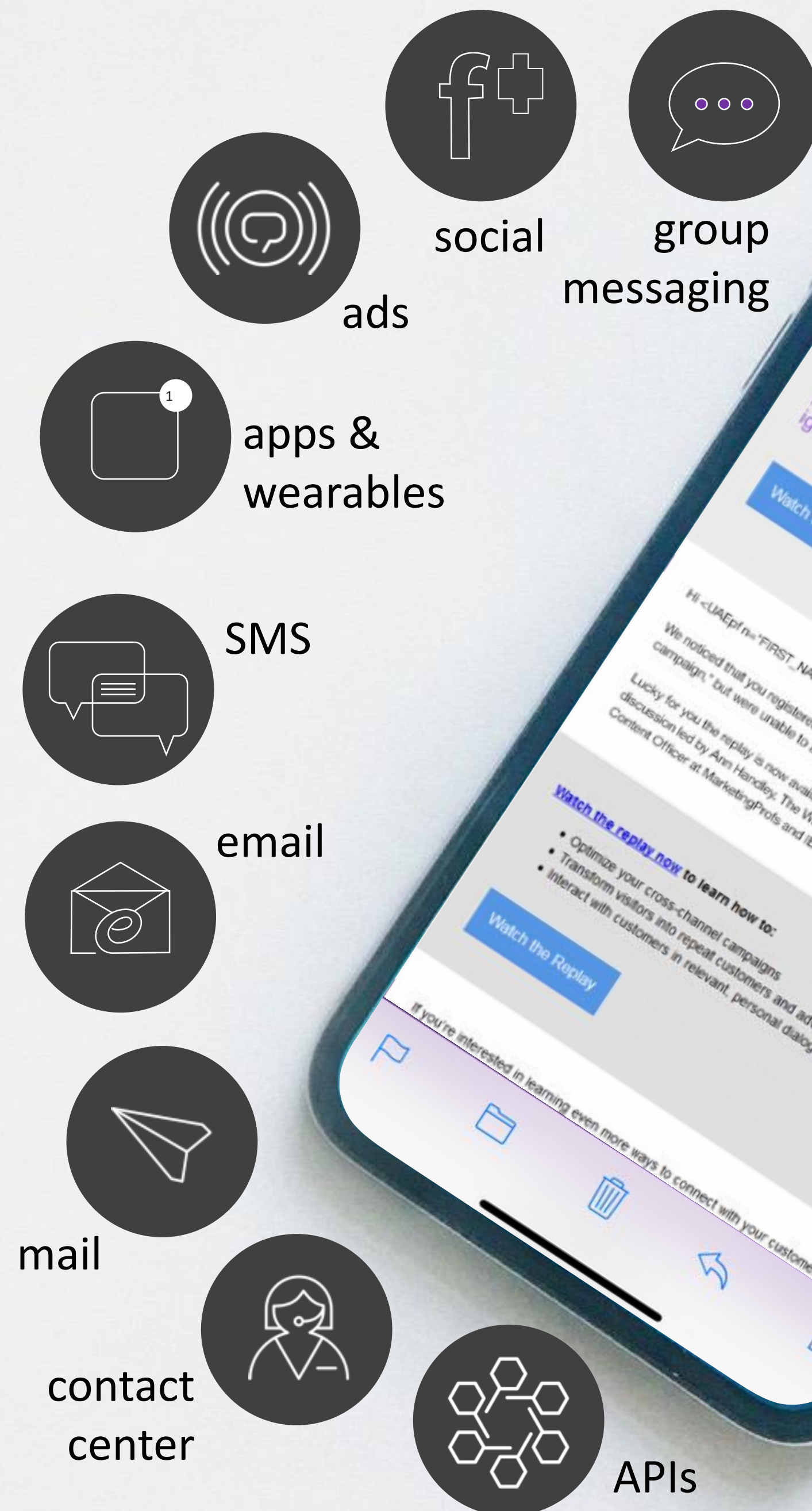
Built-in image editor



Channels

Inbound and
outbound.

Design the
experience your
customers expect –
wherever they are.



Open & cleverly connected

Acoustic Exchange enables a fully integrated marketing ecosystem, further enabling your data to seamlessly flow across AdTech and MarTech platforms in real time.



2011



~150

2011

2014

2015

2016

2017

2018



~300



~1,000



~2,000



~3,500

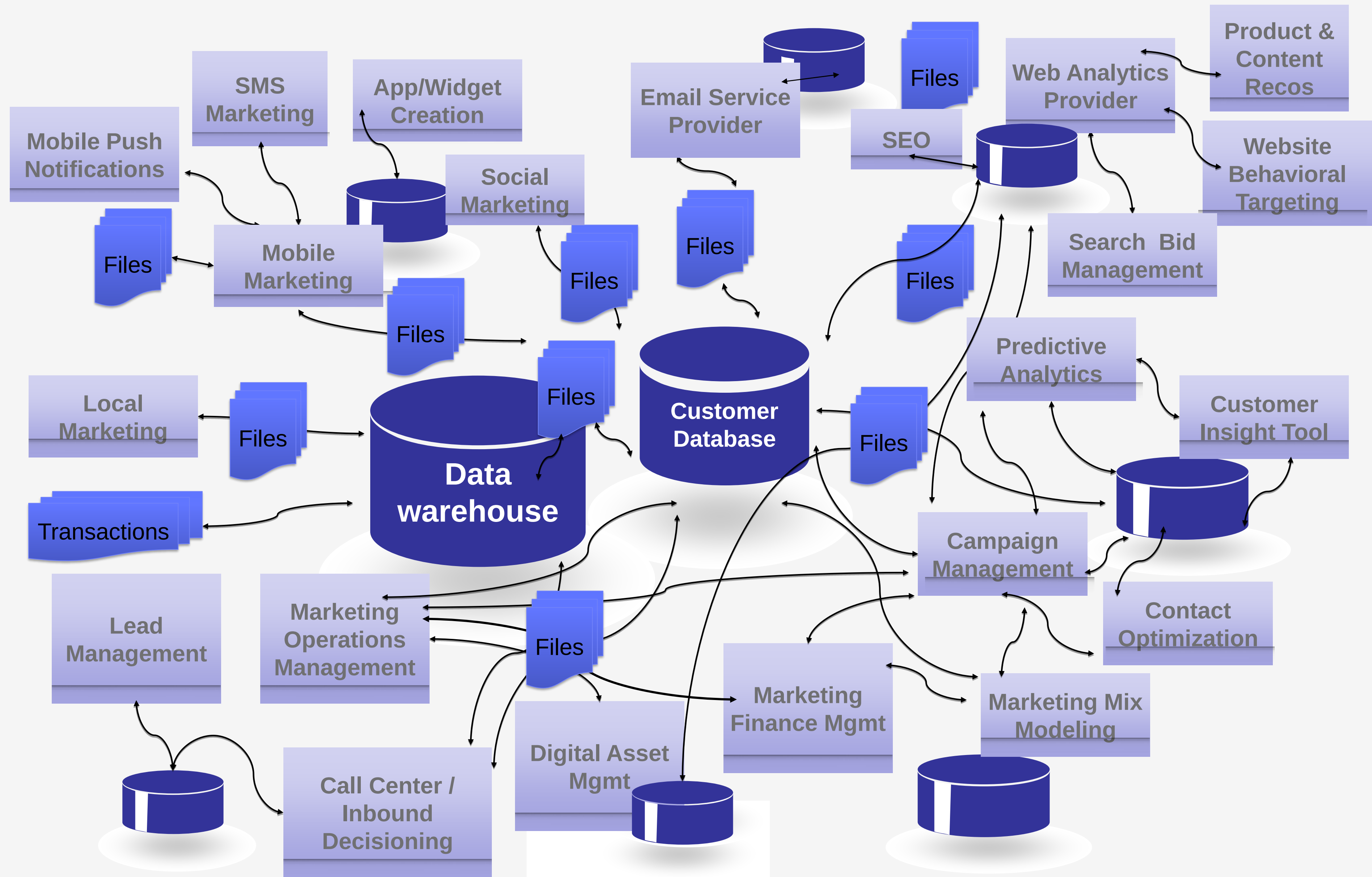


~5,000



~7,000

...leaving a mess...

