

Jesús Torres

Engagement Manager and Consultant
Client Solution Engineer

acoustic



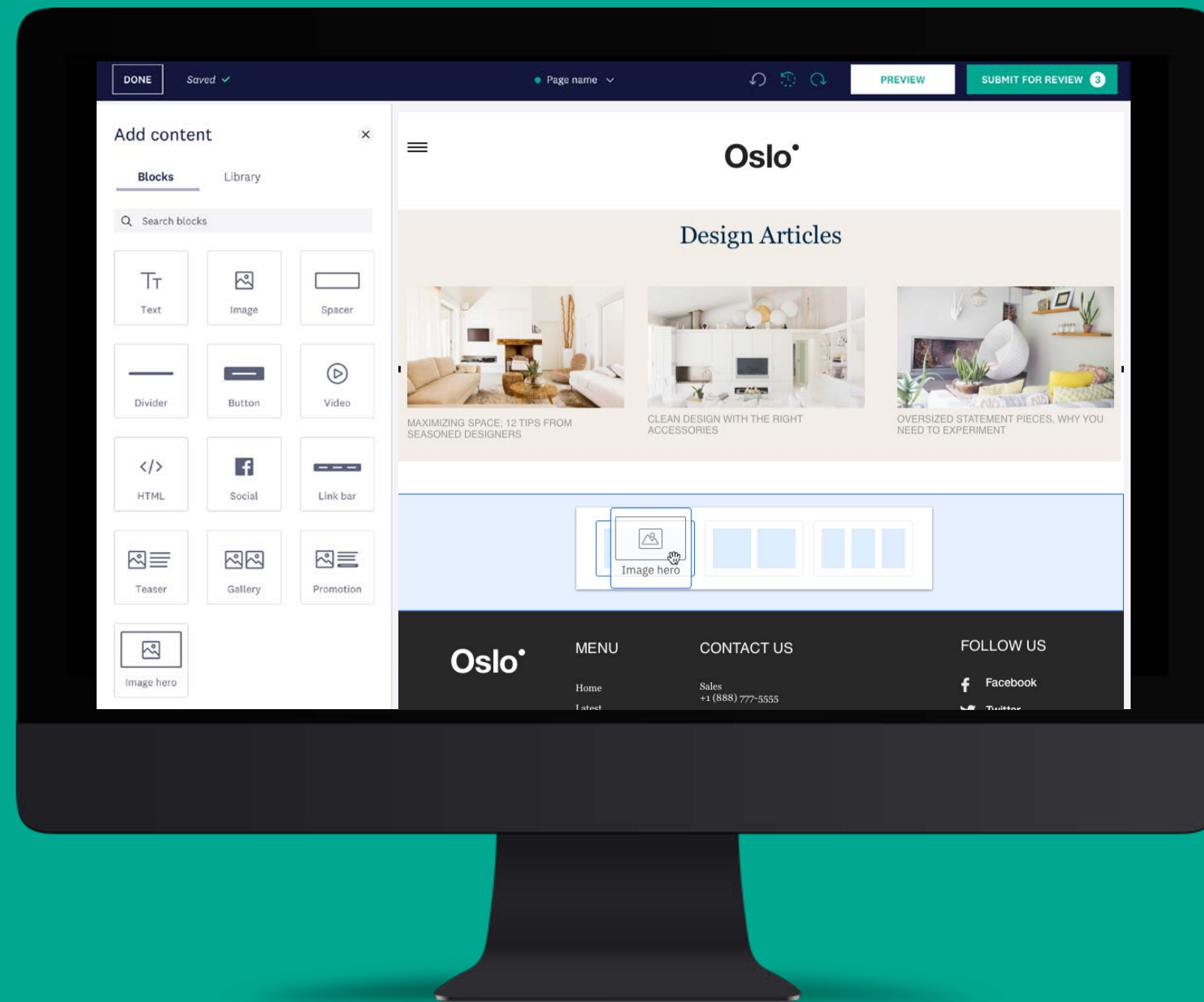
Acoustic Content

acoustic

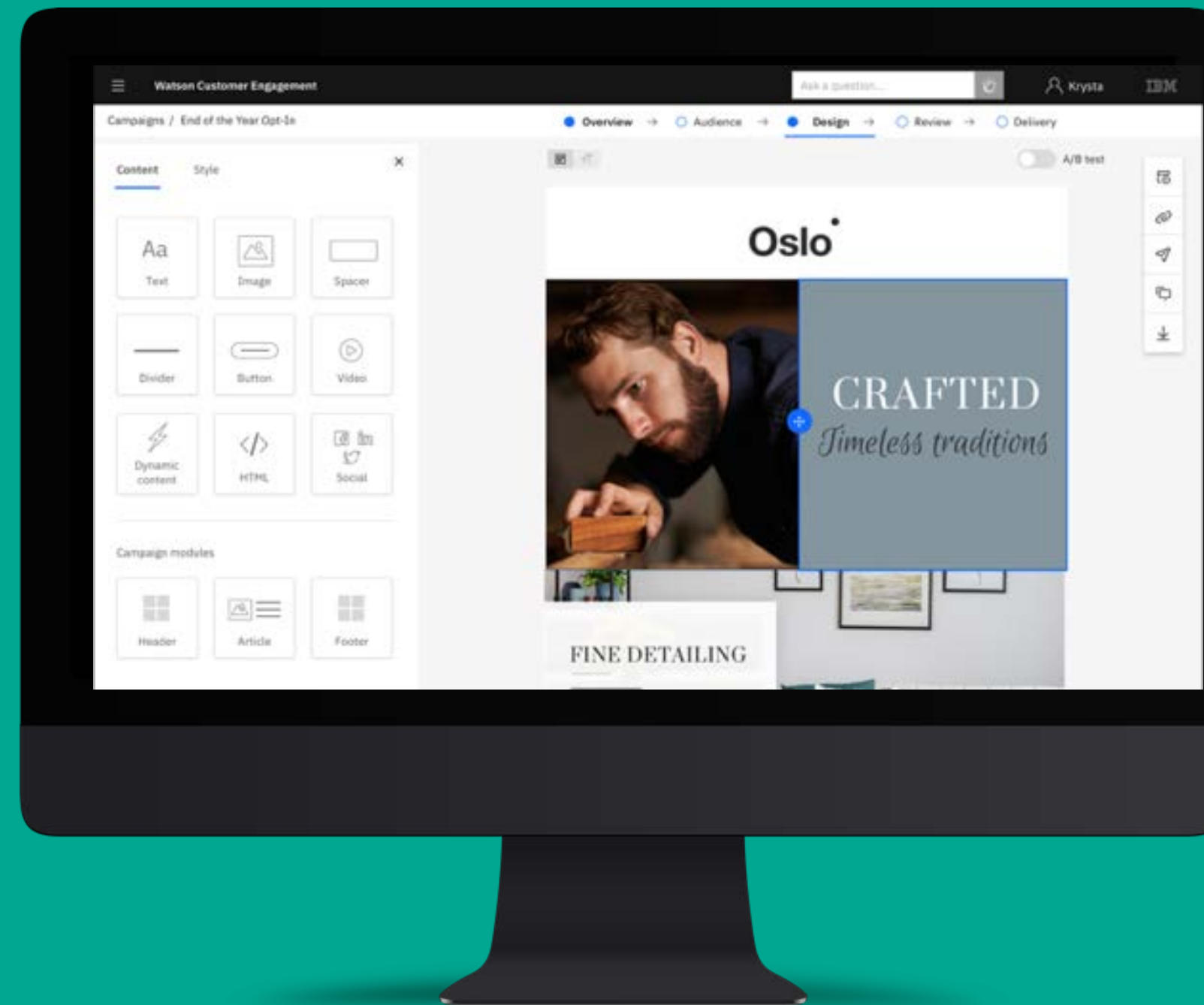


71% of consumers want a consistent experience across all channels, but only **29%** say they actually get it.

