

**Acquia**  
EXPERIENCE DIGITAL FREEDOM

***OPEN MARKETING:  
THE FUTURE OF DIGITAL  
EXPERIENCE CREATION***



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# Introduction

“Open.” Without even trying, this word implies positivity. Synonyms include “accepting,” “accessible,” “honest” and “unrestricted.” And in the context of marketing, “open” introduces an infinitely more positive and effective philosophy and approach to managing the customer experience — one that counters the rigidity of outdated and cumbersome “closed” marketing technologies in favor of modern technology that orchestrates customer journeys with open access to data, capabilities and complementary technologies. Flexibility, adaptability, creativity — these are the pillars of “open marketing.”

In May of 2019, Acquia, the open digital experience platform, acquired Mautic, the open marketing automation platform now called Campaign Studio. Moving forward together as a single entity, Acquia introduces the concept of the *open marketing cloud*, a suite of purpose-built marketing technologies uniquely positioned to help marketers capitalize on the age of mobile, social, real-time and on-demand.

# ***SECTION 1***

**What Is Open Marketing?**



# What Is Open Marketing?

So what is *open marketing*, really? And why should you care about it?

Open marketing is an approach. You can't *buy* open marketing, but you do have to invest in it: strategy, processes and capabilities — both human and technological. You also have to invest time and thought, because open marketing isn't just built — it's practiced. In addition to building a stack of systems, open marketing requires a philosophy and discipline behind how to use those systems in order to enable and drive uncommon results.

Open marketing empowers enterprises to create a seamless, omnichannel experience that learns customer preferences over time and adjusts based on their engagement history. It eliminates the friction marketers experience with legacy marketing tools that lock you into expensive seat licenses and/or costly maintenance fees, lock up your data in proprietary systems, and lock you out of open marketing's limitless functionality — functionality that legacy marketing solutions were never engineered to provide. In short, open marketing is the business enabler that outdated, closed marketing solutions can never be. Open marketing is the way of the future, and Acquia is bringing it to you, here, today.

# ***SECTION 2***

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**What Is an Open  
Marketing Cloud?**



# What Is an Open Marketing Cloud?

This is where the technology comes in. Let's back up for a moment and reset on the digital experience platform (DXP) — a DXP enables the integration of all the products and solutions marketers and IT professionals need to orchestrate experiences across customer channels. And, in our view, one of the critical pillars of a digital experience platform is an open marketing cloud.

To further illustrate, it's helpful to break this term down into its parts:

## Cloud

In this context, we can think of a cloud as a collection of technologies that can be combined to help a professional execute a broad array of functions, operations and programs. In order to facilitate the user experience, these clouds provide easy access (with single sign-on) to the included technologies. And the clouds with significant market share spawn an ecosystem of third-party vendors to provide value-added products and services to support the thriving user base.

## Marketing Cloud

It stands to reason, therefore, that a marketing cloud is a collection of technologies for the marketer, enabling things like automation and journey orchestration, to name a couple of priorities. While a DXP is a one-stop shop for your marketing and IT stacks, a marketing cloud integrates the tools marketers use specifically to improve customer experience. The biggest legacy marketing clouds have loyal user communities and established communities of third-party vendors.

## Open Marketing Cloud

At Acquia, the open marketing cloud is our vision of what a marketing tech stack could and should include — all of the technologies needed to help marketers and brands build digital relationships with their audiences. It represents our approach to empowering modern organizations to deliver on a modern-day marketing strategy.

## Open APIs, Data and Assets

“Open” continues to mean many things here. For one, an API-first approach that allows you to integrate with other technologies, whether bought or built. When you can incorporate all of the different technologies you need to do business, it puts you in the driver’s seat to develop strategies that fit your business, not ones that simply accommodate your technology. Open means you are in control of the technology, not the other way around.

With unparalleled technology integration comes a superior level of data flexibility, too. You can access data that’s been collected through a variety of channels and combine data sets in new ways to deliver a more responsive customer experience that reflects today’s omnichannel world. This adaptability and flexibility gives you the latitude to experiment with new communications channels and operations so that your marketing is limited only by your creativity as you rethink your customers’ entire digital experience.

Additionally, open means you are managing contacts, assets and campaigns in a marketing platform that has been engineered for adaptability. Where legacy solutions force you into following a scripted playbook designed by engineers or marketers from a bygone era, open marketing solutions unlock a world of new possibilities.





## Open vs. Open Source

While Acquia does have roots in open source, it's important to note that these two terms are not synonymous.