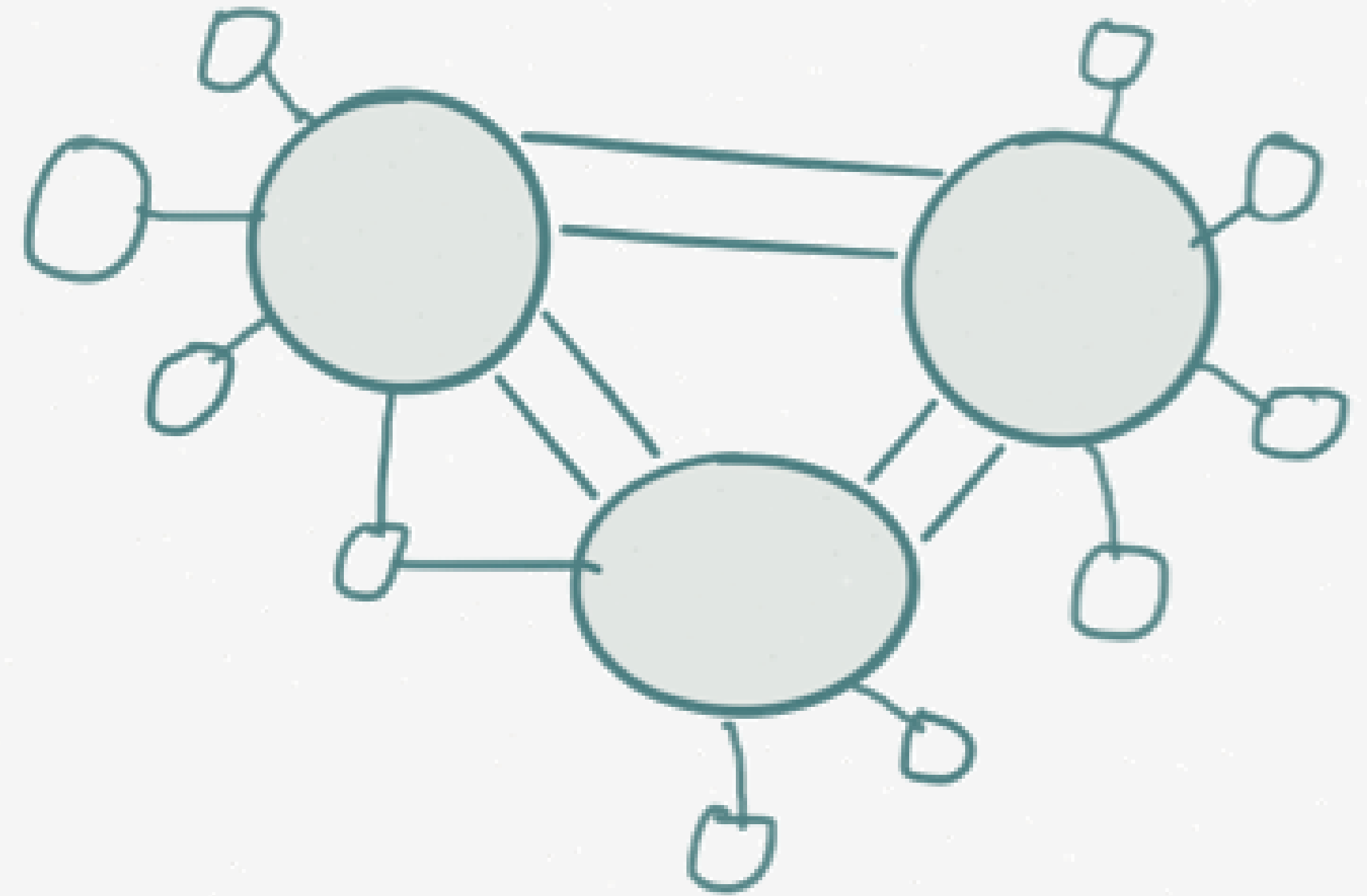


Ecosystem models

The other guys



Us



acoustic

Marketing Cloud



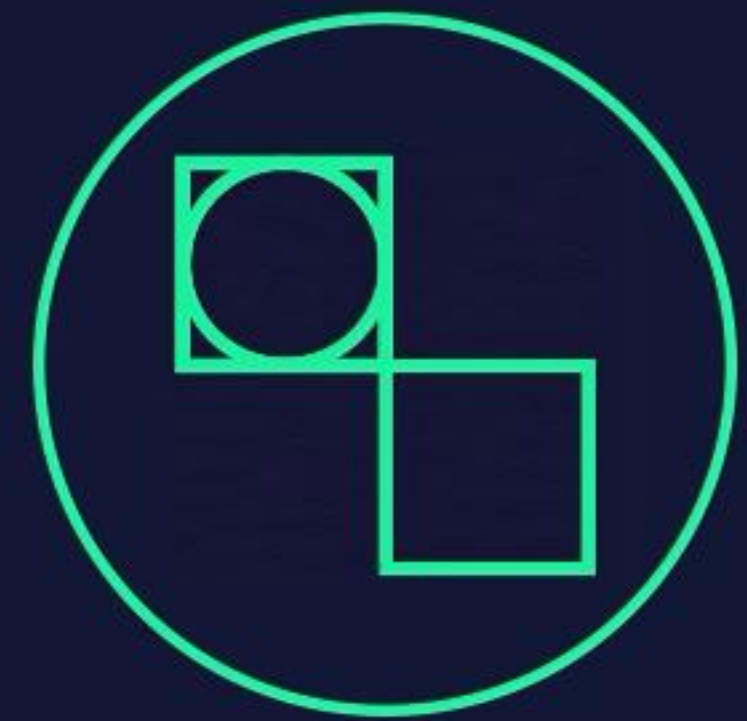
Campaign



Content



Analytics



Personalization

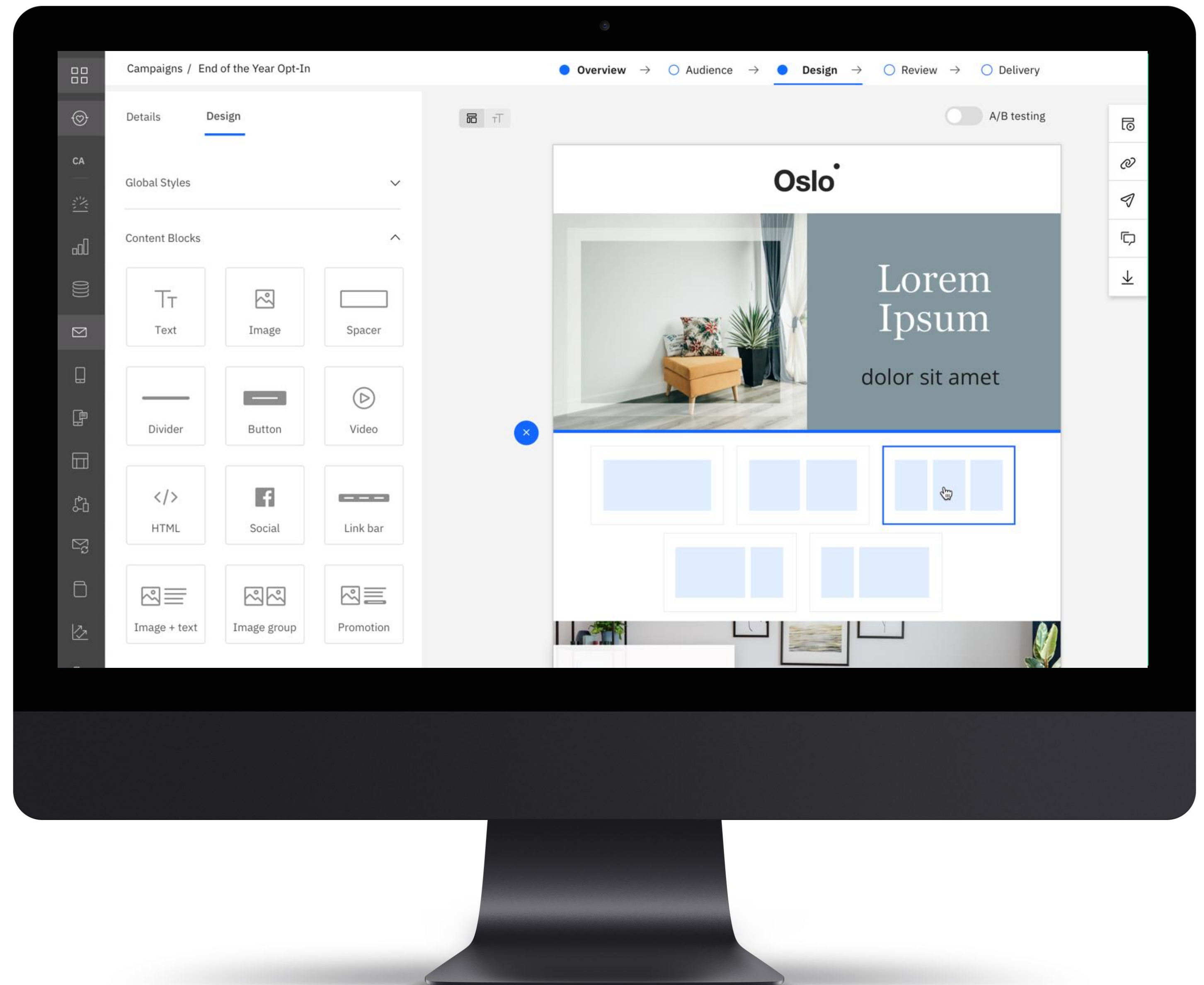


Exchange

Campaign

An advanced, multi-channel digital marketing automation tool.

Engage with customers across email, SMS, mobile apps, social ads, and more.

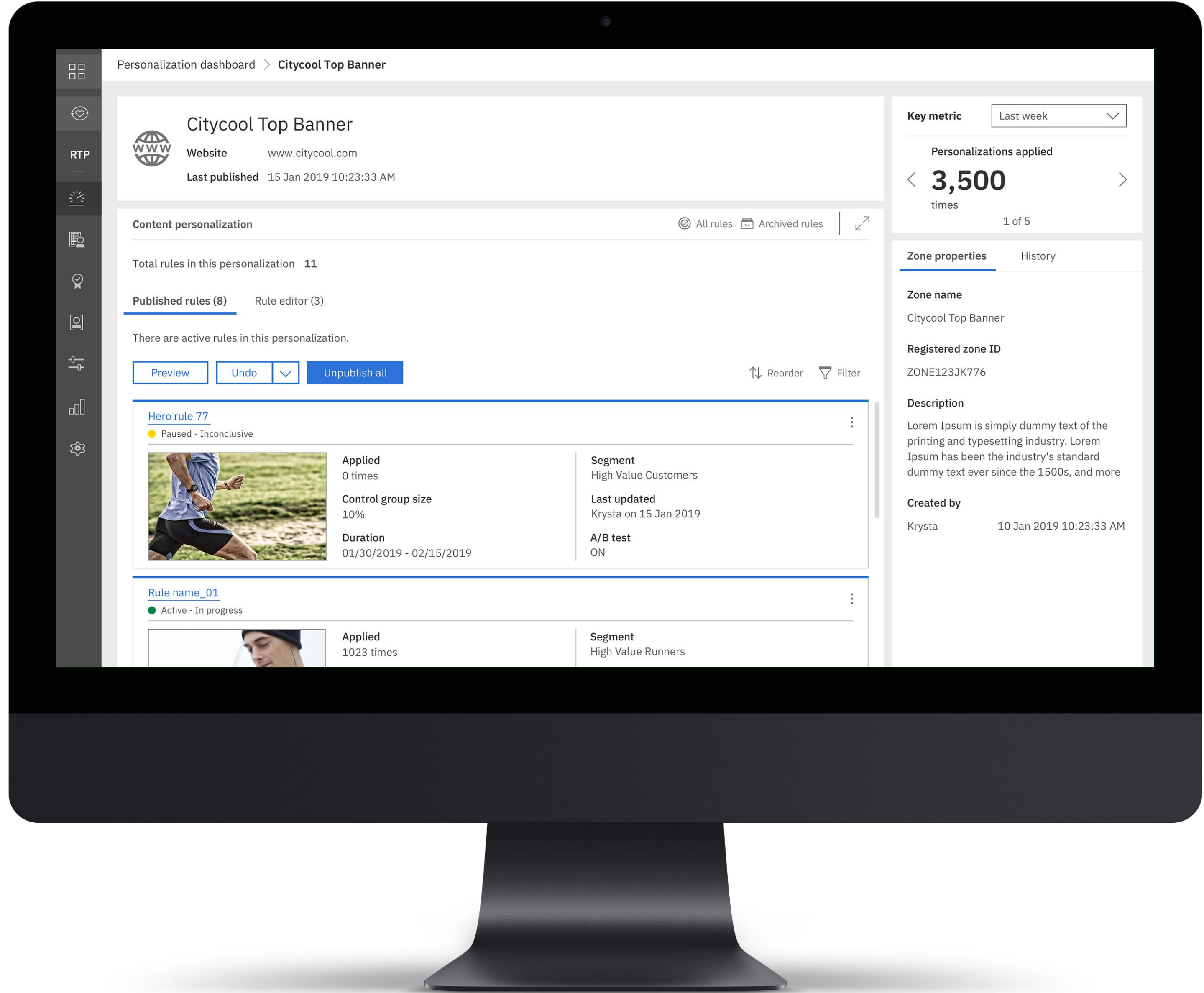


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Personalisation

A robust personalisation engine for digital channels, helping you deliver personalised content and offers to customers.

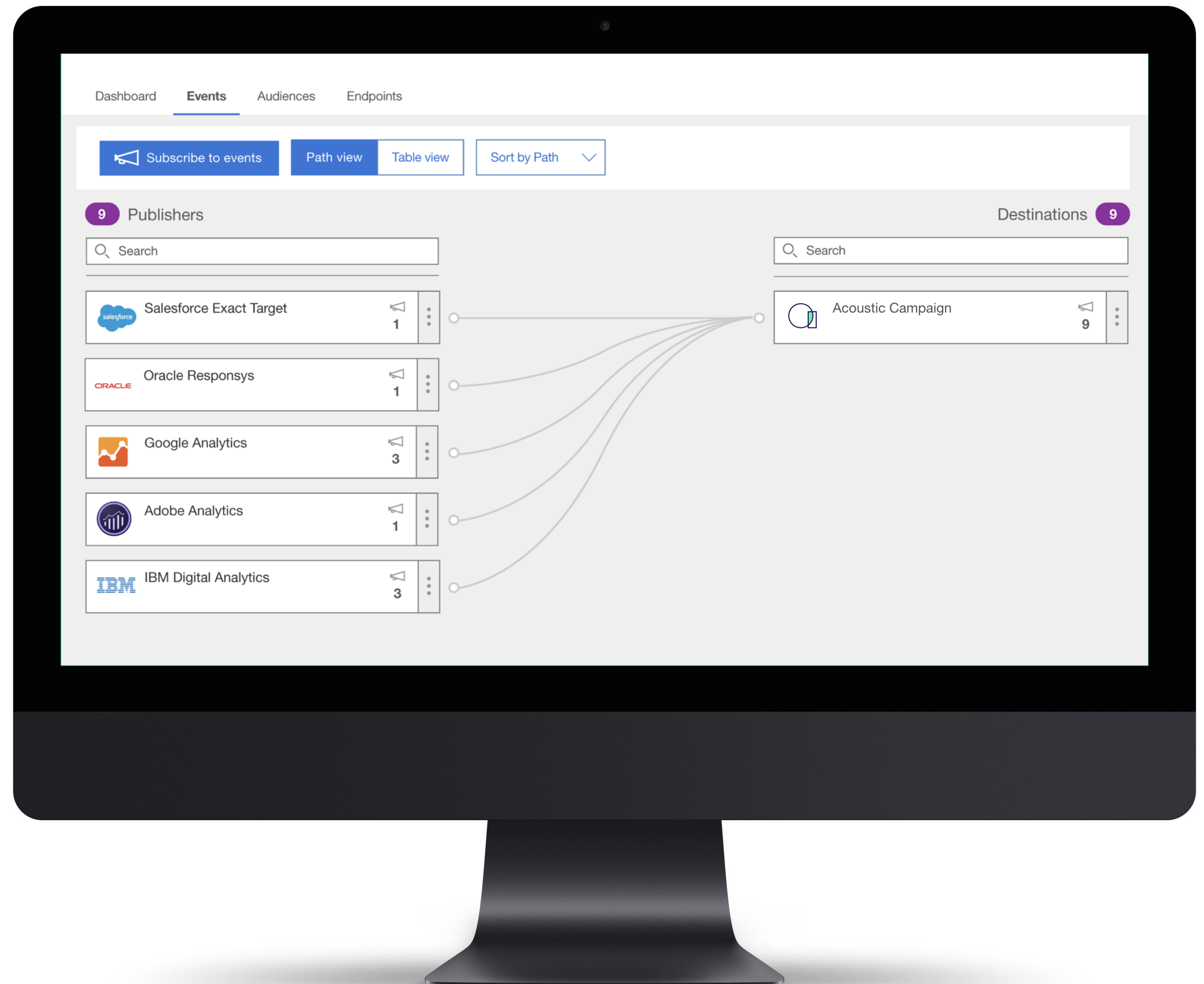
Use AI recommendations to determine the best rules to run on your sites.



Exchange

No more siloed data or endless integration projects.

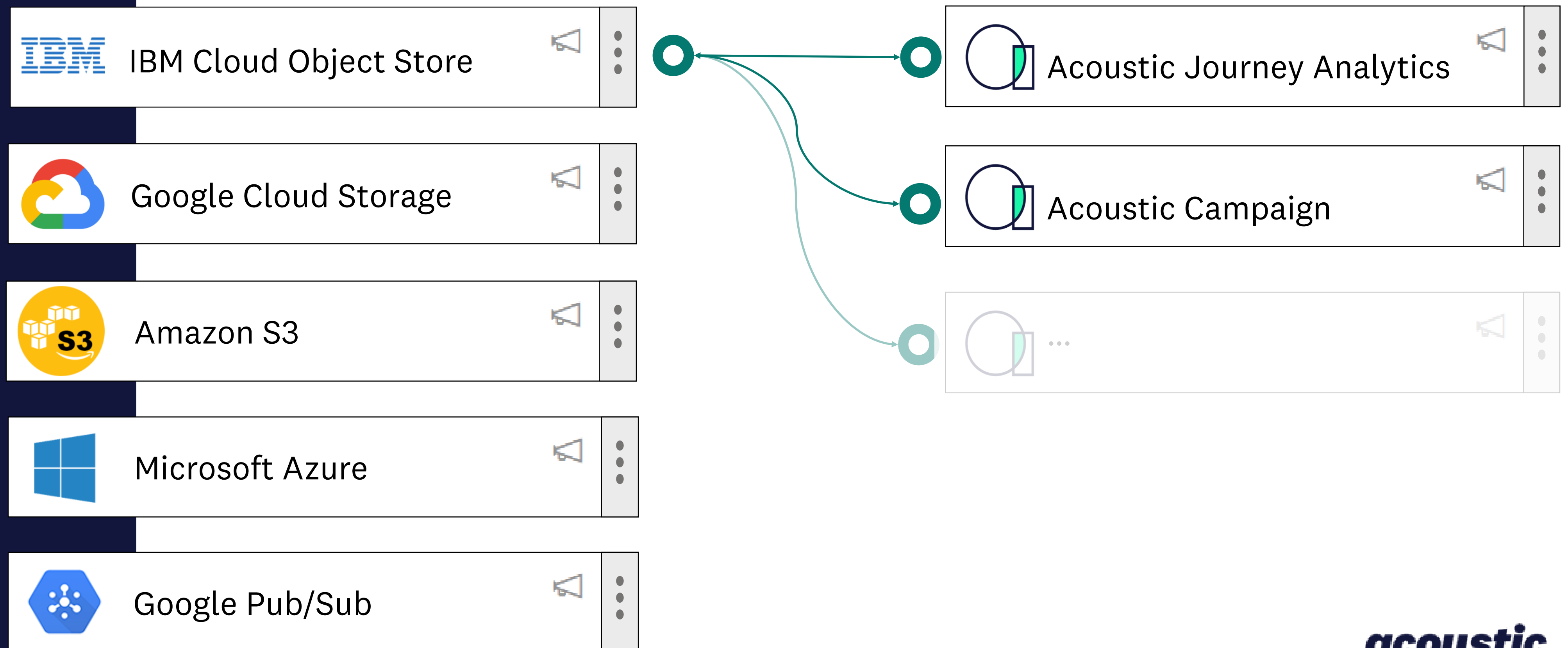
Acoustic Exchange uses a network of pre-built integrations so data can flow freely across your marketing ecosystem.