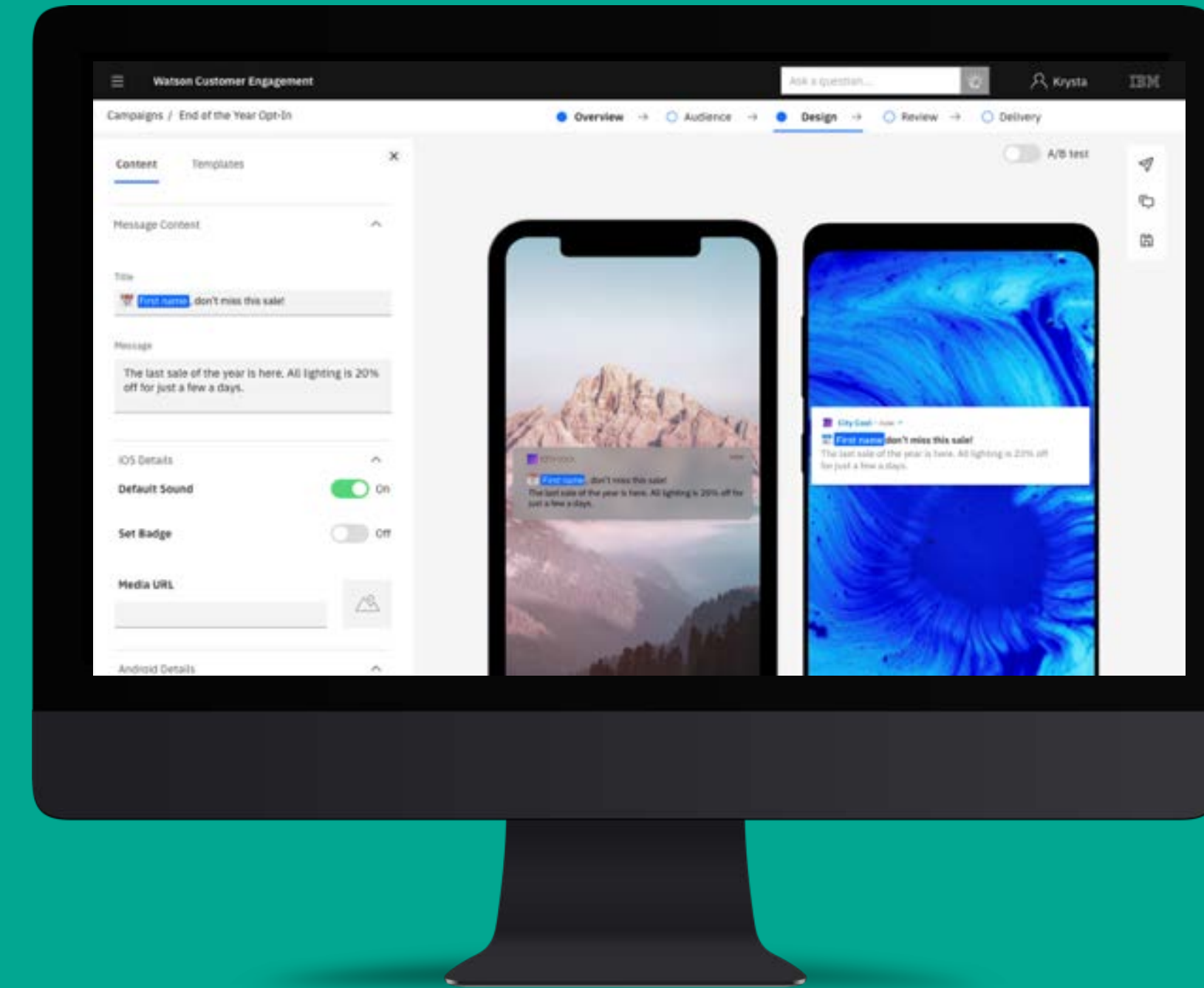
Acoustic Content Platform



WEB SITES



EMAIL



MOBILE APP

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

acoustic

... and more



HOME DEVICES



GAMING



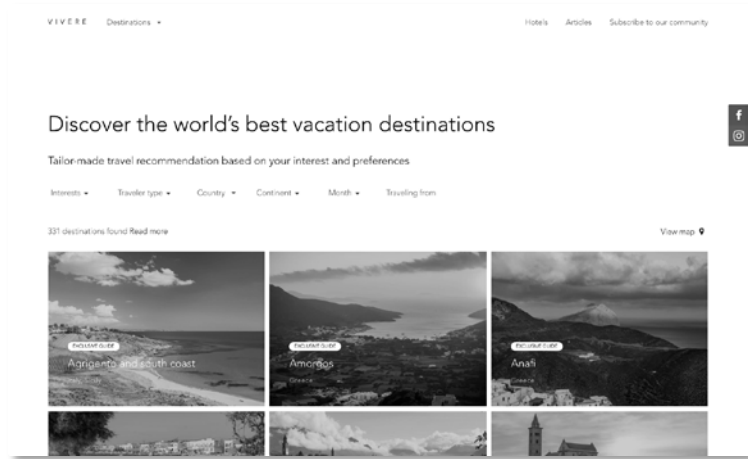
SITUATIONAL
(car, retail store displays, etc..)