### “Open”

Can, but does not necessarily need to, involve open source solutions.

Is a set of values, practices and capabilities.

Refers to a plug-in-driven, API-first approach to building a tech stack and easy integration with other systems, whatever they may be.

Open also requires open data. If you have been relying on a specific tool or platform to accomplish a given task and you choose to replace that technology, “open” means that you won't lose the data you generated when you change solutions.

We believe that a true open marketing cloud must break free of the limitations of legacy, closed systems to deliver the best attributes of marketing automation, most notably including:

### Data Flexibility

Conceived with mobile, social and omnichannel in mind, data flexibility means bidirectional data sharing. Open marketing depends on being able to push or pull any amount and any type of data with no limitations to support segmentation, profiling, campaign creation and personalization. Further, an open marketing cloud must impose no limitations around custom field creation and no limitations around API calls.

### Platform Adaptability

In order to create a marketing cloud that is not rigid or brittle and so that it can flex to fit your stack, processes, teams and go-to-market strategy, an open marketing cloud must be a native SaaS offering. It must support hundreds of out-of-the-box plug-ins and integrations with third-party technologies, allowing marketers to experiment quickly and easily with new channels, new segmentation and new campaign flows.

### Unlimited Integrations

A true open marketing cloud will have the ability to connect with tools you *bought* and the systems you *built*. These include homegrown SaaS platforms, handwritten mobile apps, proprietary e-commerce experiences, POS kiosks and more. Name your end point; your open marketing cloud must be able to integrate with it. And it must be able to do so through an intuitive UI that fosters marketing creativity that allows you to go far beyond lookalike or copy-cat campaigns. These proprietary tools are where your real intellectual property and differentiation reside. Harness and activate that IP!

# ***SECTION 3***

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## **The Problem with Legacy Marketing Solutions**



# The Problem with Legacy Marketing Solutions

In the existing marketing technology landscape, there are some very big vendors who secured strong market positions over the years by offering marketing tech architecture designed for a bygone era. They once were shiny and new, and they offered functionality that marketers hadn't seen before. There wasn't a lot of competition, so their adoption numbers grew steadily.

In today's context, however, there are significant limitations with legacy solutions that marketers either have to put up with or figure out how to work around:

**They can't integrate with your homegrown systems** and/or your existing marketing tech stack. As a result, data sets are siloed in different tools, inhibiting your opportunity to build customized omnichannel campaigns or make changes to your marketing tech stack.

**You have to use their third-party vendors** to perform even rudimentary integrations with other tools or systems. Reliance on vendors means you don't have the agility to respond quickly to new insights and that you're paying every time you want to adjust your campaigns.

**Experimenting with different campaigns can be labor-intensive**, inhibiting creativity and, instead, fostering more lookalike approaches to marketing. Marketing should be an art backed by the science of data, but burdensome tech processes curtail marketing creativity.

**There are too many limitations on functionality and workflows.**

This lack of flexibility means you need to adapt to their way of working instead of seamlessly assimilating your marketing tech into your preferred way of working.

**Their UI can be non-intuitive.** Non-intuitive workflows contribute to the complexity and rigidity that limits marketers from developing campaigns that accurately reflect customers' preferences. A poor user experience can further undermine marketing creativity.

**Their pricing is constraining**, charging by the number of users, forcing your company to dedicate personnel to managing the platforms, locking you into monthly maintenance and support fees, and/or restricting you from popular and necessary features and capabilities unless you pay additional fees. Overall, the total cost of ownership of legacy systems is prohibitively high.

## “Closed” Technology and Data Silos

These legacy solutions still can help you capture customer data, but they do so in a very old-school, resource-intensive and expensive way. They require your company’s time and attention to keep them up and running; they can’t easily support your workflows or changes that you want to build into these workflows; and they don’t support current capabilities like progressive profiling.

Unfortunately, legacy marketing solutions can’t successfully be retrofitted to deal with the age of mobile and social and real time and on-demand and transparency. They couldn’t conceive of “open” in their day, and they can never be anything more than closed today.

Most importantly, as you continue to use these antiquated tools on a daily basis, you’re generating valuable data, but you’re not doing this in a way that allows you to capitalize on the data you’re collecting. With these closed systems, your marketing team may not be aware of the wealth of data your company has. Or you may be aware, but you can’t easily access and work with the data to generate crucial insights or reporting. And you can’t activate the data to create accurate customer segmentation or build critical automations.