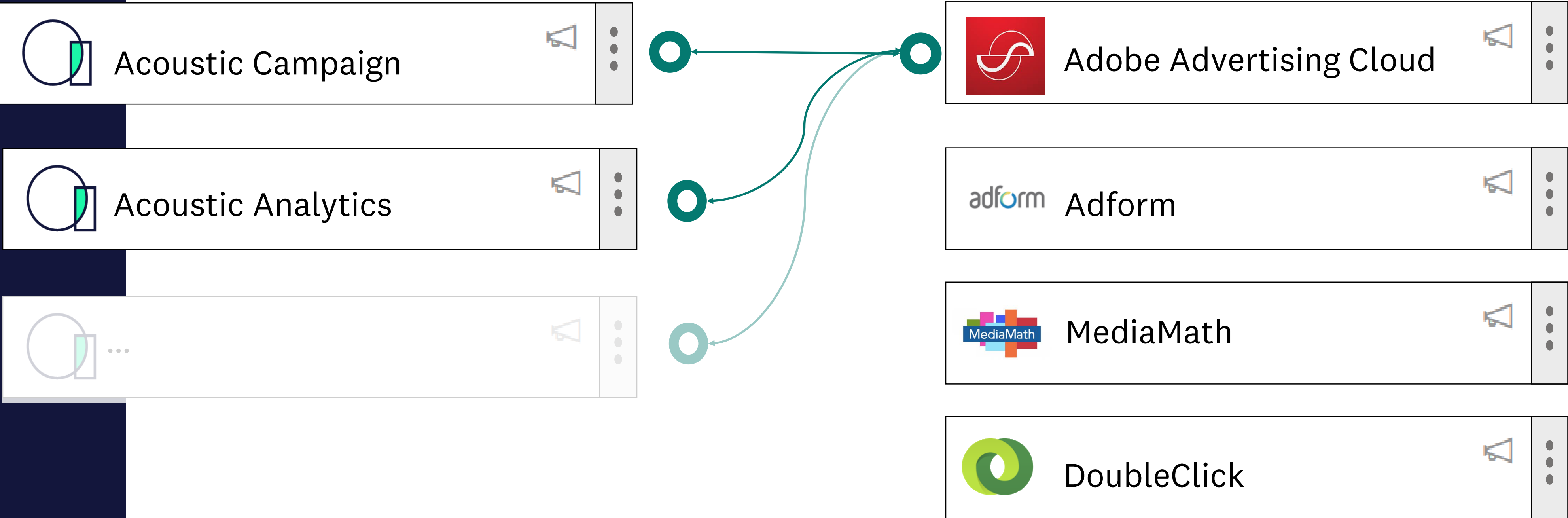
acoustic

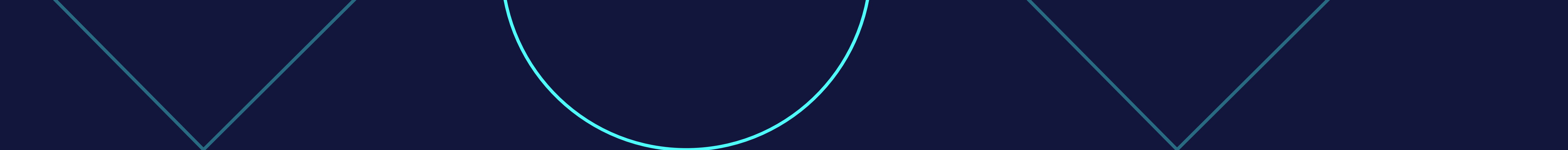
Use Case:

Bridging Offline and Online Journey



Use Case:
*Paid
Media
Activation*

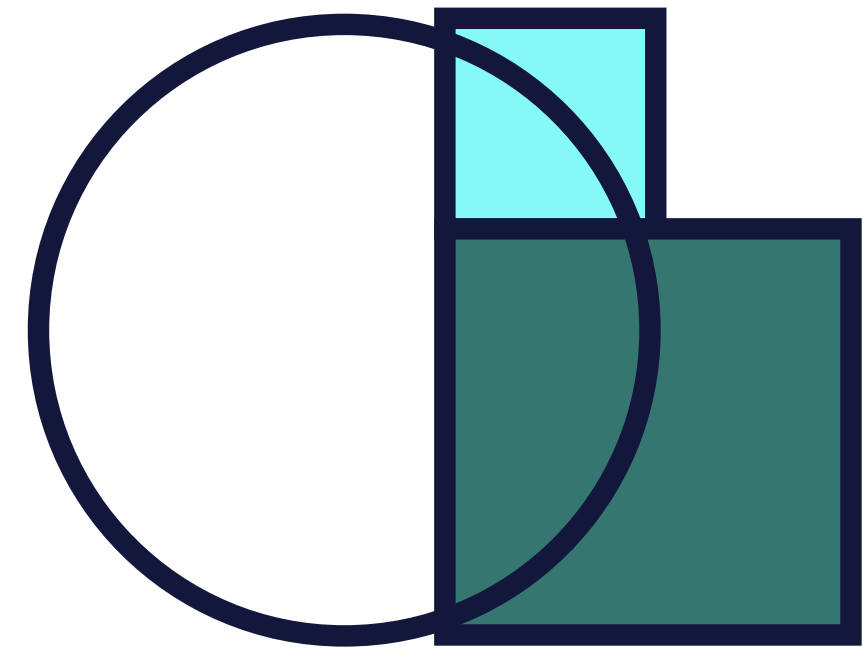




Acoustic Analytics

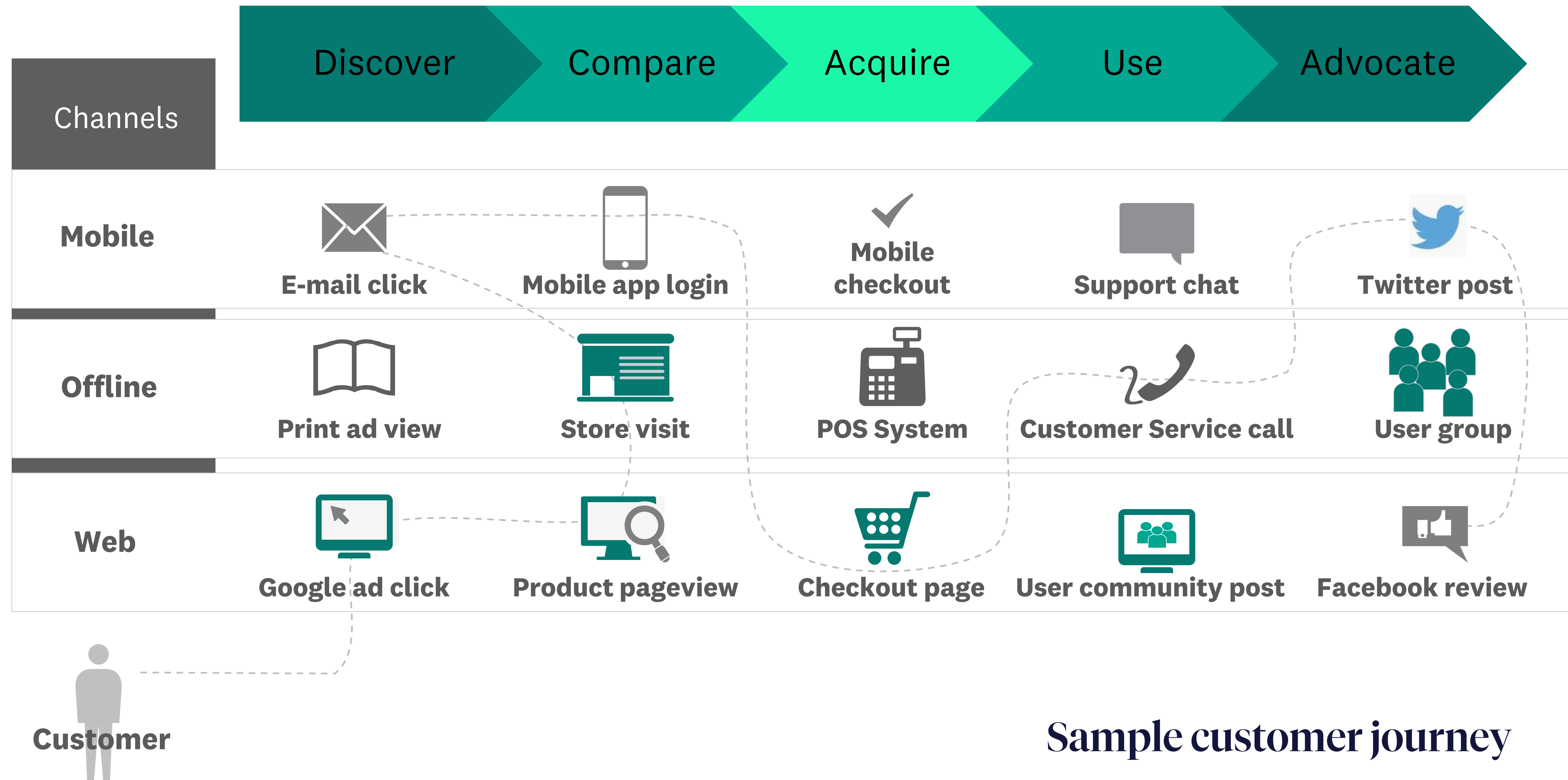
acoustic





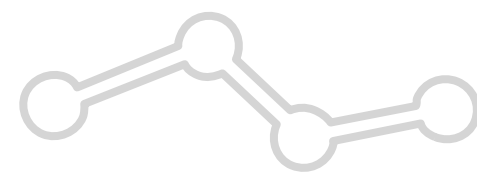
Eric Tran

Global Sales Leader,
Acoustic Analytics





What



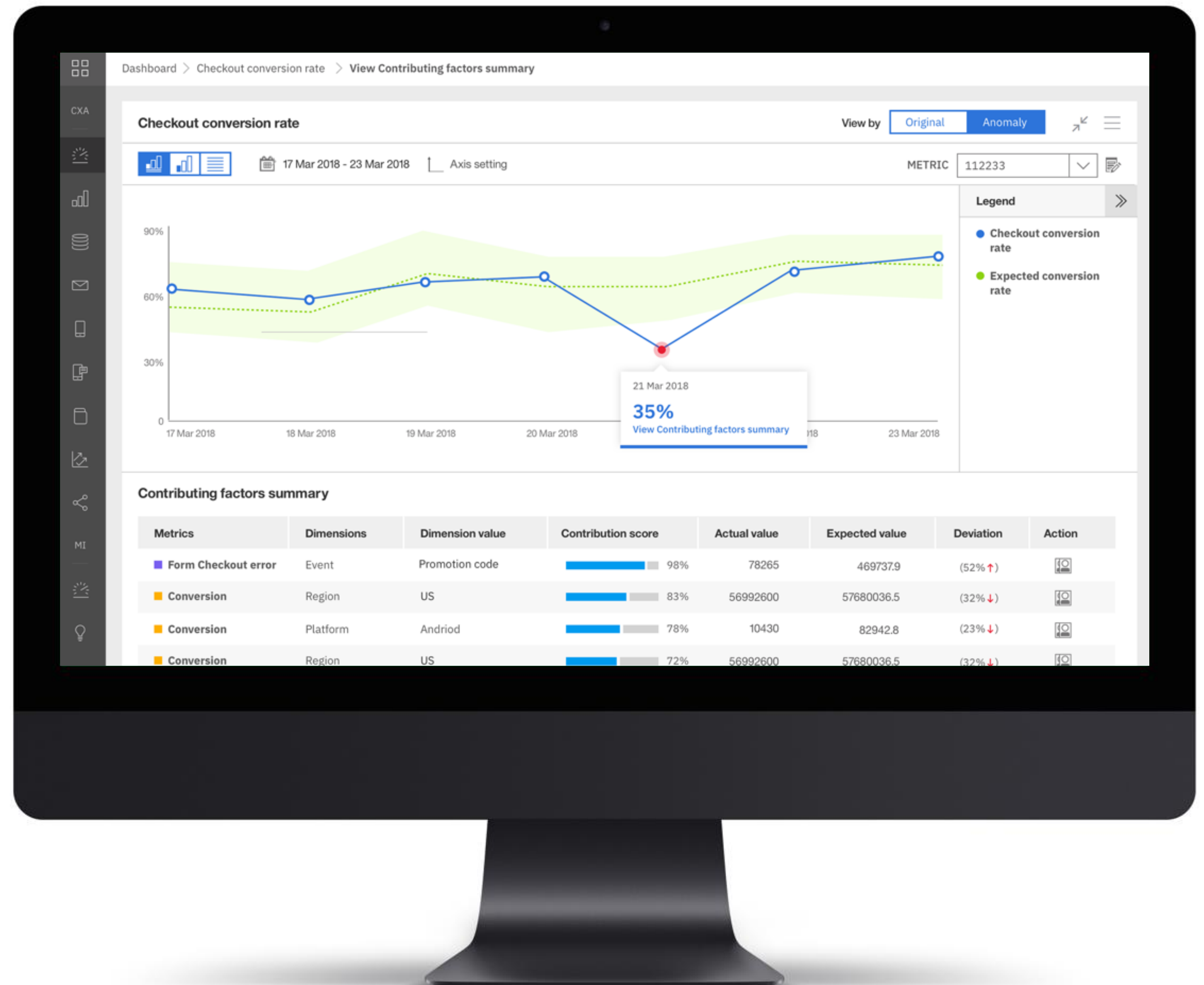
How



Why

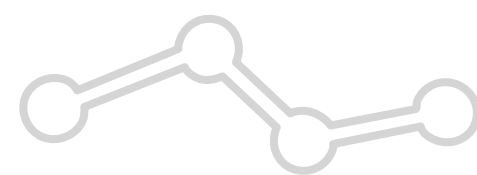
Anomaly detection

Alerts to KPI spikes and dips in near-real-time, with the top 5 contributing factors so you know what to do about it.