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

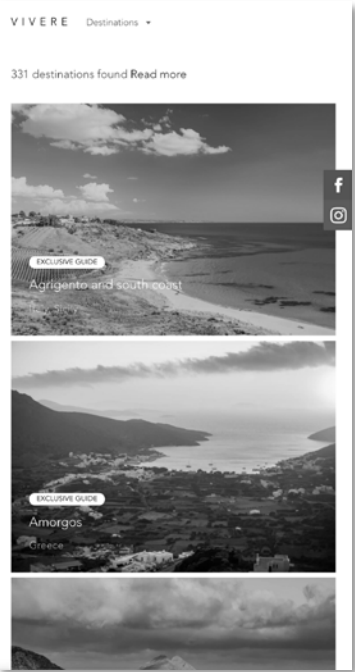
In fact I have four!



Omni-channel



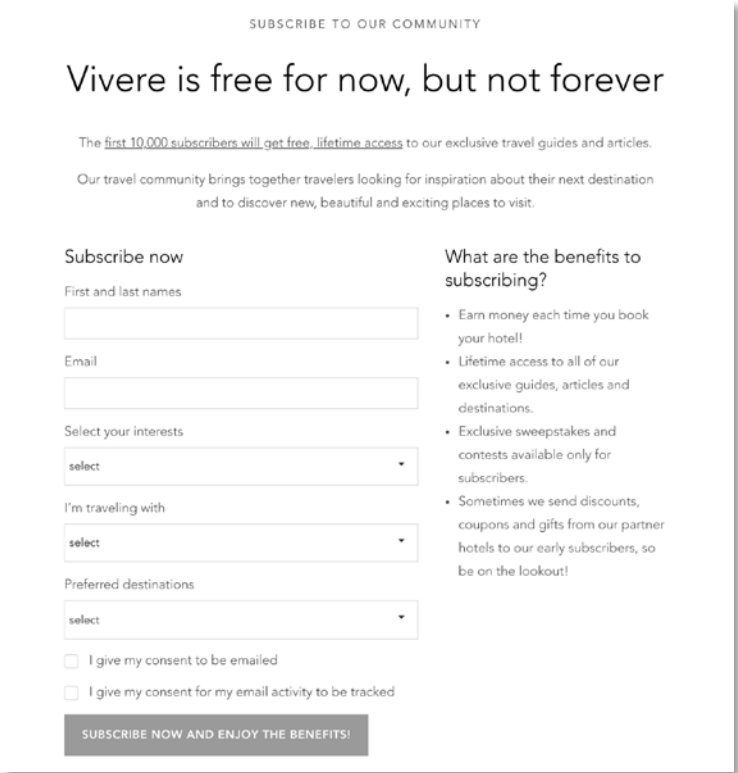
Website



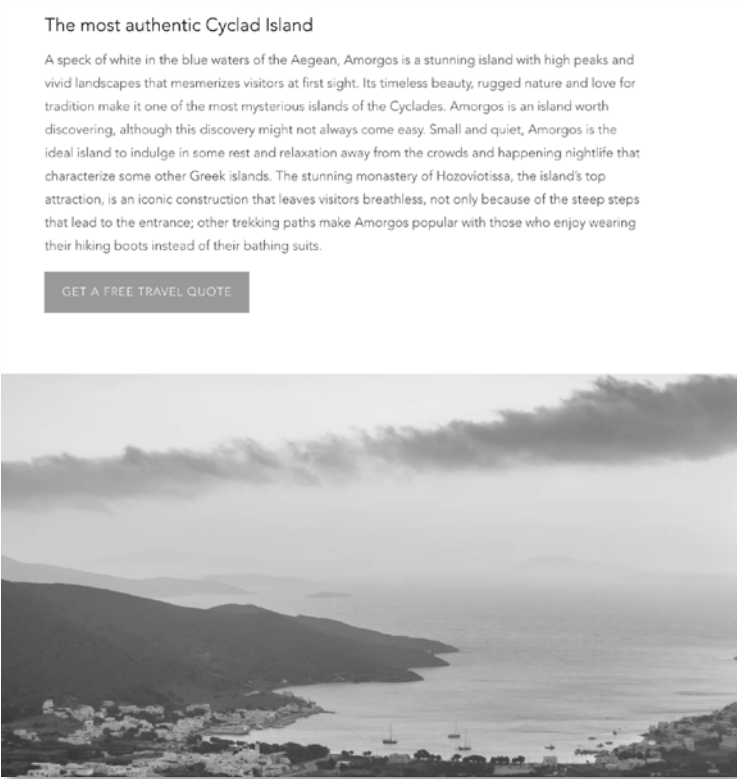
Mobile



Digital Sign / Kiosk



