

## **ARE YOU READY TO GRADUATE FROM HUBSPOT?**

***Join a leader in Digital Experience, not just a marketing automation company that's locking you into platform pricing.***



**Acquia Campaign Studio empowers marketing teams around the world to centrally ideate, orchestrate, and deliver compelling, individually personalized campaigns across all channels.**

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 too.

Customers are shouldering the burden of the category growth by being forced to pay for the larger platforms that lock them into pricing, and require a lot of education to stay on top utilization methods and the new bells and whistles. Martech purchases

should always be about realizing ROI, 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. Unlike Hubspot, Acquia Campaign Studio doesn't lock you into a platform pay structure. Acquia Campaign Studio is priced simply designed for exactly however you use it, and is built API-first so you can integrate the platform into your existing tech stack. With Acquia Campaign Studio, you can say good bye inflexible pricing and hello to quick turn ROI.

# **EASILY MANAGE AND CUSTOMIZE MULTICHANNEL CAMPAIGNS TO PERSONALIZE CUSTOMER EXPERIENCES**

**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 flexible platform, creating and managing the breadth of 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.

*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)**

## **HUBSPOT TO ACQUIA**

Hubspot is a great email marketing tool, analysts and customers alike agree and we're not here to challenge that. But we are here to ask: is Hubspot still the right choice for you? Hubspot is a platform that all but requires vertical adoption of its other related tools, and is priced in a way that locks customers into a pay for

more than they use model. Additionally, Hubspot is designed for "inbound marketing," which is a marketing style Hubspot coined to label marketing strategies based on incoming leads interested in the brand and content... However, most current marketing automation practices are designed around building personalized relationships with leads, and not the assumption they'll engage with a brand they don't know.

Prospects want personalized and relevant content delivered to them, not the assumption that they'll find you on their own. So it's time to ask the question, is it time to modernize your digital experience technology and strategy?

## **MANAGE MULTIPLE INSTANCES WITH ONE TOOL**

Acquia Campaign Factory, an extension of Acquia Campaign Studio, enables you to host multiple marketing automation instances within one platform. This capability is known as "distributed marketing" because it allows you to manage campaign workflows, design golden 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.



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**



Vericel manufactures advanced cell therapies for the sports medicine and severe burn care markets. Like many pharmaceutical manufacturers, Vericel wanted to automate important aspects of their patient and physician communications and marketing strategies. Specifically, the company wanted to use automation to empower patient care teams, while also educating and empowering physicians.

They chose Acquia Campaign Studio because its ability to connect via API to Vericel's CRM and other data sources (like the product website) made interactions virtually seamless. Using Acquia Campaign Studio, Vericel was able to regularly communicate with both patient and physician audiences, track campaign interactions and trigger staff follow-up notifications, allowing Vericel to provide white-glove service while utilizing the campaign's automated aspects. With ACS, Vericel:

- Open rates and performance metrics were higher than ever before in company history
- Campaign analytics showed measurable increase in physician-led activations
- Maintained all regulatory compliance requirements for HIPPA and GDPR regulations

# **METRICS**

***and open rates higher than ever before in company history***



Frustrated by the diminishing returns of existing tool's batch-and-blast email campaigns, and exhausted by the manual processes required to implement those campaigns, RxMG decided to reevaluate their approach.

RxMG's client strategy has always centered on the customer journey, so selecting Acquia Campaign Studio was an easy decision between functionality and cost. RxMG was up and running in just a couple of weeks, seamlessly connecting Campaign Studio with their homegrown customer database, and saying goodbye to the outdated solution that had previously caused them so much frustration. The results became evident quickly, Campaign Studio helped RxMG:

- Reduce email and automation solution expense by 30%
- Reduce setup time by 40%, saving both time and resources on campaign management

**30%**

***reduction in email and automation solution expenses***



# SO MANY ADVANTAGES...

## INCREASE YOUR SPEED TO MARKET, NOT YOUR BUDGET

Hubspot is a tool that can be easy to use as a standalone tool, but when you connect it to your existing tech ecosystem it can require so much additional time and effort to get things working properly. Buying an open, API-first technology like Campaign Studio means it's ready made to fit into your tech stack so you can be up and running in no time.

- Connect to your existing technology quickly and easily so you can move onto more important activities like launching and managing campaigns
- Realize ROI on your tech investment in record time by onboarding and deploying multichannel campaigns faster than ever before

## EASY TO USE AND ALL THE BELLS AND WHISTLES

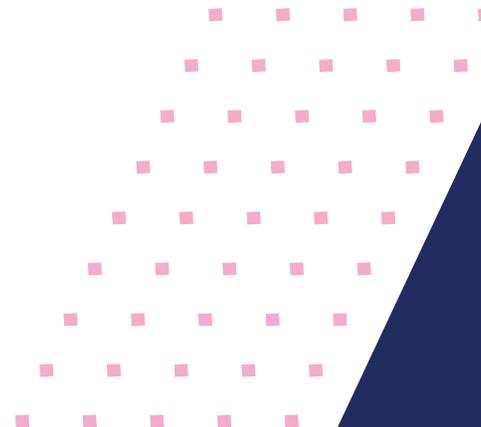
Hubspot isn't the only easy to use tool on the market. Marketing automation is a strategic tool, but that doesn't mean it should be complicated to use. Campaign Studio's WYSIWYG editing capabilities for both custom email designs and campaign landing pages make campaign customization easier than ever before. With Acquia Campaign Studio there's no need to certify operators, and little time required to train new team members to use the tool.

- Designing beautiful, branded layouts personalized for your audiences is easy in Acquia Campaign Studio
- Onboarding is quick and painless in Acquia Campaign Studio's user friendly interface

## MULTICHANNEL CUSTOMER JOURNEY AUTOMATION MADE SIMPLE

It isn't easy to build multichannel campaigns in Hubspot. So don't. 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:

- Realize your return on tech investment faster by running campaigns mere days or weeks after purchase, not months
- Connect your existing technology ecosystem to an API-first platform quickly and easily for seamless integrations
- Customize your own processes and environments with Campaign Studio's flexible workflow automation capabilities
- Leverage more extensive contact management data and capacity in Acquia Campaign Studio than in Hubspot
- Deploy true multichannel campaigns with the click of a button by using Campaign Studio's journey automation function
- Manage multiple instances with no problem by leveraging Acquia Campaign Factory, a distributed marketing tool unlike any other currently on the market

# FEATURES:

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

- Simple pricing: contacts X volume
- 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

# **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 Studio, 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 Studio is an excellent place to start because it connects with Personalization, Customer Data Platform (CDP), and Digital Asset Management tools within the 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 Studio is the first step to amazing digital applications—from data cleansing to websites to commerce solutions.**

Campaign Studio 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 Studio can take your business, visit:**  
[acquia.com/products/drupal-cloud/site-studio](https://acquia.com/products/drupal-cloud/site-studio)