What



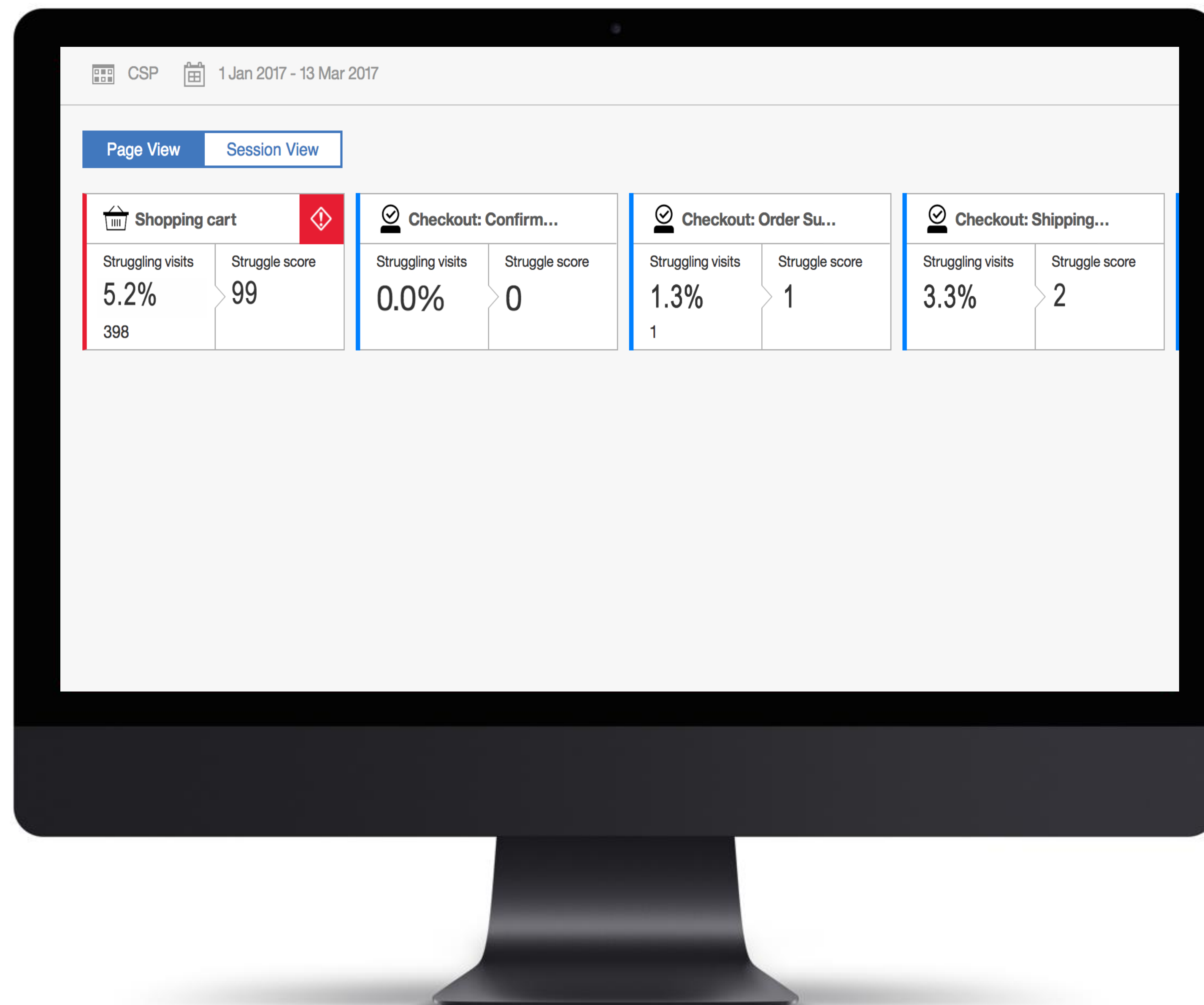
How



Why

Struggle analytics

Provides alerts to experience issues causing users to abandon so you can identify and fix fast.



Marketer



Marketing Channels
Campaign Effectiveness
A/S KPI

Product Owner

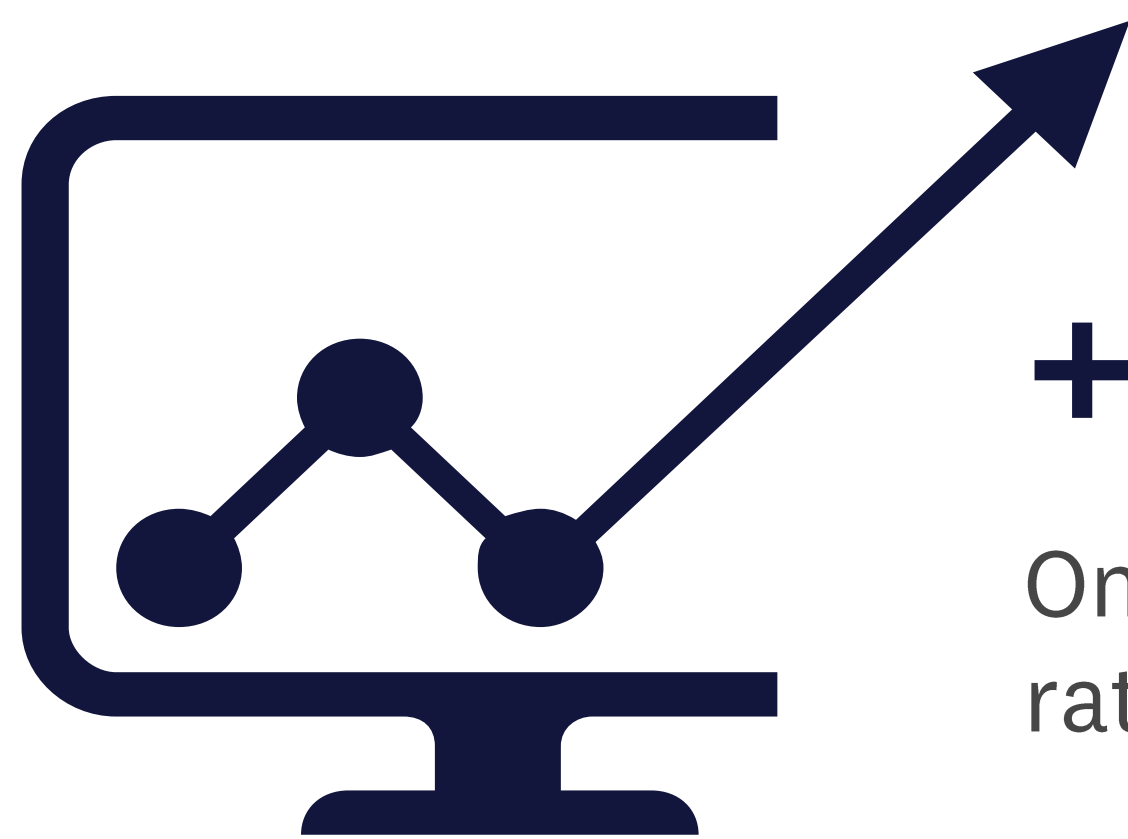


Product Performance
Margin Comparison
Conversion Rate KPI

Developer



Software Performance
Issue Identification
Error Rate KPI



+3.6%

Online conversion
rates

+1.6%

Online customer
retention

-90%

Error
reproduction
time

Analytics that pays



+2.5%

Mobile
conversion rates

+1.75%

Mobile customer
retention

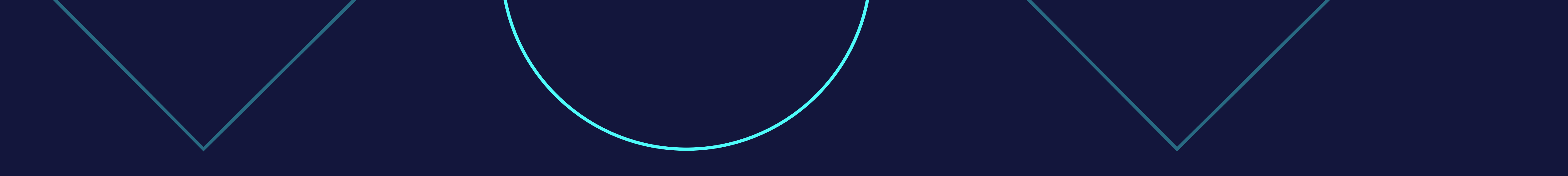
-75%

Error
reproduction
time

Investment
pays back in



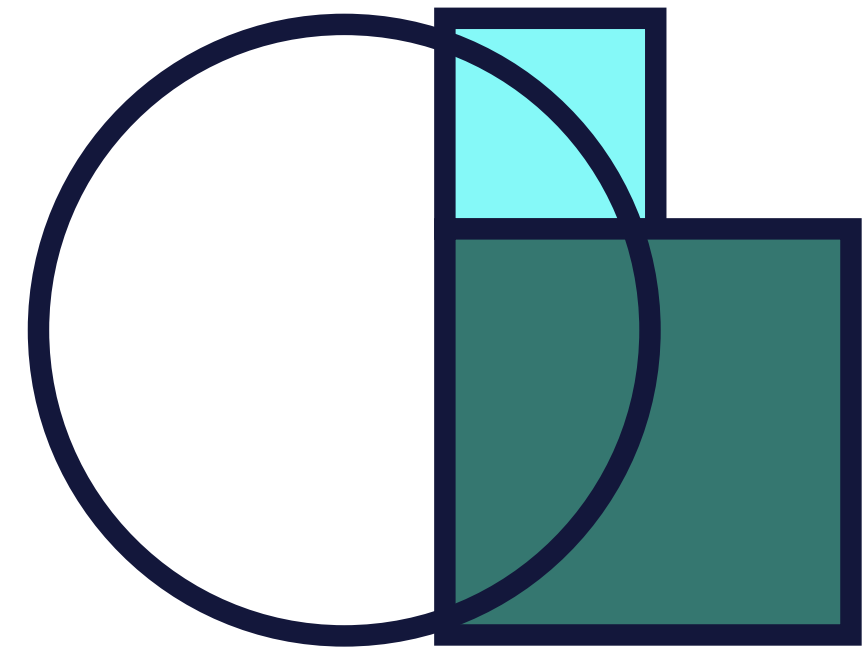
ROI
196%



Acoustic Content

acoustic



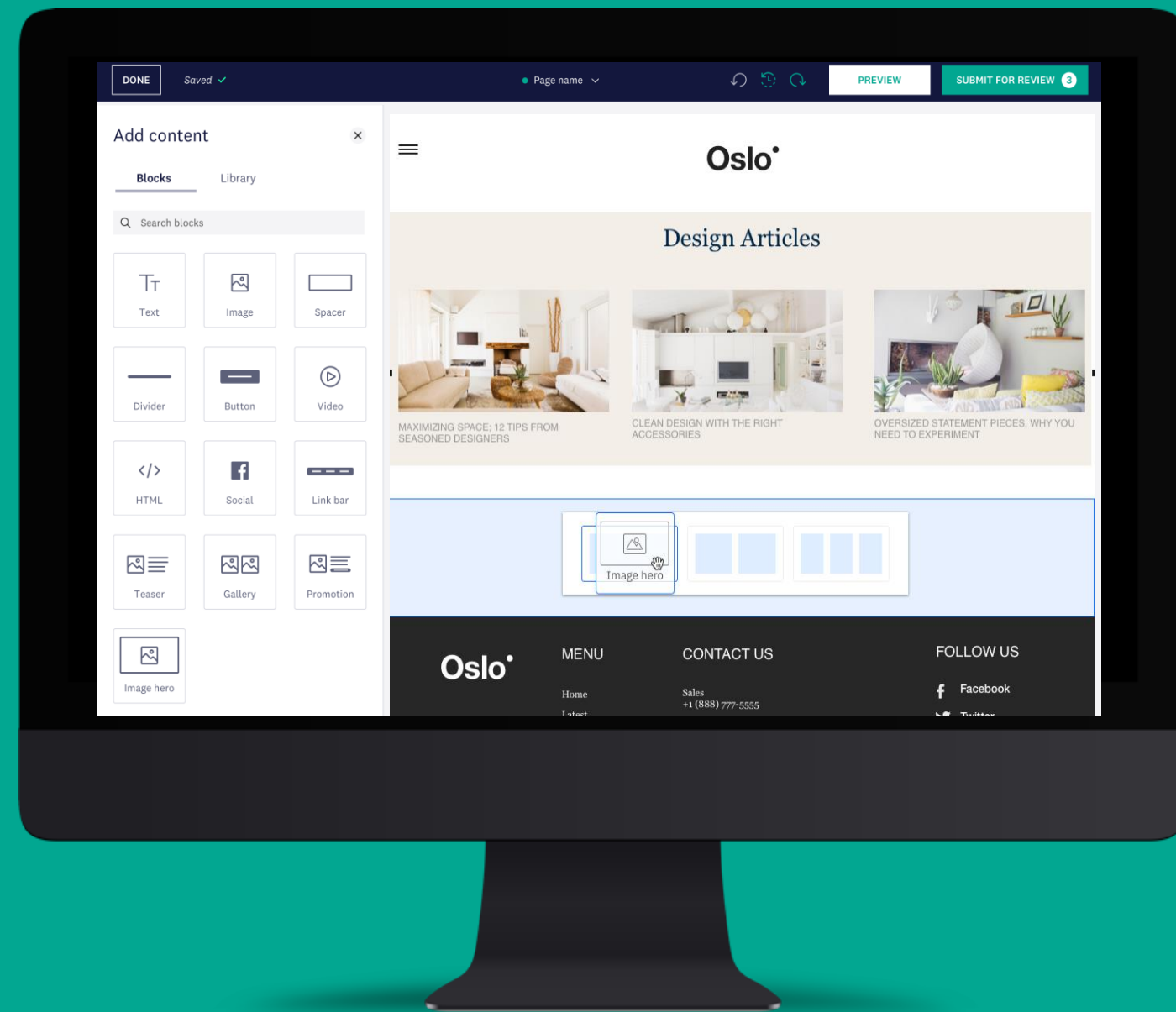


Pierre-Guillaume Dufour

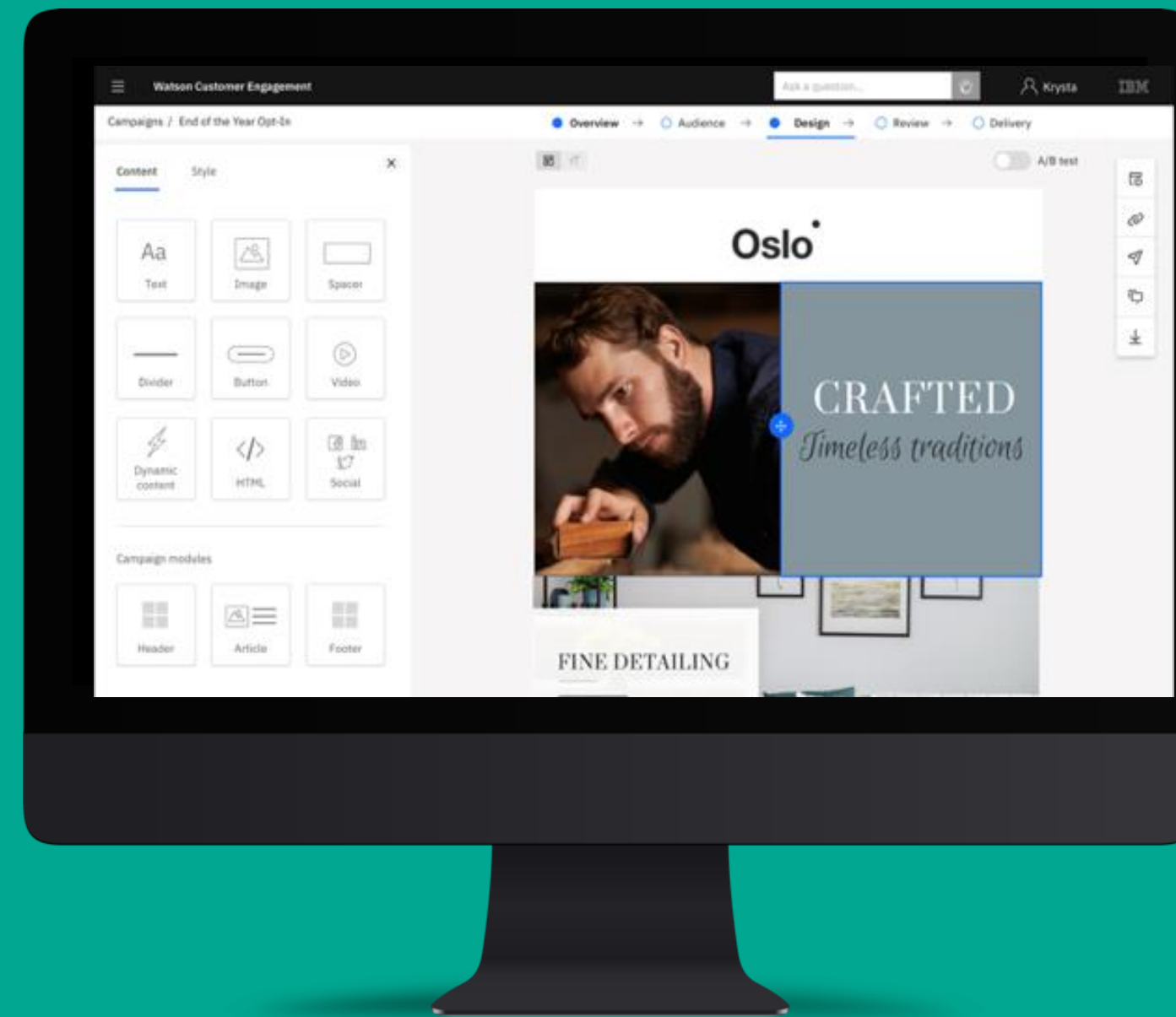
SE Acoustic Content

71% of consumers want a consistent
experience across all channels,
but only **29%** say they actually get it.