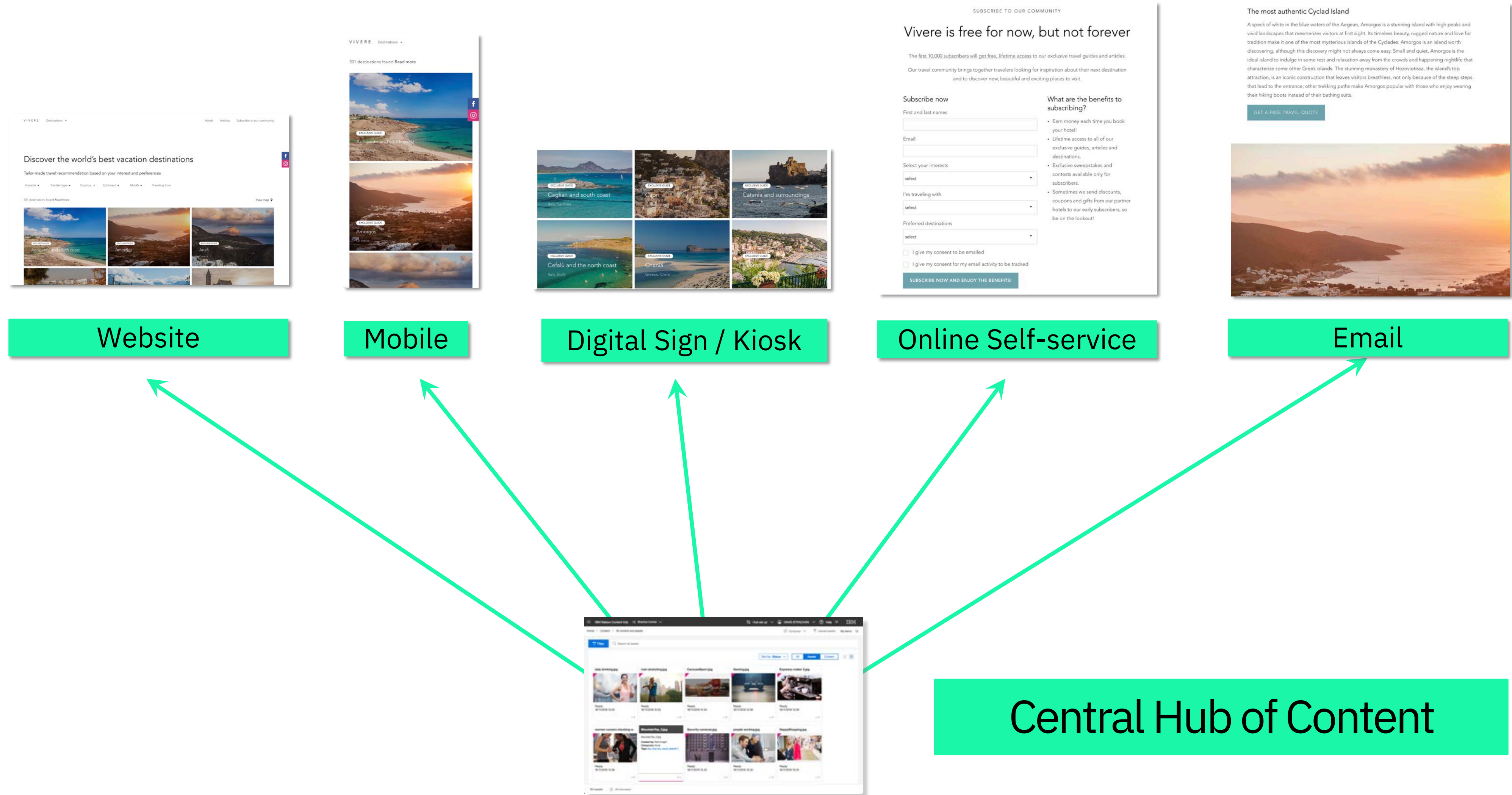
Online Self-service



Email

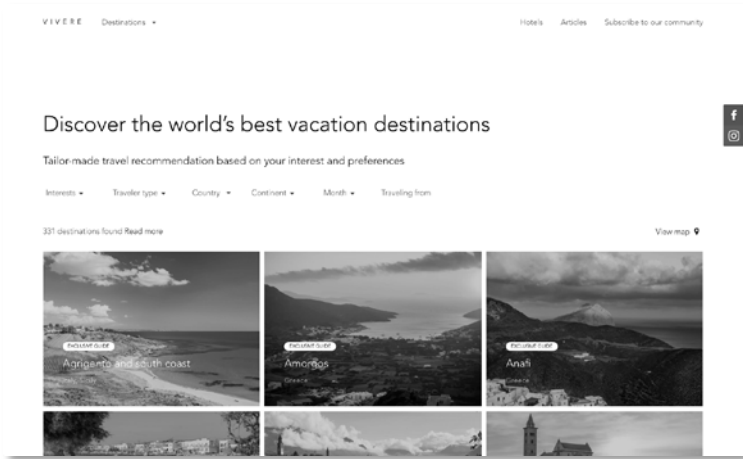
Traditionally different systems. Siloed. Slow to make updates.

Omni-channel

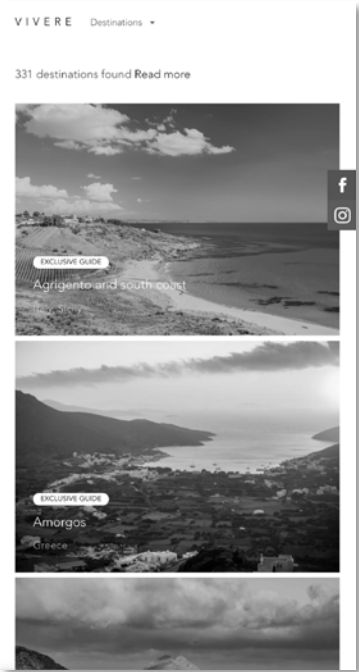


Same content. Different contexts. Omni-channel content.