When you realize you don’t have the flexibility you need to both understand your customers and shape campaigns that reflect that understanding, you’re stuck going further down a path that you know is ultimately going to prove to be a dead end.



## uTest Opens Up to Increase Community Engagement

uTest is a community of 300,000 digital experts and software testers who help companies improve their digital customer experiences through market research, user feedback and digital testing.

uTest experienced functional limitations with its legacy marketing automation solution, especially surrounding personalization, in-app notifications and SMS capabilities. The company was faced with the need to purchase an additional instance of the legacy solution to support its rapid growth, which would have doubled its spending on the legacy solution.

Instead, uTest went with Acquia's open marketing approach, which allowed uTest to provide greater user access, increasing employee productivity across the organization. uTest could also deliver more personalized messaging, increasing engagement and improving satisfaction.

uTest's move to an open marketing approach yielded very favorable returns:

ROI

**585%**

Payback:

**2.4** months

Average annual benefit:

**\$236,036**

# ***SECTION 4***

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**Selecting the Right  
Marketing Cloud for  
the Future**



# Selecting the Right Marketing Cloud for the Future

There are numerous marketing clouds out there for companies to consider. We think there are a few essential questions your marketing cloud vendor must be able to answer to prove they are the right marketing cloud for your business today and tomorrow (and for the next several years):

- 1. Is the marketing cloud going to be flexible from a data standpoint?**
- 2. Can the vendor demonstrate that the platform is going to be adaptable to your particular needs and your specific workflows?**
- 3. Will your marketing cloud allow you to engage your customers both in the ways that they expect and also in ways they won't anticipate?**
  - Will the personalization be comfortable for them?
  - Will you be able to surprise them in a good way with offers that complement and advance the customer journey?
- 4. Does the marketing cloud comprise tools that are purpose-built and engineered to integrate for the expressed purpose of supporting the open concept?**
- 5. Does the architecture of the marketing cloud leave you poised to capitalize on the new channels, new endpoints and new journeys your customers will be taking tomorrow?**

Acquia's approach to open marketing combines its unparalleled open digital experience offerings with the leading open marketing automation platform, Campaign Studio. We bring together the most robust platforms and ecosystems for marketing automation, website personalization and journey orchestration, putting data flexibility, platform adaptability and campaign creativity in the hands of today's marketers with an eye on tomorrow's omnichannel horizon.



# nDash Takes the Open Road to Gain Marketing Agility

nDash helps brands connect with writing talent within their community of content professionals. Since launching in 2016, nDash has attracted thousands of writers and brands, and that number has been increasing by 40% monthly. To keep up with this rapid growth, nDash realized it needed to find a better solution for automating its customer experience.

nDash opted for an open marketing approach with open, flexible APIs to collect actionable data from every touchpoint. nDash tapped Acquia Campaign Studio to automate all their marketing campaigns, build user segments based on real-time behavior information captured in their platform, and then build multi-touch campaigns in a matter of minutes. This move eliminated their dependence on the manual, time-consuming tasks of moving data between systems to create one-off emails.

nDash's transition to an open marketing approach paid off quickly:

- nDash was able to save money right away by consolidating from two marketing platforms into one.
- nDash was able to save time and effort: Switching to Campaign Studio helped the nDash team spend their time more effectively, devoting a smaller amount of time to only the customers most critically in need of attention, and giving the internal team more time for other mission-critical activities.
- nDash customers benefited from timely, tailored communications. By converting inactive users, nDash was able to ensure that their customers were using the platform for its intended purpose.

# Conclusion

Open marketing means embracing the future of marketing and being open to endless possibilities for accompanying customers on their buying journeys. There are already so many different technical endpoints that your marketing department needs to be able to deal with, from today's digital channels to AR/VR, to digital signage and so many other channels coming online down the road. Your marketing tech stack has to be open and agnostic to these endpoints that need access to the data driving how your company responds to changing customer demands.

Open means condemning your silos — data silos and content silos — so that your marketing technologies have the flexibility and adaptability to flow with each customer. Externally, you should be able to connect to any endpoint. And internally, you should have unfettered data and content portability to generate new campaigns easily and spontaneously.

In short, marketing technology freedom equals business freedom. If the marketing technologies you rely on most can't do any of this, you need to change the way you're thinking about marketing and talk with Acquia. Is that something you're open to?

## **ABOUT ACQUIA**

Acquia is the open source digital experience company. We provide the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter. At Acquia, we believe in the power of community — giving our customers the freedom to build tomorrow on their terms.



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