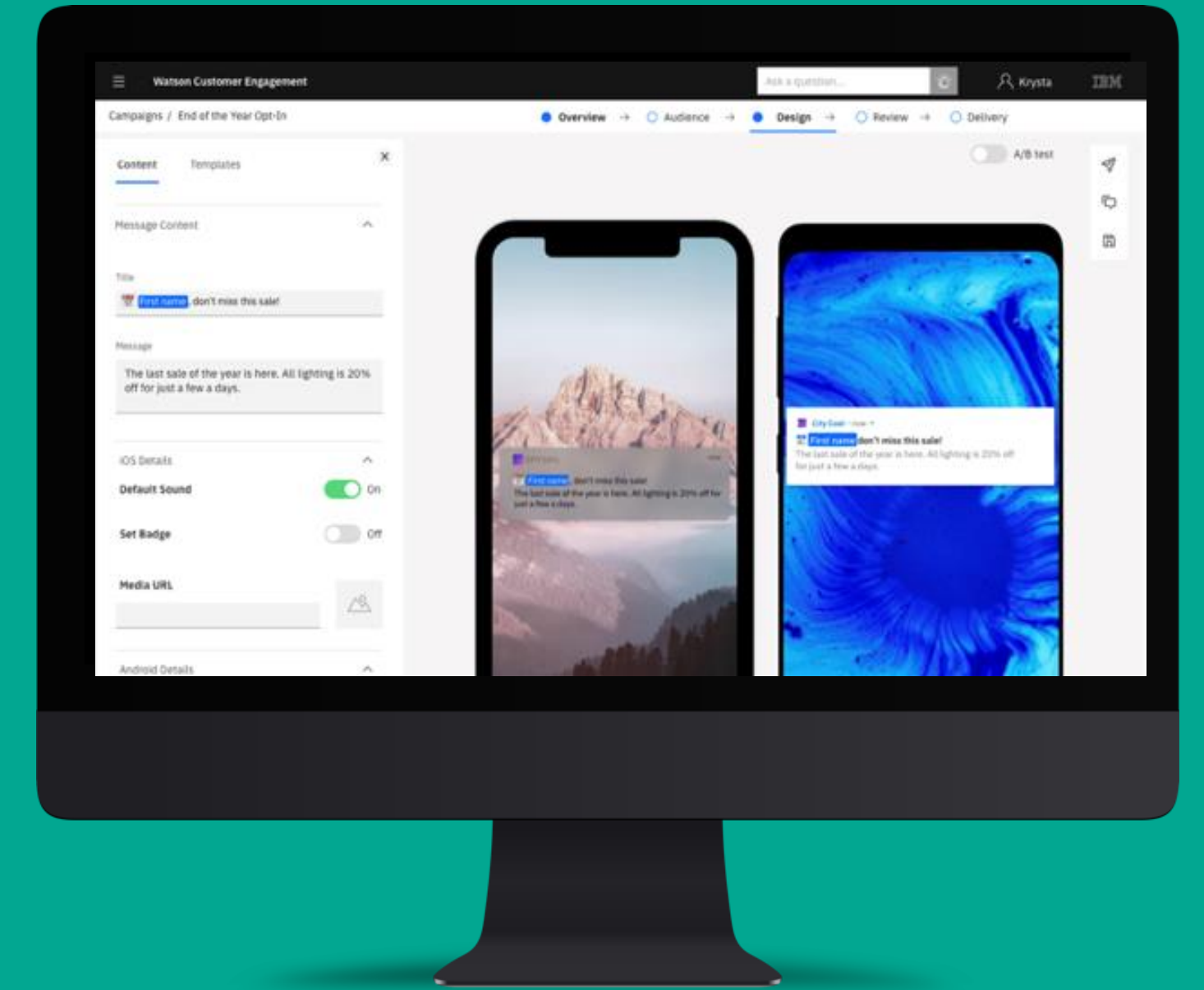
Acoustic Content Platform



WEB SITES



EMAIL



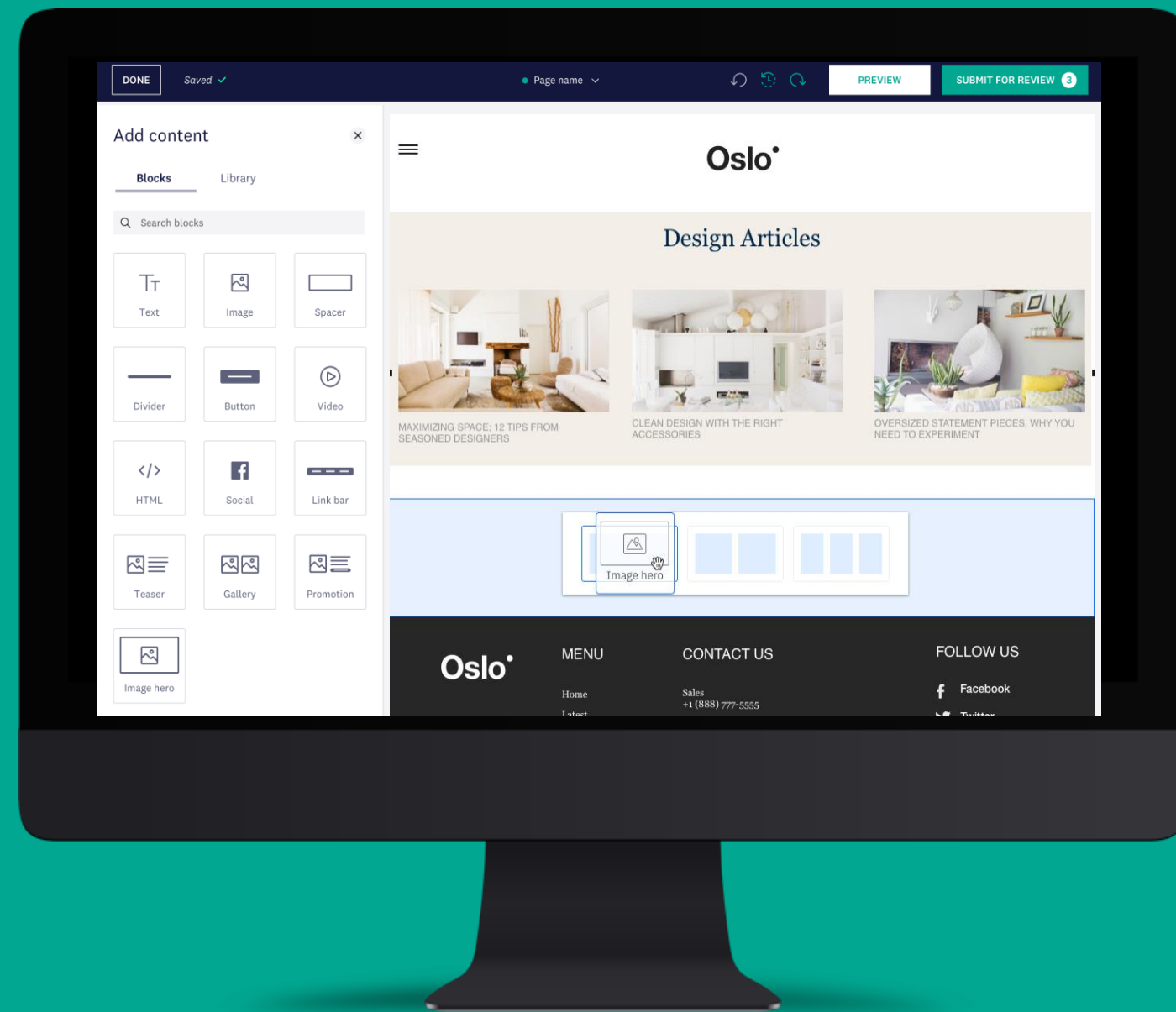
MOBILE APP

A **common experience**
to assemble, manage and publish content across all channels

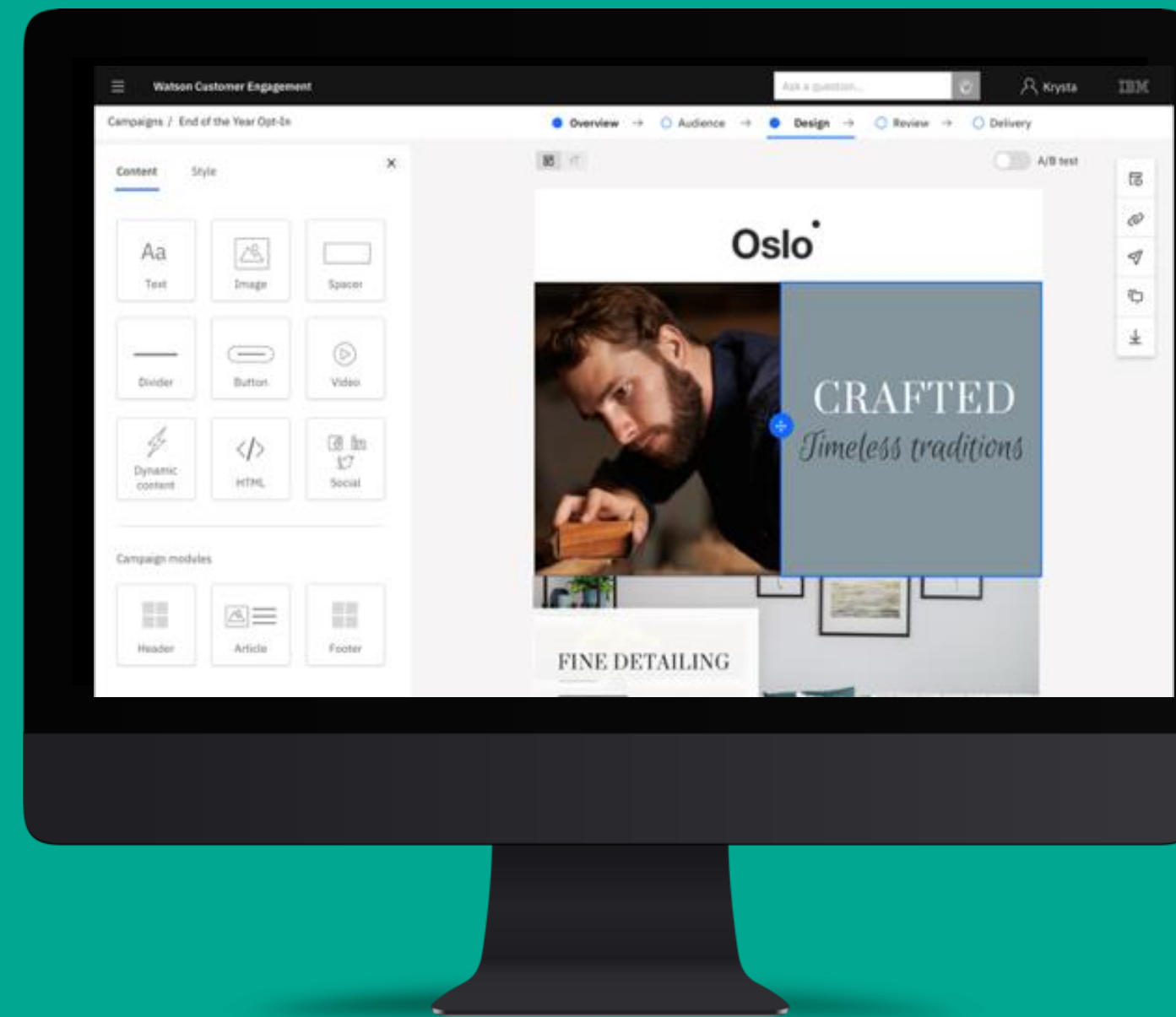
acoustic

acoustic

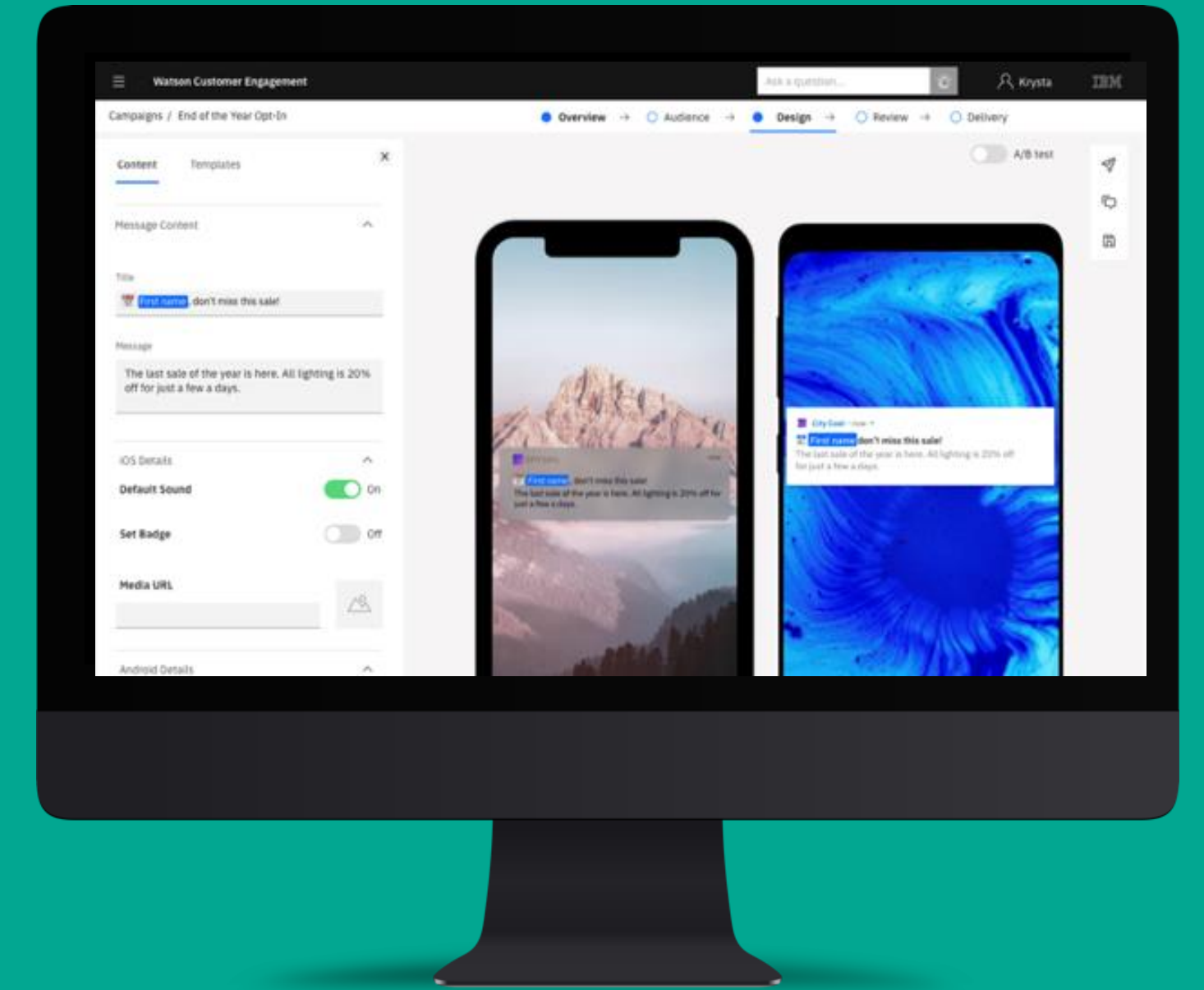
Acoustic Content Platform



WEB SITES



EMAIL



MOBILE APP

A **common experience**
to assemble, manage and publish content across all channels

acoustic

... and more



HOME DEVICES



GAMING



SITUATIONAL
(car, retail store displays, etc..)