Omni-channel



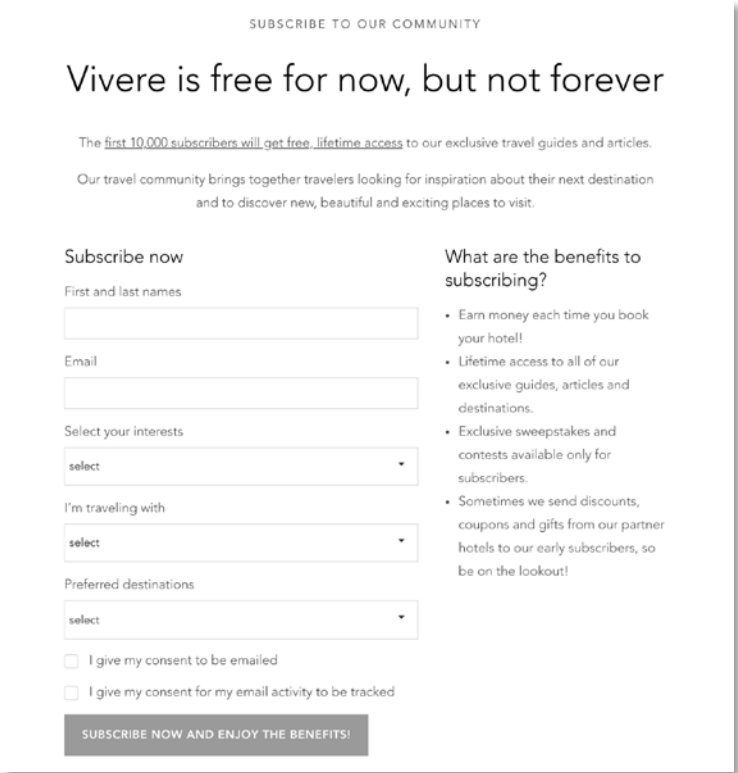
Website



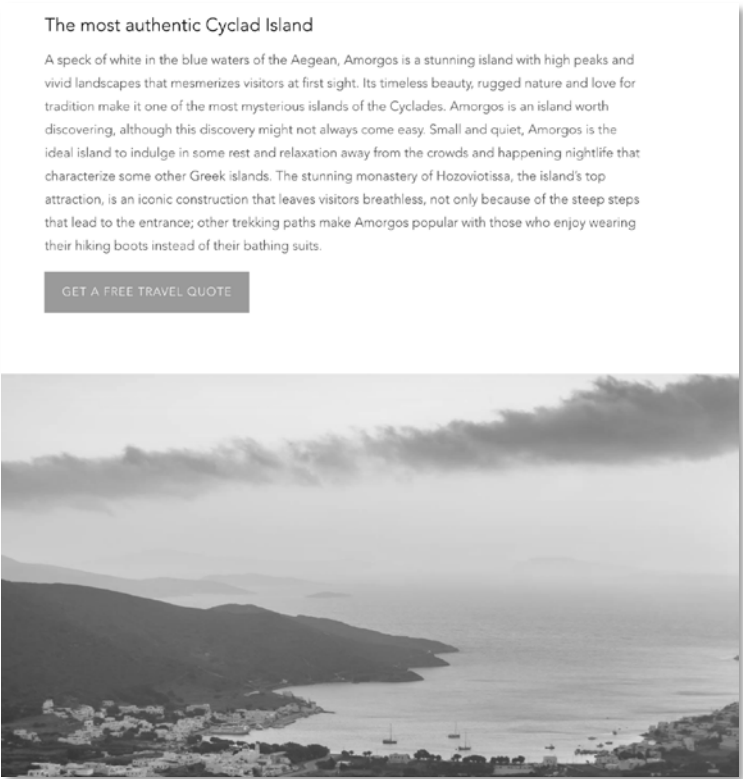
Mobile



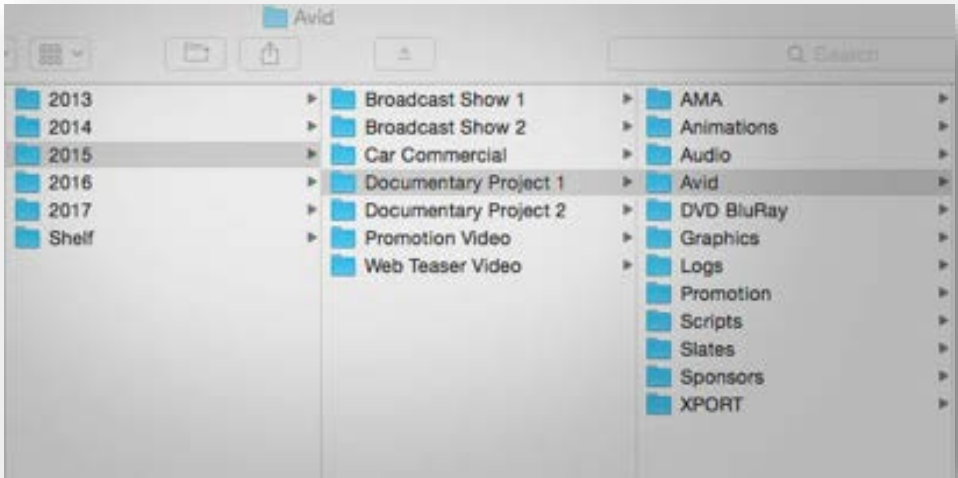
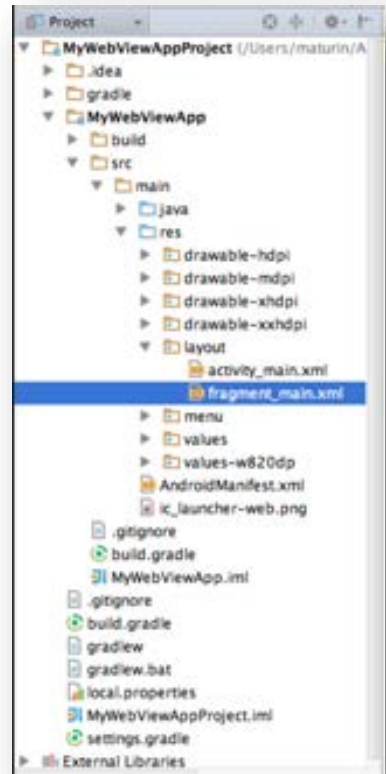
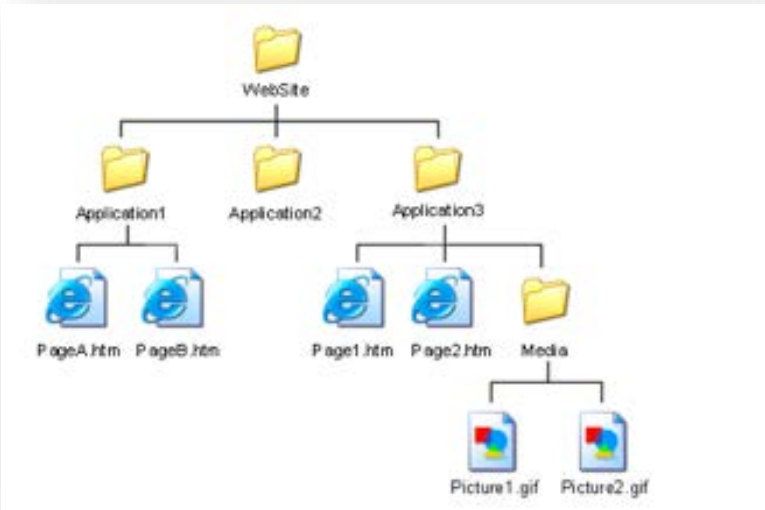
Digital Sign / Kiosk



