MARKETING CLOUD

HUMANIZE DIGITAL EXPERIENCES
with the only open marketing cloud built on a foundation of unified customer intelligence

ACQUIA

EXPERIENCE DIGITAL FREEDOM

Drive customer relevance at every touchpoint with business agility and flexibility.

Consumers' expectations of brands have grown dramatically. They expect relevant experiences tailored to their preferences, on every channel, every time. But marketers, meeting these expectations can be a challenge. Because data is siloed in different systems, marketers are unable to get a true grasp of who their customers are, much less identify customer segments, map the customer journey, and orchestrate personalization across channels. This challenge has recently compounded due to dramatic business shifts responding to a global pandemic, as brands struggle to engage customers through new digital channels and selling motions while ensuring their business is future-proofed for unpredictable, black swan events going forward.

What is Acquia Marketing Cloud?
Acquia Marketing Cloud (AMC) is the only marketing cloud built on a proven, robust customer data platform. Because personalization is only as effective as the data and insights that drive the effort, Acquia Marketing Cloud unifies profile, transaction, and event data from all online, offline, and home-grown systems into a single, persistent customer ID that serves as the basis for all customer insights, segmentation, and action, and that can be leveraged by all teams across the organization. Machine learning powers insights and 1:1 segmentation at scale, enabling Acquia Marketing Cloud's omnichannel personalization to deliver deeply relevant experiences. With Acquia's open, data-first marketing cloud, marketers can overcome the challenges of a disjointed digital marketing ecosystem, and be in a position to address the current and future unpredictable changes to their business.

BENEFITS

1. **Boost profitability**, revenue, and ROI

2. **Increase customer engagement**, loyalty, satisfaction, across the lifecycle.

3. **Improve operational efficiencies**, decrease time to market, and save costs across marketing, IT, BI teams

4. **Build the right marketing strategy** based on data that you trust

5. **Enhance business agility** in the face of changing market dynamics

What does Acquia Marketing Cloud do?

- **Unifies customer data** across any online/offline system into a single, persistent customer ID
- **Provides insights** into customer segments and marketing opportunities with robust analytics and machine learning
- **Enables visual mapping** of customer journeys and next best actions
- **Natively delivers personalized experiences** across the website, email, SMS, and social media
- **Supports large, global organizations** with multiple brands and geographies
- **Ingests data from and sends data to any online or offline system**, including third party & home-grown.
- **Adapts to any unique requirements**, and is leverageable by any team.

Key features

- **Acquia Identity Resolution Engine**, which monitors transactions, profiles, and events to continuously resolve customer identities
- **Acquia Machine Learning Framework**, which performs supervised learning, and collaborative filtering algorithms--all of which are metadata configurable to support both out-of-the-box and custom models.
- **Cross-Channel Campaign Engine**, which enables marketers to map customer engagement journeys across touchpoints.
- **Native & Open Personalization Channels**, which includes Acquia's email, social, SMS, and website personalization channels as well as connectivity to any third party system.
- **Acquia Integration Framework**, which handles data input to and output from the Acquia's customer data platform in real-time

## What makes Acquia Marketing Cloud different?

OPEN: Seamlessly integrate with any system, easily configure unique requirements, and give intelligence to all teams in order to boost marketing flexibility, agility, and efficiency.

DATA FIRST: Harness the intelligence of cleansed, deduped, stitched, and enriched CDP data for all analysis and action, and increase revenue and marketing ROI.

MACHINE LEARNING FORWARD: ML models, clusters, and predictions are available out of the box (or build your own) and leverage ML to boost insights, personalization, and ROI.

CUSTOMER CENTRIC: Gain an ongoing, holistic view into customers at the individual level or in aggregate to understand your business, adapt with agility, and boost campaign ROI.

BUILT FOR GOVERNANCE: With a multi-tenant environment that supports multiple brands, locations and teams, you can scale to meet your needs while meeting regional requirements.
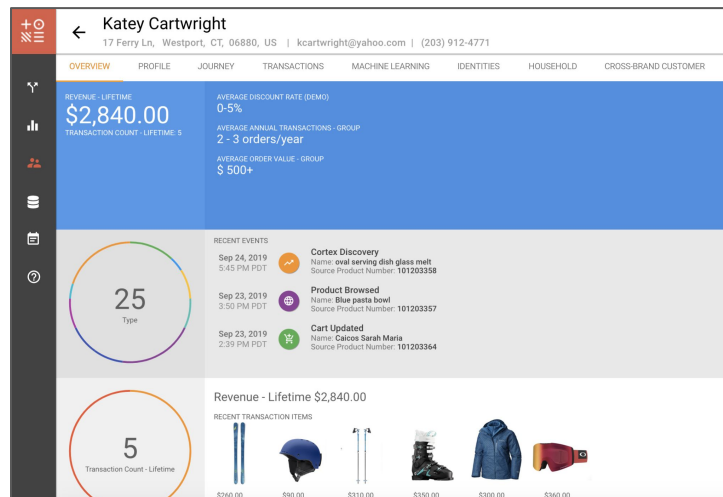
Acquia Marketing Cloud provides actionable customer intelligence.

CONTACT US

To see how Acquia Marketing Cloud can help your business, visit **www.acquia.com/marketingcloud**

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