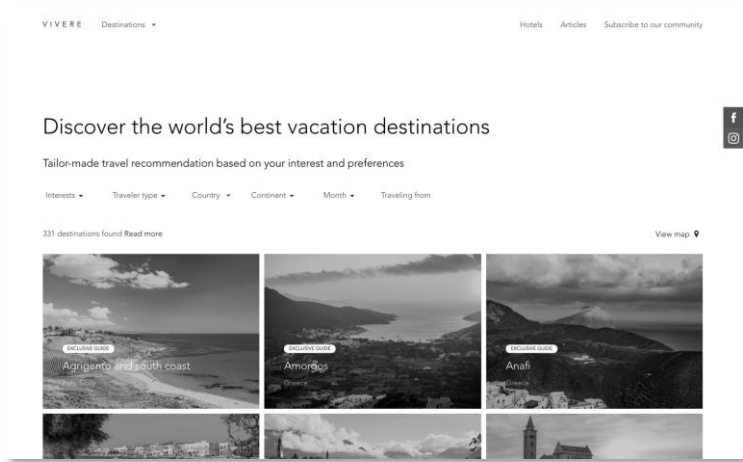
**But... I already
have a CMS...**

In fact I have four!

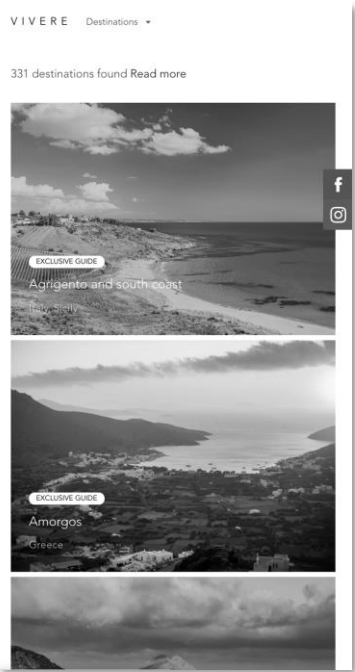


acoustic

Omni-channel



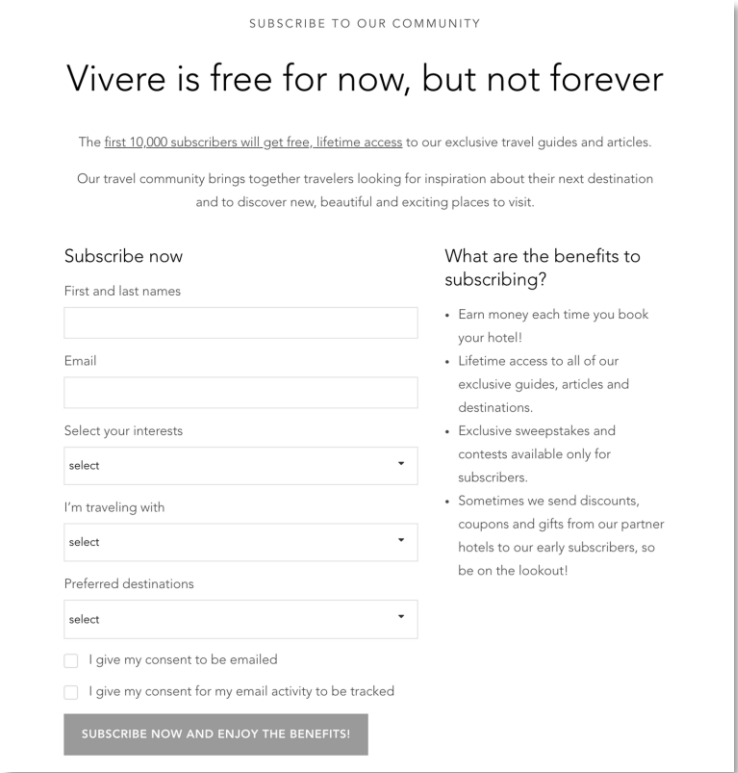
Website



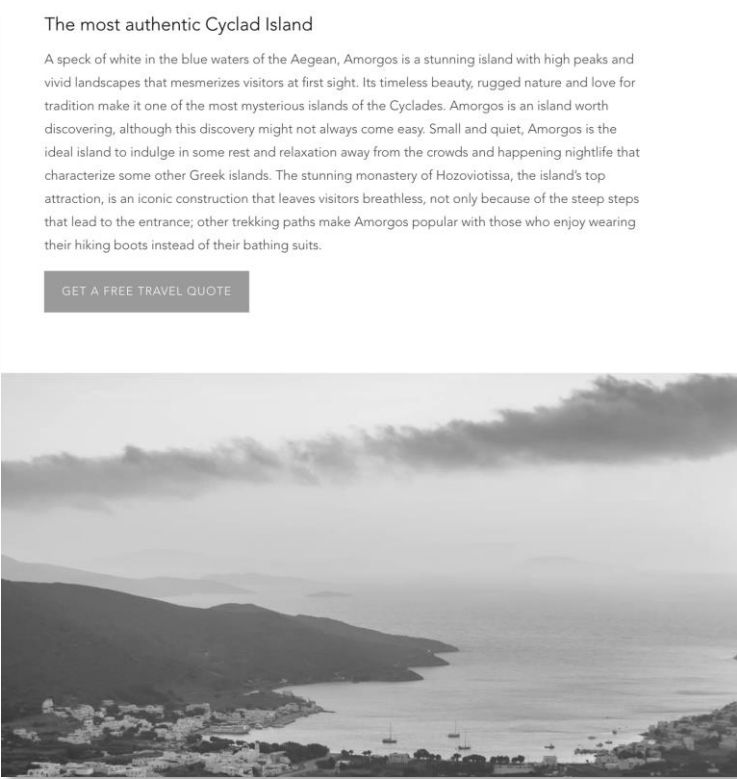
Mobile



Digital Sign / Kiosk



Online Self-service

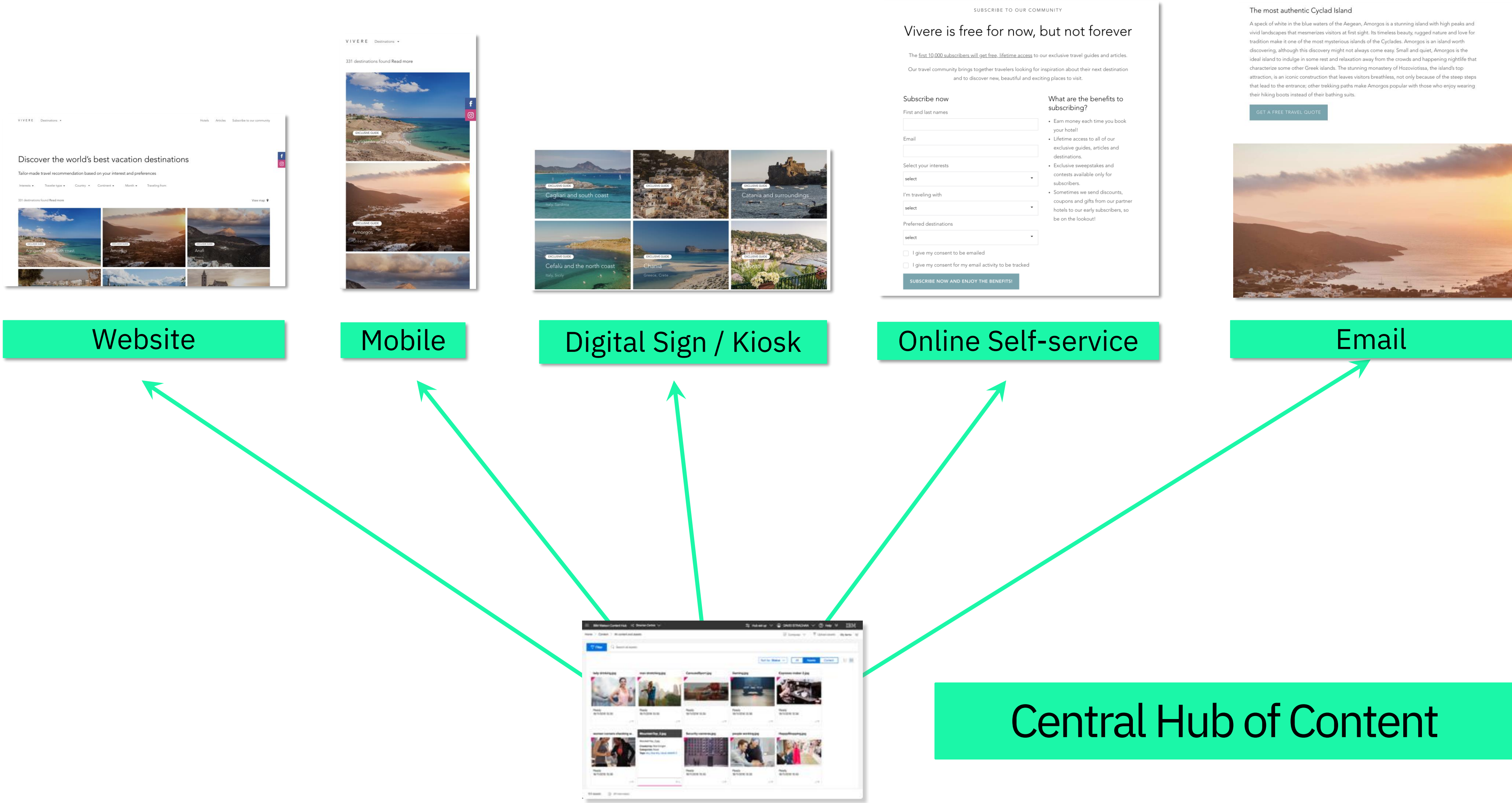


Email

Traditionally different systems. Siloed. Slow to make updates.

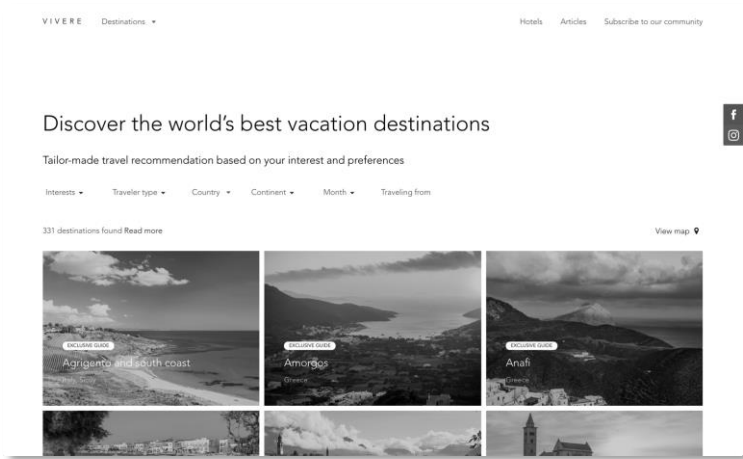


Omni-channel

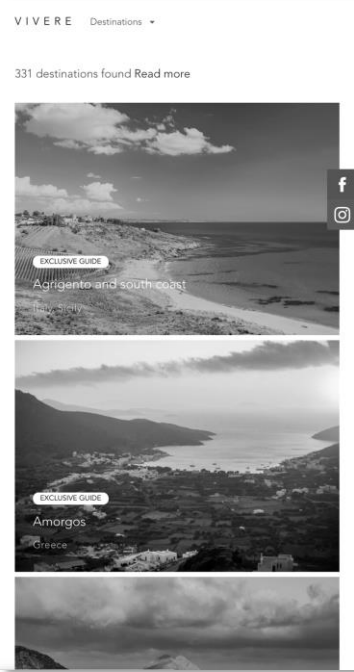


Same content. Different contexts. Omni-channel content.