Online Self-service

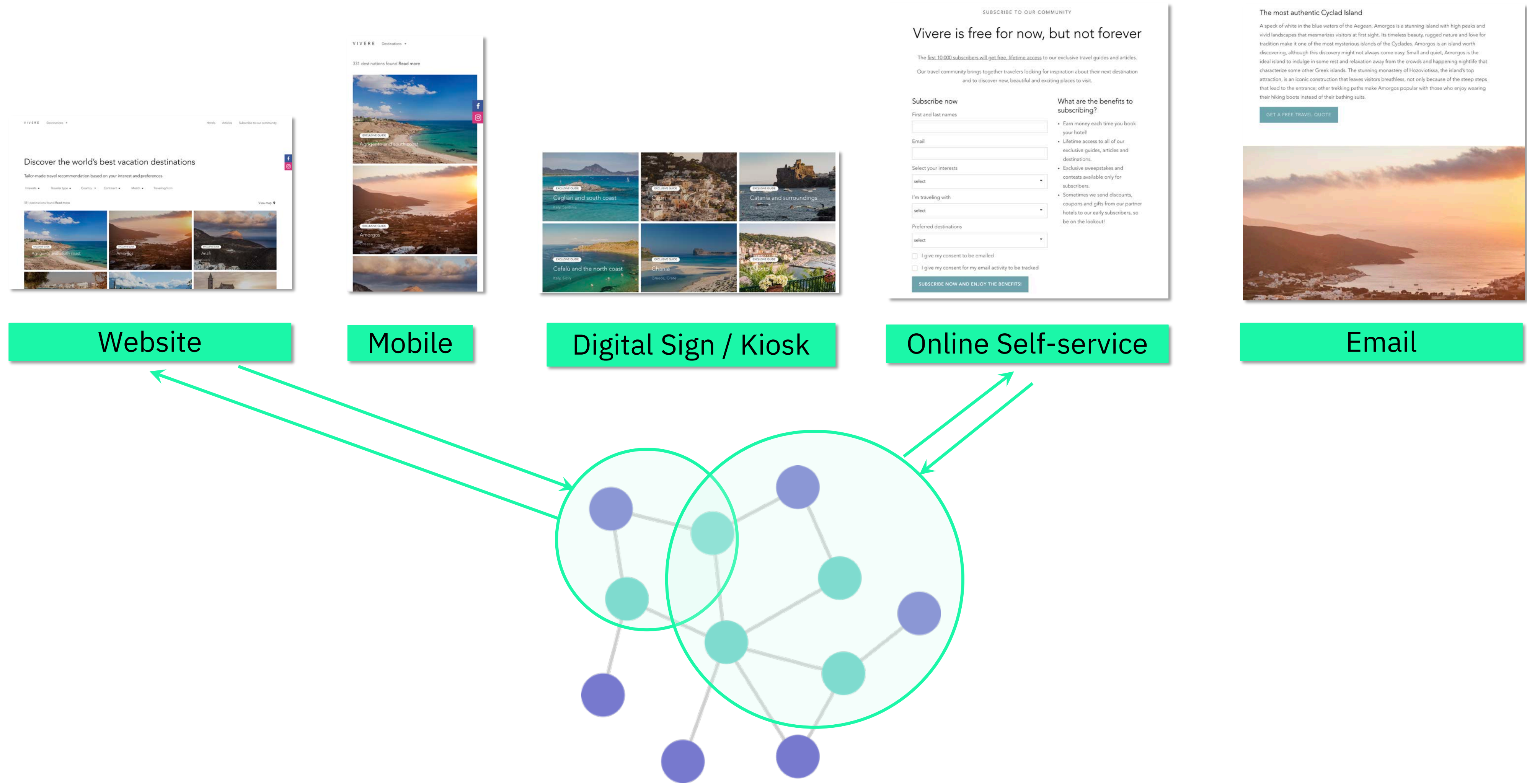


Email



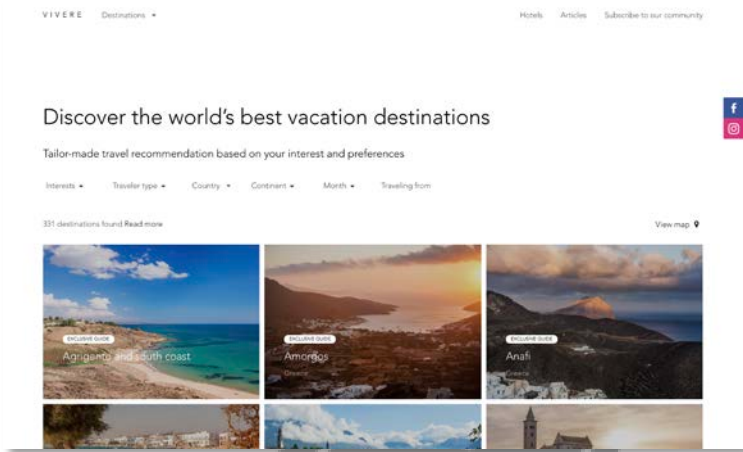
Content as Pages. Used once. Written many times. Fixed Structure.

Omni-channel

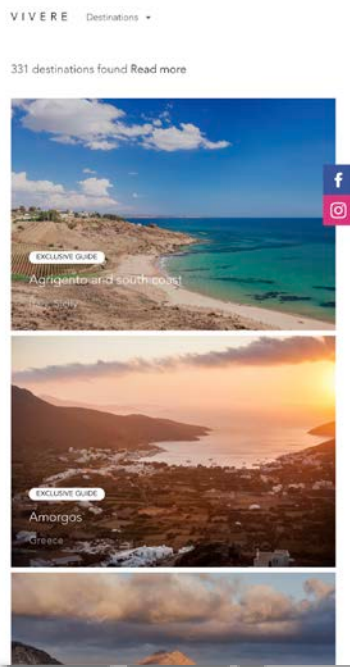


Pool of content. Used everywhere.

