



**ACQUIA
CAMPAIGN FACTORY**

DISTRIBUTED CUSTOMER JOURNEY MANAGEMENT

Total customer experience control over all communications across your entire distributed business.

As your company evolves and expands, you will inevitably be faced with more complexity – including new brands, business units, regional teams, franchises, partners or clients (if you're an agency) that would benefit from separate campaign management accounts. Yet, ensuring brand, creative, and customer privacy compliance across multiple engagement solutions deployed across your distributed business is inherently difficult as you attempt to onboard each new instance or technology and implement standardized best practices. Once the technology is actually up and running this can quickly result in the opposite of the desired outcome including disjointed experiences, offers, and multiple brand voices. With Acquia Campaign Factory now you can empower each of these groups with a separate automation account while keeping full visibility and control over each of them.

What is Acquia Campaign Factory?

Acquia Campaign Factory is the only solution that enables you to centrally deploy and manage multiple, distributed Acquia Campaign Studio instances, helping scale customer journey activation across your entire business. Acquia Campaign Factory empowers each of your business units or brands with a separate campaign management instance. It enables efficient delivery of your most valuable campaign elements across multiple entities, while providing you with complete control and visibility into your marketing programs.

Template and deploy entirely new Acquia Campaign Studio instances at the click of a button and deploy standardized campaigns, content, and best practices across instances. Organizations can also configure and brand Campaign Studio instances they deploy to allow individual stakeholders to have uniquely relevant user experiences in running their marketing programs.

ACQUIA
EXPERIENCE DIGITAL FREEDOM

- Fully multi-tenant architecture for distributed marketing enabling all teams to amplify engagement managing their campaigns and contacts directly
- Test, template and deploy standardized campaigns and content across instances
- Centrally administer programs & globally monitor campaign performance
- Brand, customize and administer Acquia Campaign Studio instances to fit your needs

Leading brands trust Acquia Campaign Factory

Features and benefits of a modern system

A truly modern campaign management system needs to be able to adapt to changing business needs. Acquia Campaign Factory allows the fast and seamless deployment, management, and tracking of multiple Acquia Campaign Studio instances.

Create New Acquia Campaign Studio Instances On-the-Fly: Within minutes, set up brand new instances of Acquia Campaign Studio for new teams, business units, or clients, as you need them.

Analyze Results in Aggregate: Keep a pulse on what's happening with a rolled-up view of how all of your campaigns, emails, and content are performing across your Acquia Campaign Studio instances.

Replicate Campaigns Across Instances: Save time and increase efficiency by easily replicating your automated campaigns, emails, and landing pages across multiple Acquia Campaign Studio instances.

White-labeled Acquia Campaign Studio Instances: Customize your Acquia Campaign Studio instances to match your company's or client's brand look and feel.

Replicate Instance Templates: Template all elements of a Acquia Campaign Studio instance, from audiences, to campaigns, to creative and best practices tailored specifically for your business or clients, then easily replicate the entire instance for new users.

Acquia Campaign Factory + Acquia CDP

With Acquia Campaign Factory and Acquia CDP together as part of the Acquia Marketing Cloud, marketers can use deep insights to create relevant and impactful cross-channel experiences that maximize marketing ROI across your unique organization.

The bi-directional connector between Acquia CDP and Acquia Campaign Studio uses Acquia Campaign Studio APIs to insert and update contact profiles in real-time. With this integration, users can build campaigns in any Acquia Campaign Factory managed Acquia Campaign Studio instance based on Acquia CDP data, including machine learning based segments and store transaction data.

Campaign data such as email send, opens, clicks, and any other subscribed events from Acquia Campaign Studio contacts and campaigns to be unified at the customer level into Acquia CDP's unified profile.



CONTACT US

To see how Acquia Campaign Factory can help you drive customer journeys, please visit www.acquia.com

or contact us directly at **888.922.7842** or sales@acquia.com to learn more or see a demo.