Omni-channel



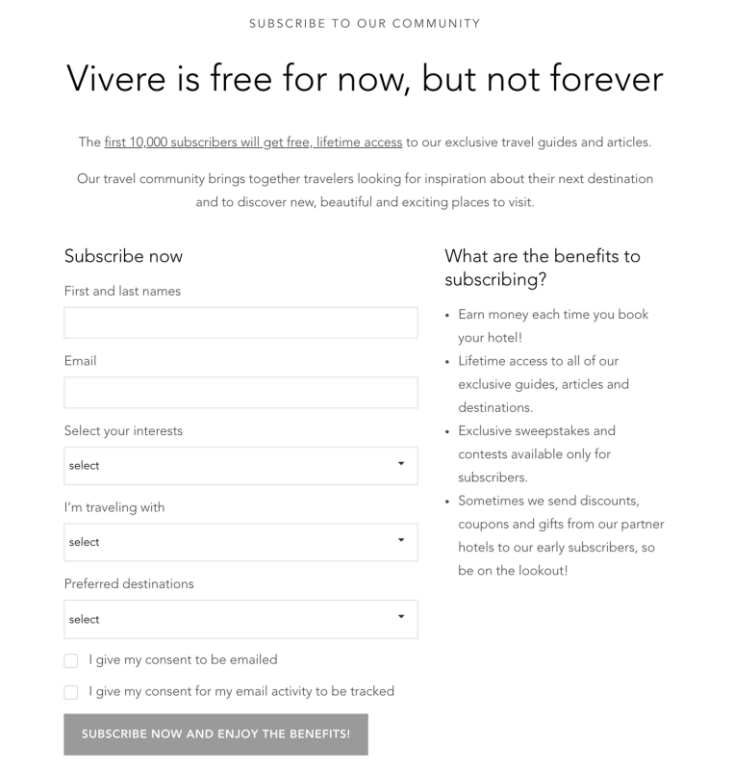
Website



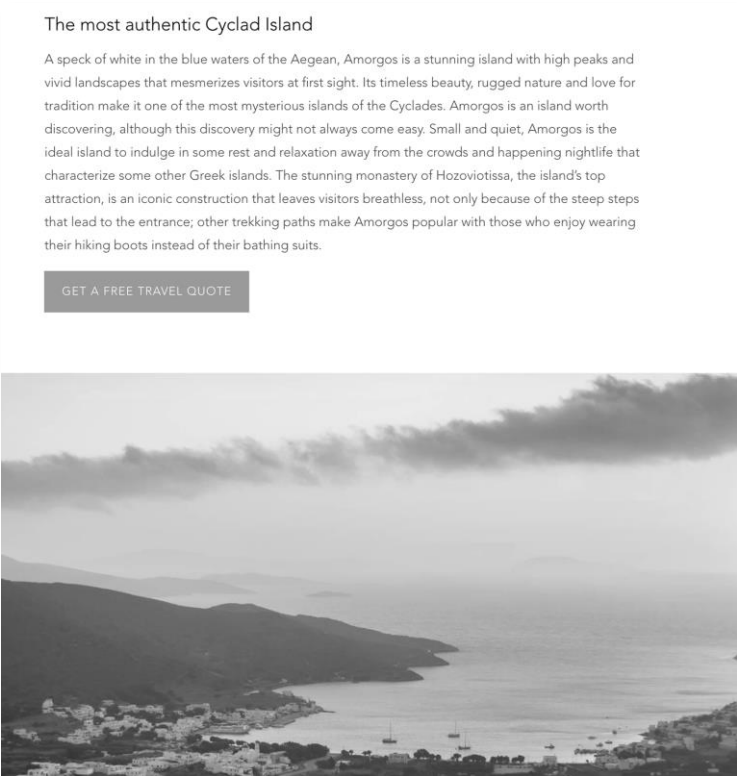
Mobile



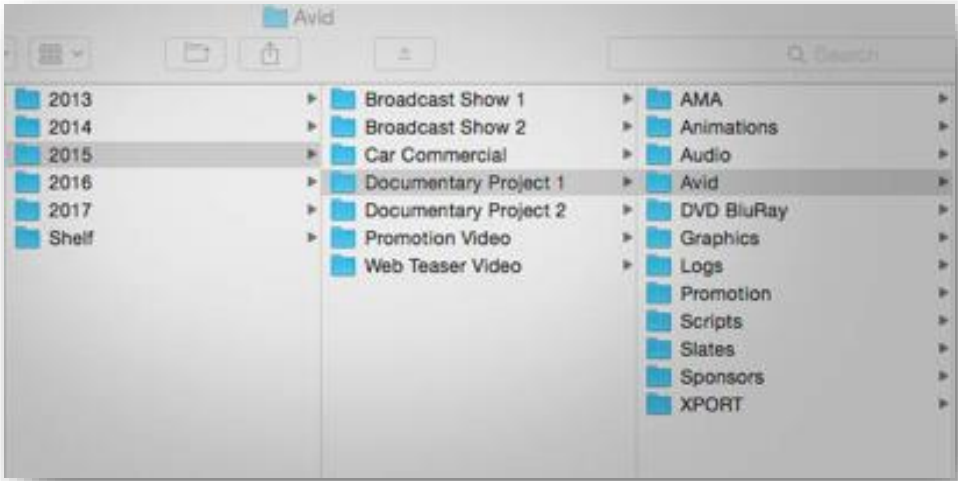
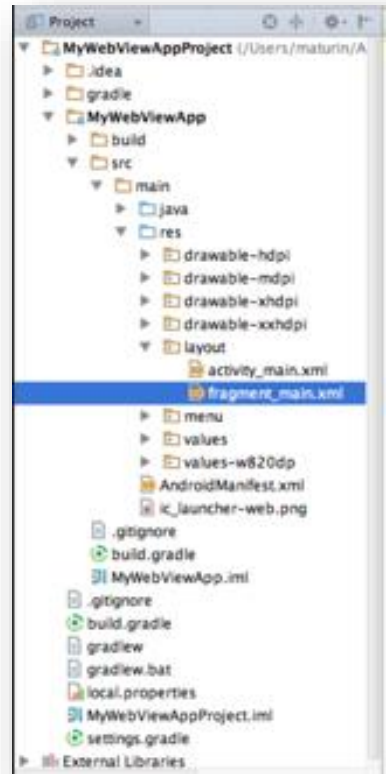
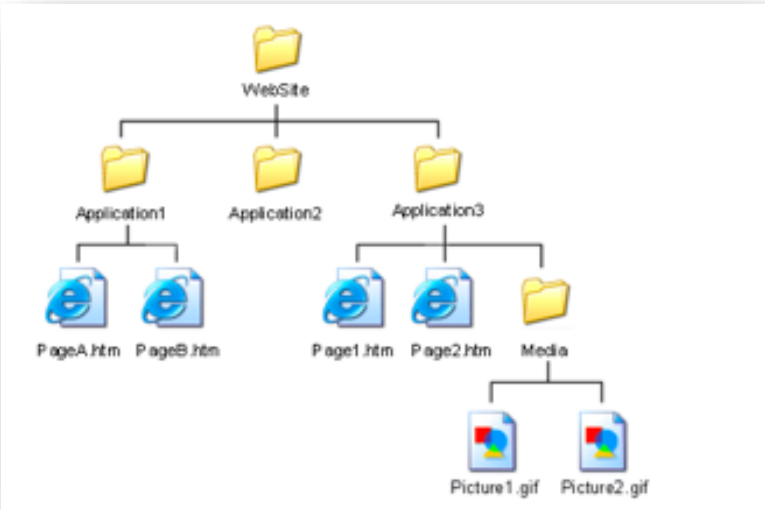
Digital Sign / Kiosk



Online Self-service

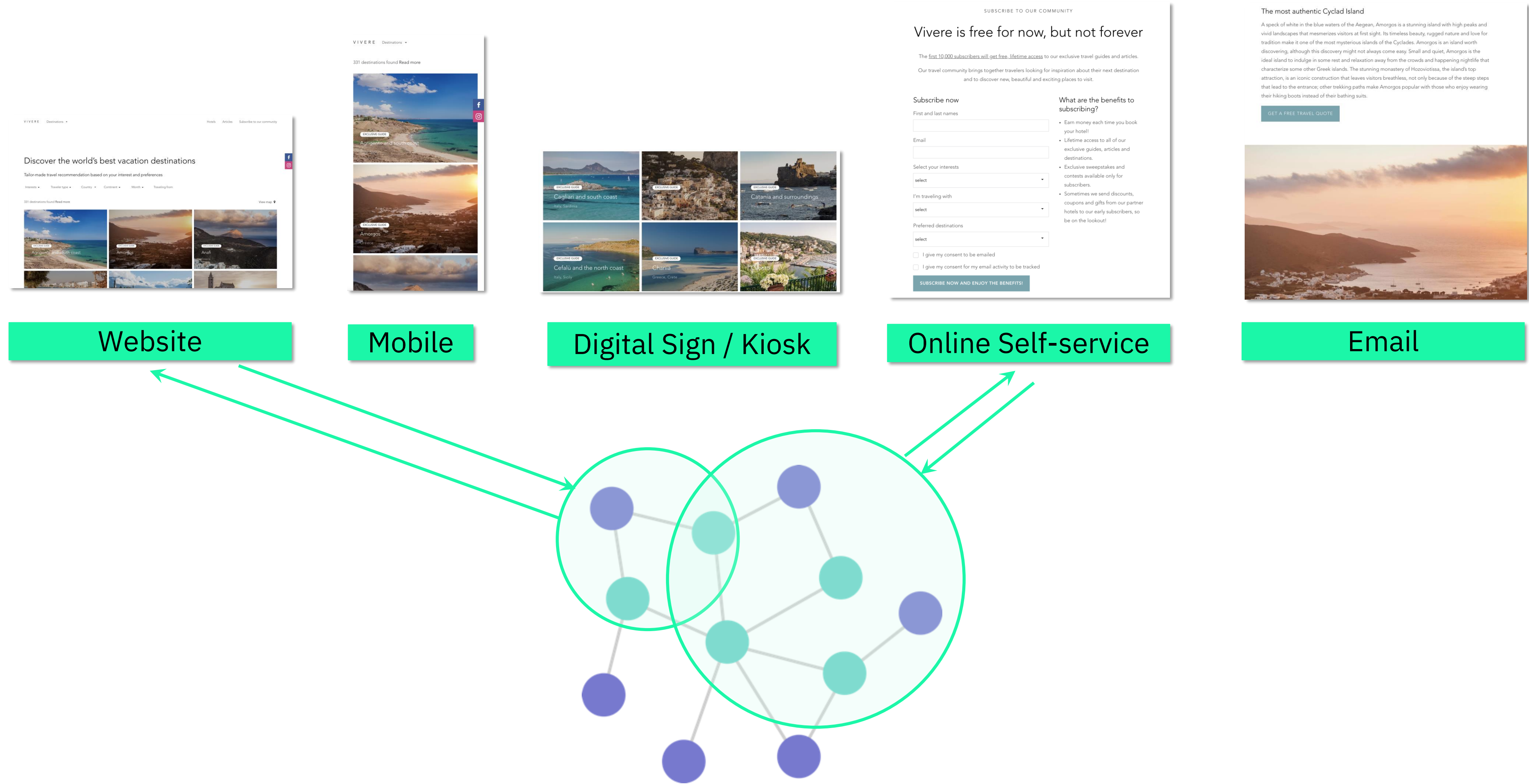


Email



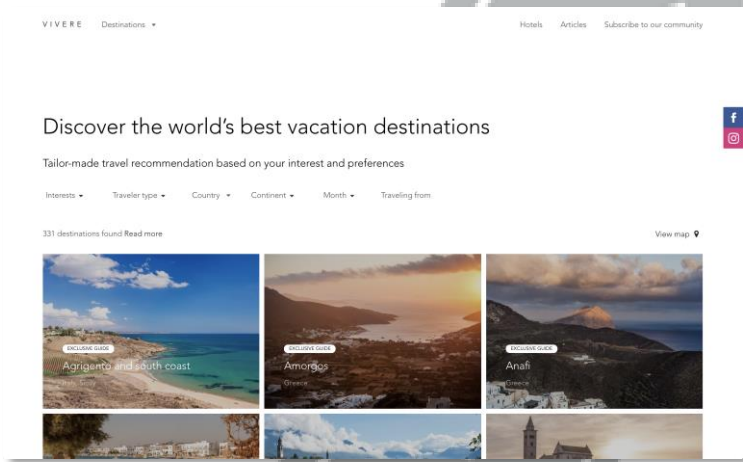
Content as Pages. Used once. Written many times. Fixed Structure.

Omni-channel

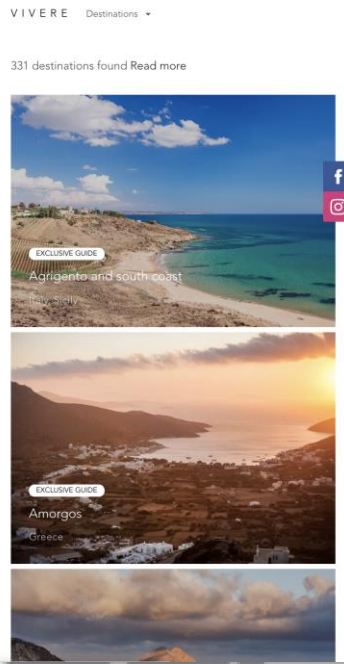


Pool of content. Used everywhere.