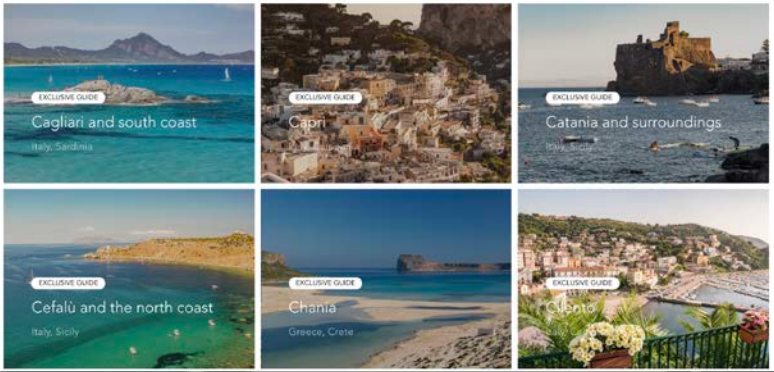
Unique journey



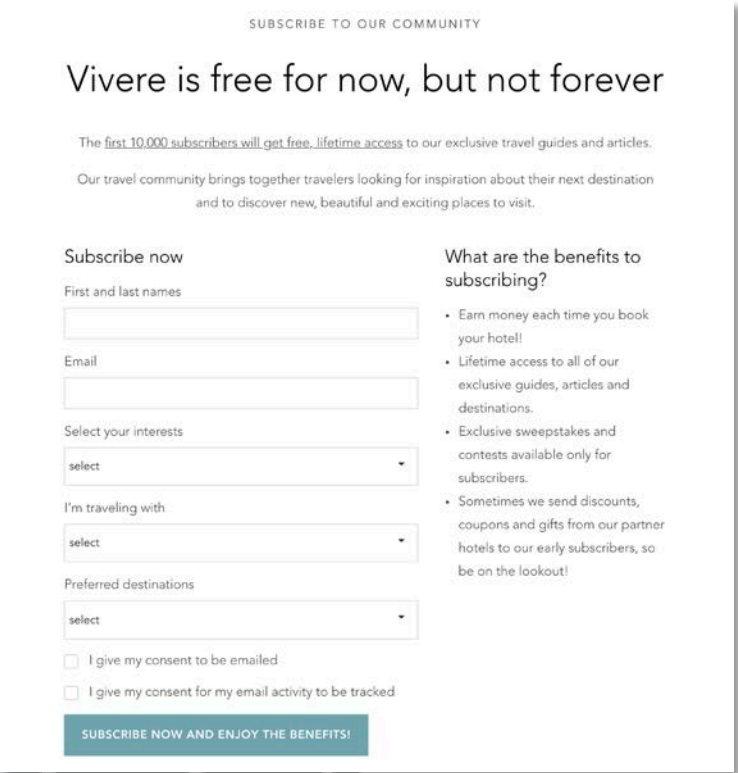
Website



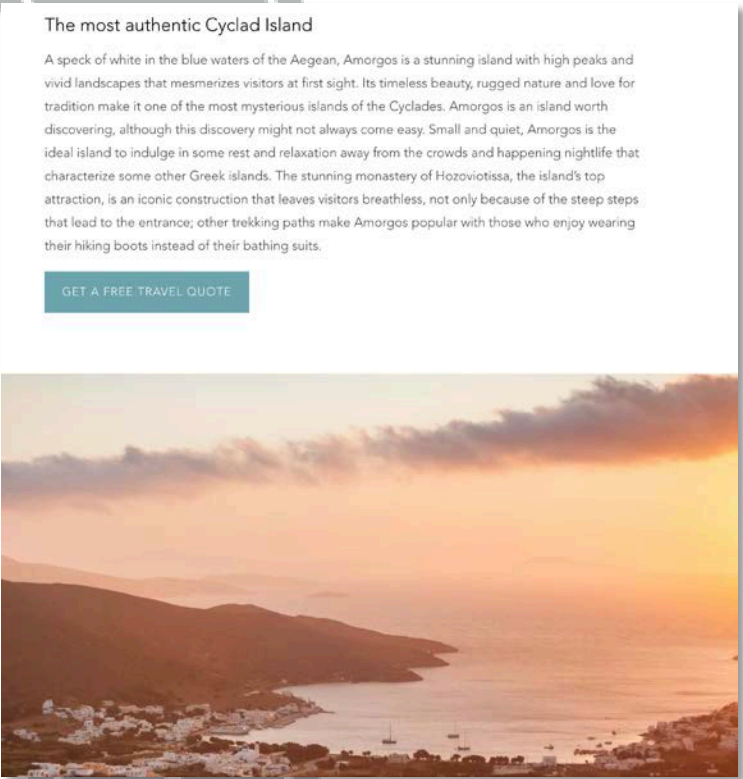
Mobile



Digital Sign / Kiosk



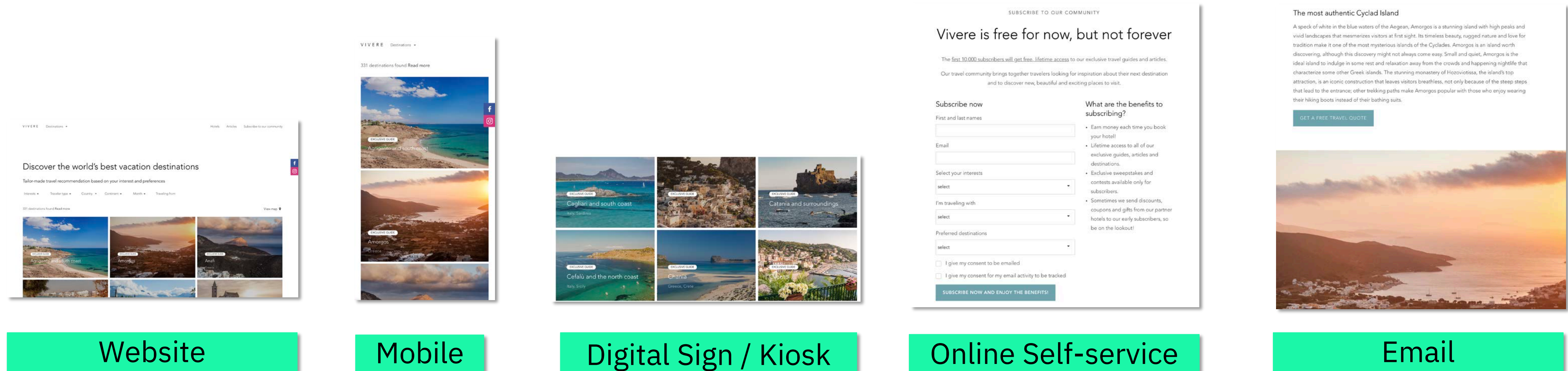
Online Self-service



Email

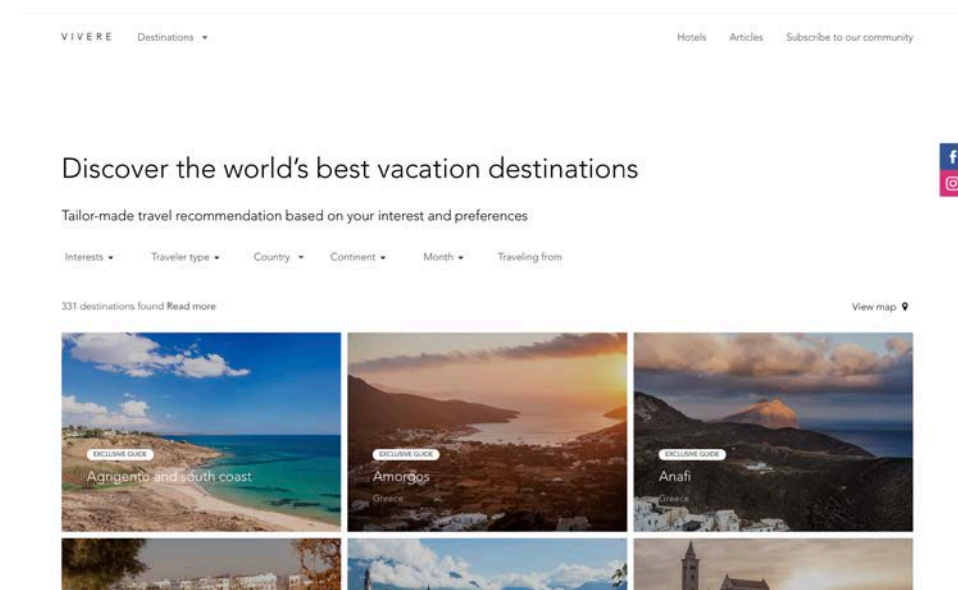
A journey of a thousand miles begins with a single step.

Unique journey



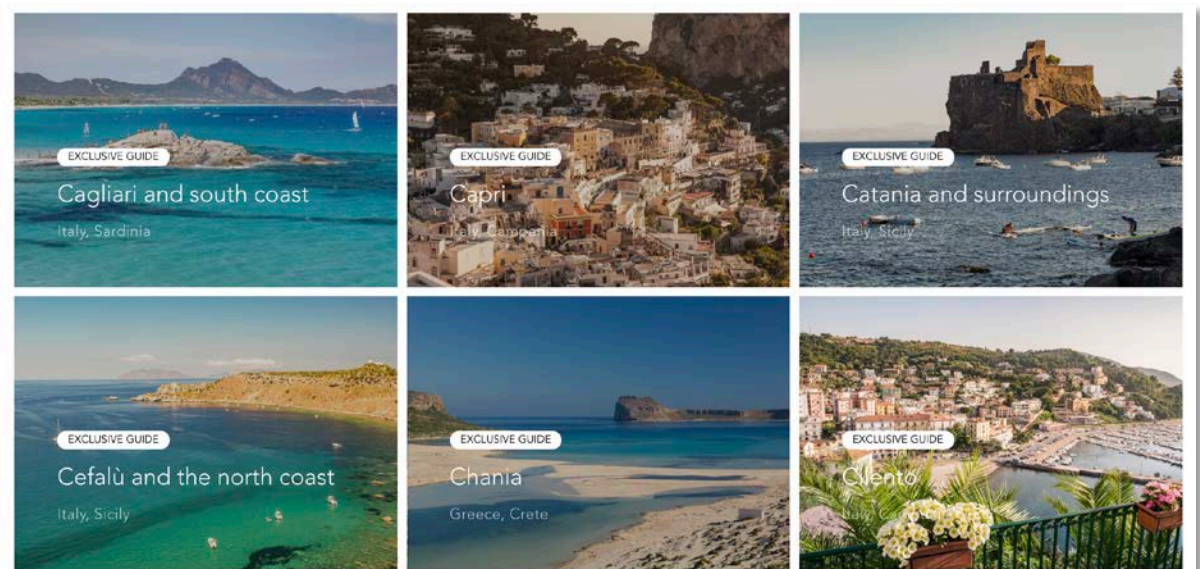
Pool of content. Used everywhere.

Unique PERSONalisation



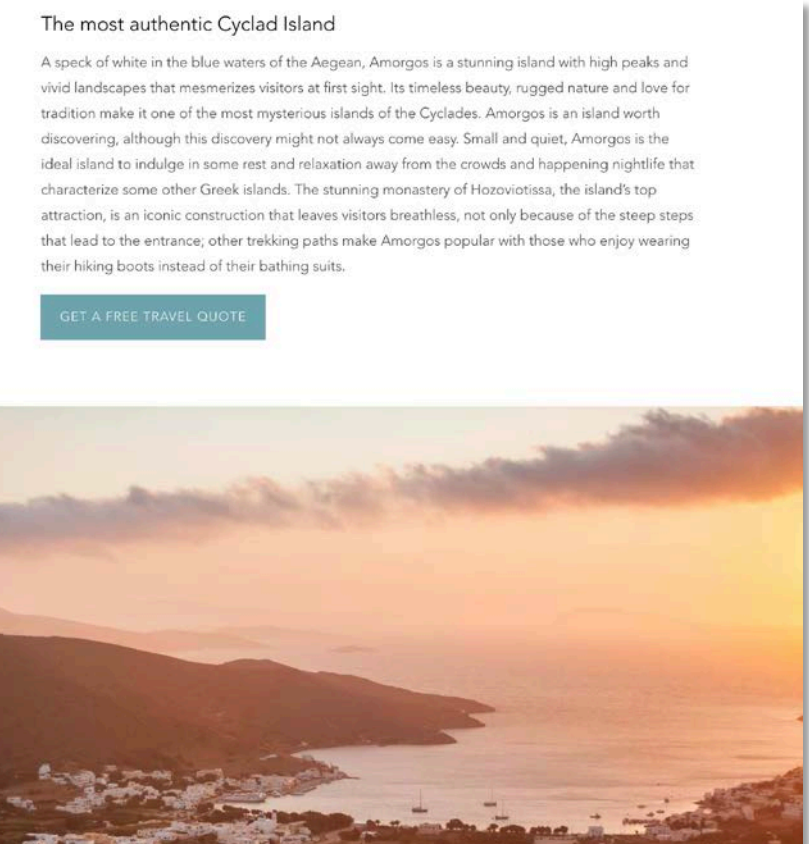
Website User 1 (from Social)

Lead with Content Story



Website User 2 (New)

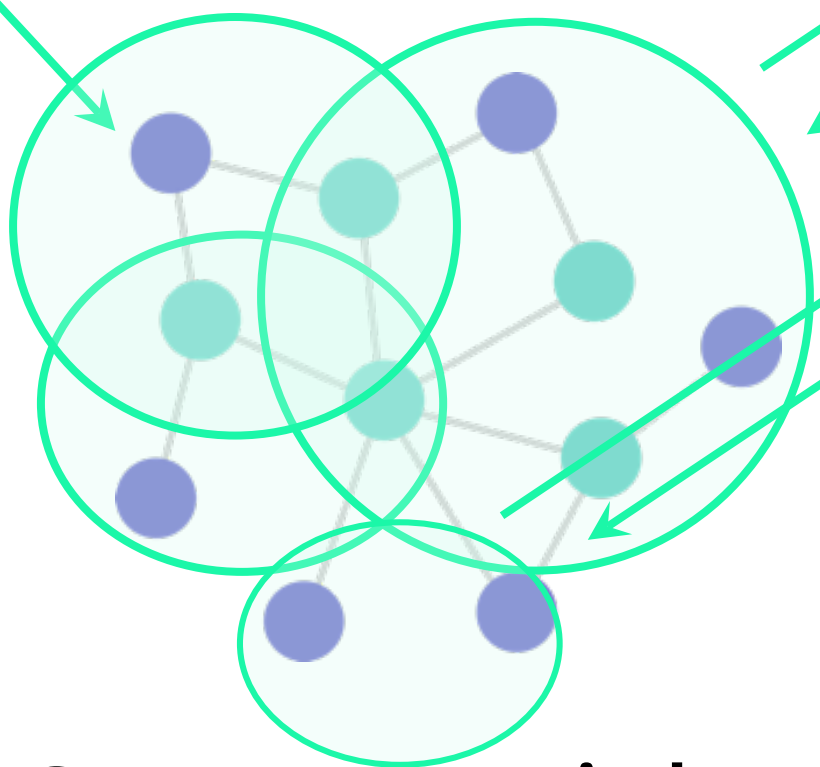
Location: Greece
Weather: Sunshine



Existing Customer


Rewards

Current Offers
Specific to user or segment



Right Content, Right Time.

acoustic

- 
- 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. The foreground is a grassy slope with some rocks.
- **Content reusability for channels ?**
 - **Developer & creative freedom ?**
 - **Supported by AI and Cloud ?**

create **the journey**



acoustic