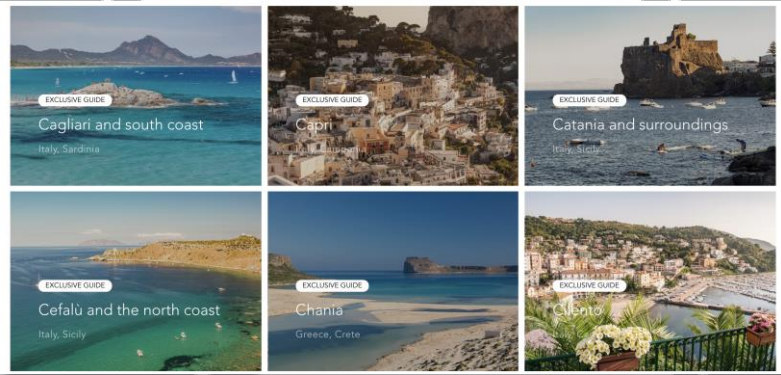
Unique journey



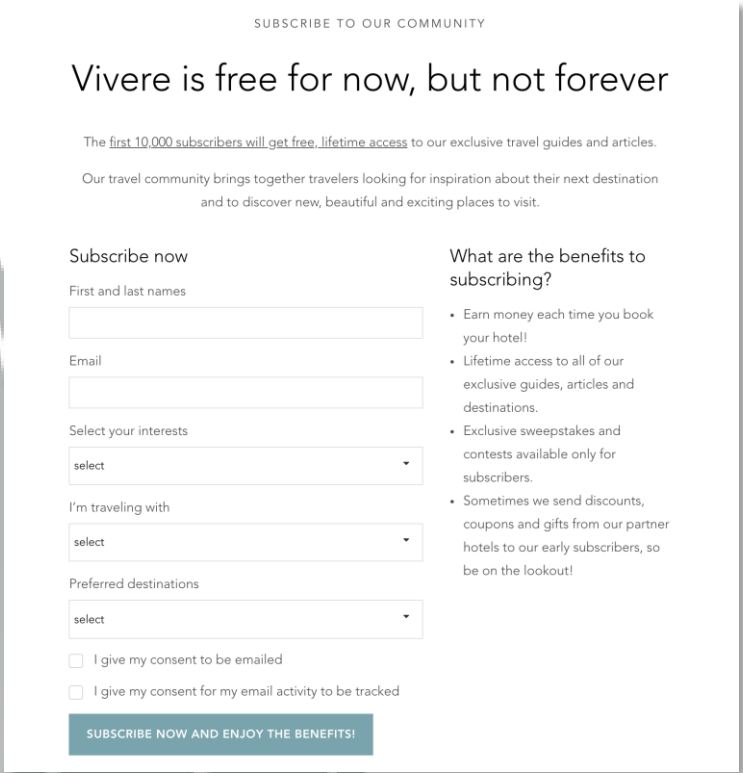
Website



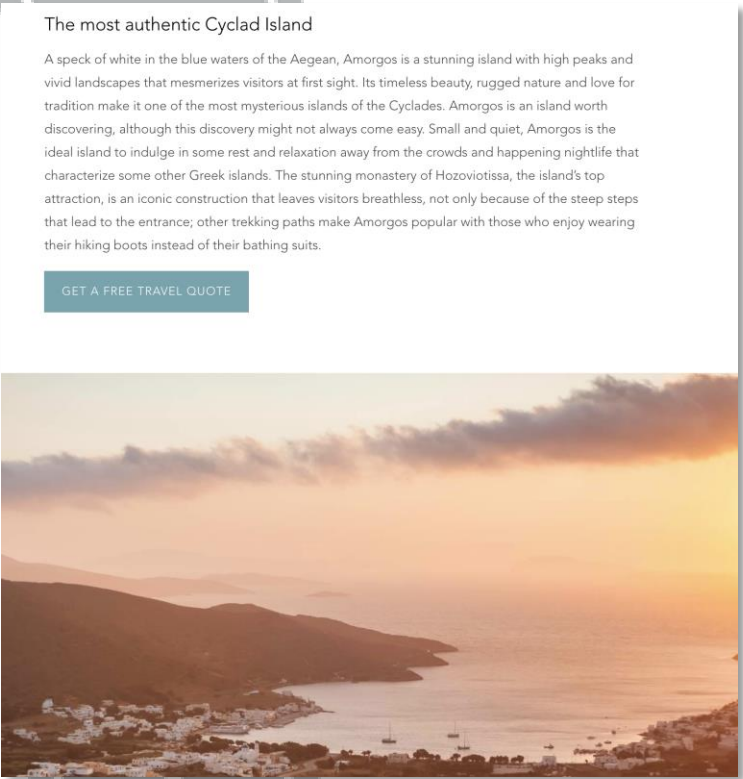
Mobile



Digital Sign / Kiosk



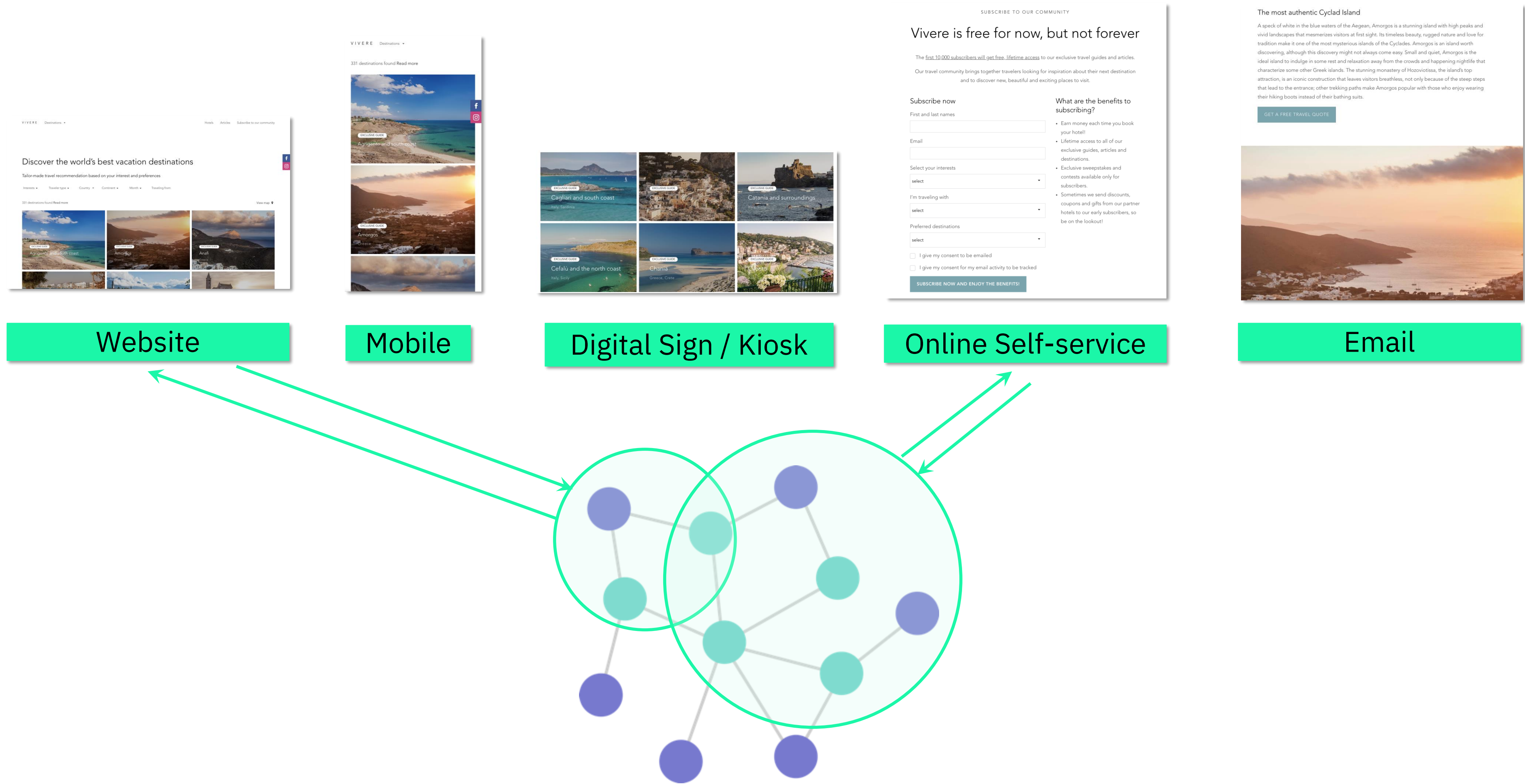
Online Self-service



Email

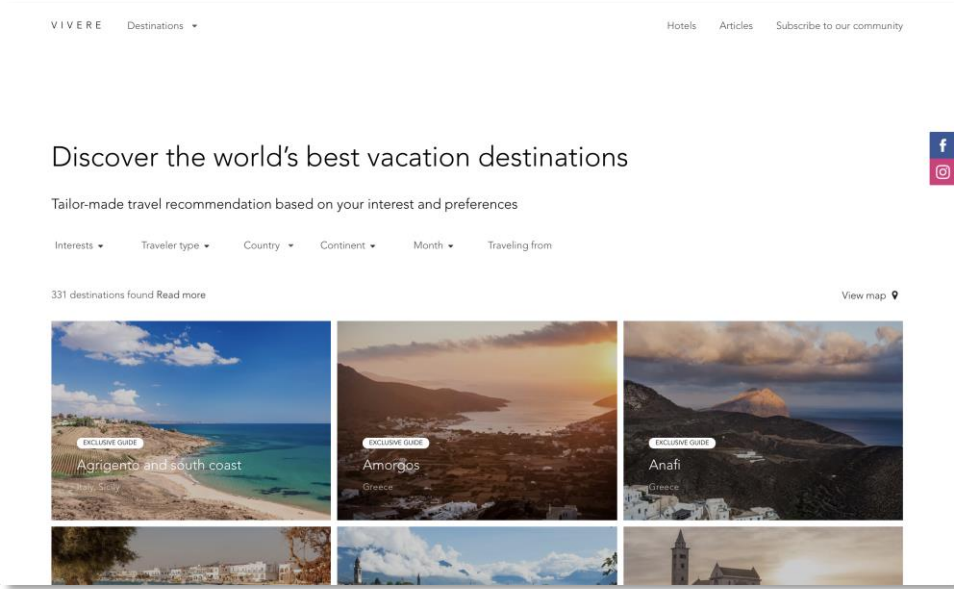
A journey of a thousand miles begins with a single step.

Unique journey



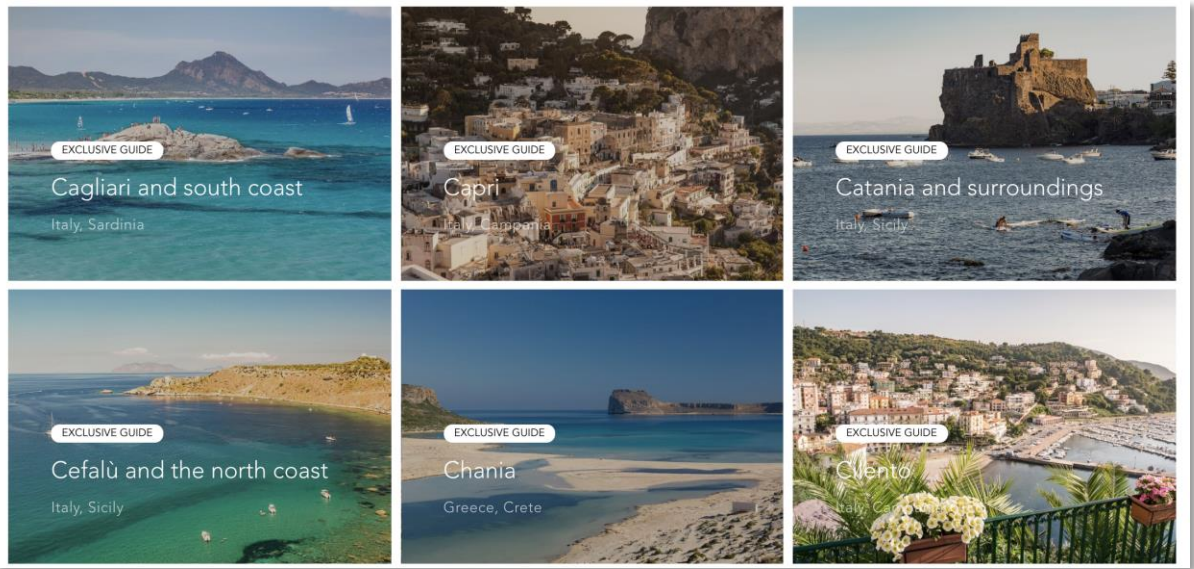
Pool of content. Used everywhere.

Unique PERSONalisation



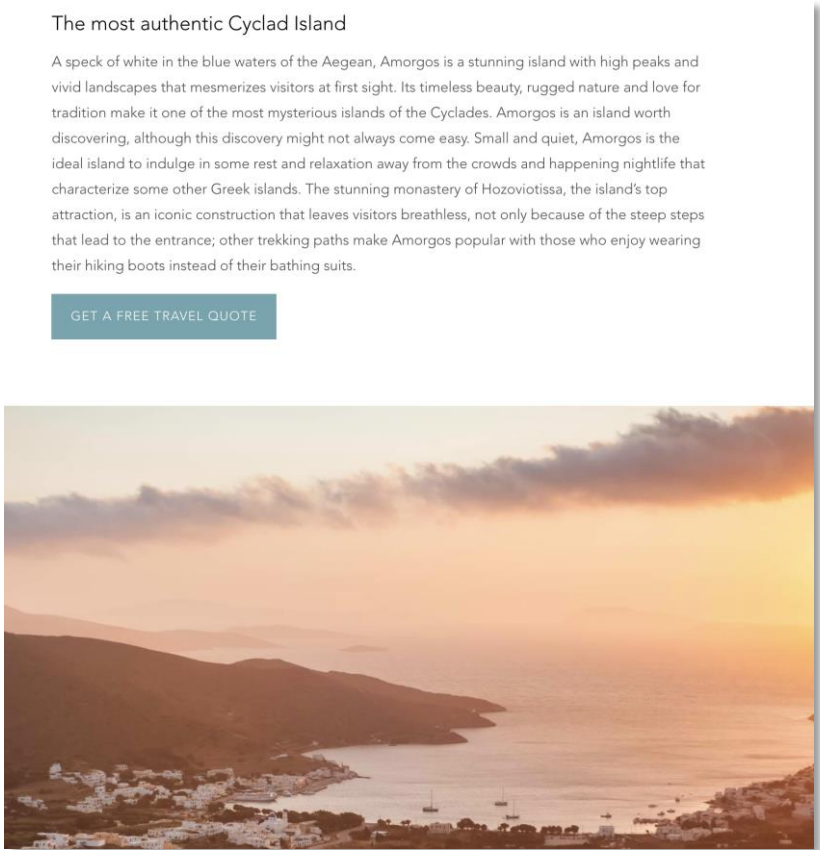
Website User 1 (from Social)

Lead with Content Story



Website User 2 (New)

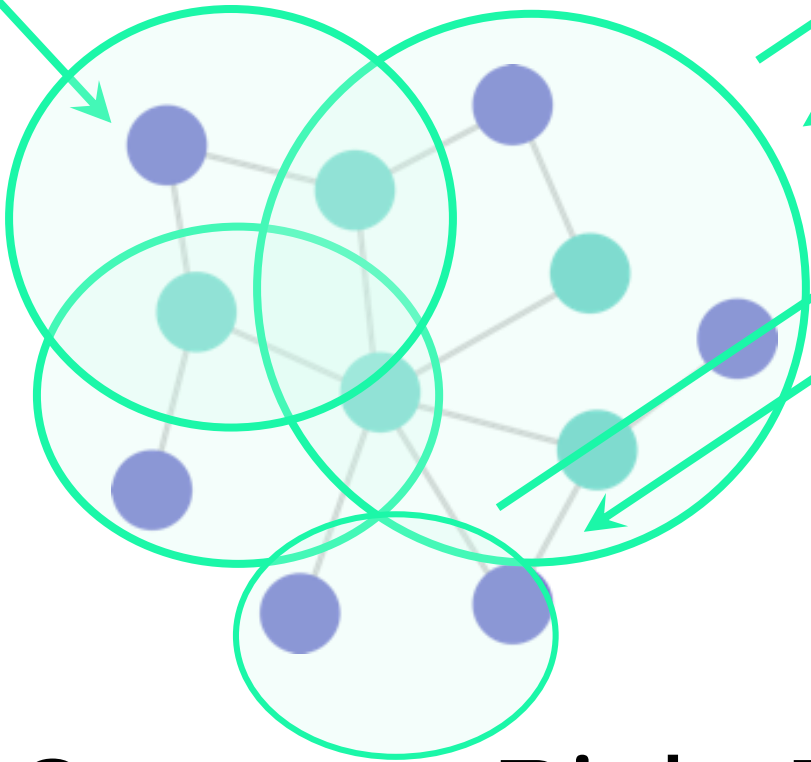
Location: Greece
Weather: Sunshine



Existing Customer

Rewards

Current Offers
Specific to user or segment



Right Content, Right Time.

- 
- A person stands on a rock in a vast, grassy mountain valley at sunset. The sun is low on the horizon, casting a warm, golden glow over the landscape. The person is silhouetted against the bright light, looking out over the distant mountains. The sky is a clear, pale blue, and the mountains are layered in the background, creating a sense of depth.
- **Content reusability for channels ?**
 - **Developer & creative freedom ?**
 - **Supported by AI and Cloud ?**

create **the journey**



acoustic