



## CROSS-CHANNEL CAMPAIGN MANAGEMENT REDEFINED

**Empowering 200,000+ marketing teams around the world to centrally ideate, orchestrate, and deliver compelling, individually personalized campaigns across all channels.**

As our world changes faster than ever before and uncertainty mounts, marketers can find solace in one constant: customer expectations continue to rise as they become ever more selective with their discretionary dollars in today's digital-first world. With only 2% of marketers claiming to have all channels integrated to provide cohesive, personalized experiences from one channel to the next (eMarketer), businesses must unify tried and true engagement channels while remaining flexible to centrally test and onboard new, innovative channels to deliver consistently compelling experiences that help consumers achieve their individual goals.

### What is Acquia Campaign Studio?

Acquia Campaign Studio is a cross-channel campaign management solution that allows brands to align their digital strategies, create, orchestrate and deliver exceptional customer experiences that drive revenue quickly. No matter what channels are central to a brand's strategy, online or offline, native or 3rd-party, established or new, marketers can orchestrate campaigns across channels and design entire customer journeys.

Acquia Campaign Studio's drag-and-drop interface allows marketers to orchestrate the entire customer journey, defining different journeys that respond to what customers are doing in real-time. Acquia Campaign Studio optimizes the journey for every individual's preferences, ensuring the delivery of the best experience possible from acquisition to advocacy, through cross-channel, multi-touch and multi-wave campaigns. Marketers can build beautiful, individually personalized content quickly through a drag-and-drop editor, from scratch or from a template, execute and monitor all aspects of their campaign directly; helping boost engagement, loyalty and customer lifetime value.

**ACQUIA**  
EXPERIENCE DIGITAL FREEDOM

- Build multi-touch, multi-wave cross-channel campaigns
- Leverage Acquia CDP intelligence to drive 1:1 engagement
- Build beautiful, individually personalized content quickly
- Map, orchestrate and measure the customer journey across any channel
- Centrally manage experiences across brands, geographies, and properties
- Increase the ROI of your outbound marketing campaigns

## Features and benefits of a modern system

Acquia Campaign Studio offers the unique combination of feature functionality and ease-of-use. Becoming a product expert doesn't require a detailed certification program — new team members can be creating content and executing campaigns inside the platform within a week.

A truly modern campaign management system needs to be able to adapt to changing business needs. Acquia Campaign Studio's flexible, open API can connect to and exchange data with any system or execution channel.

*Acquia Campaign Studio gathers information using website tracking, form building, progressive profiling, audience segmentation, detailed analytics and reporting.*

Through Acquia Campaign Studio's intuitive drag-and-drop content and campaign builders, marketers are also able to create campaigns of all shapes and sizes to fit the unique needs of their buyers.

*Acquia Campaign Studio enables personalized messaging through email marketing, automated campaigns, cross-channel communications, dynamic content on emails and websites, and account-based marketing.*

## Acquia Campaign Studio + Acquia CDP

With Acquia Campaign Studio 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.

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 Acquia Campaign Studio 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.

## What makes Acquia Campaign Studio different?

**Acquia Campaign Studio IS FAST:** With Acquia Campaign Studio, companies can create and deploy powerful campaigns in just minutes, not days. The Acquia Campaign Studio platform is quick to learn, easy to use, and enables rapid iterations of campaigns, emails, forms, and landing pages. This eliminates bottlenecks so companies can launch campaigns faster.

**Acquia Campaign Studio IS SMART:** Smart campaign management means being able to create and deliver sophisticated, personalized touchpoints to any individual in the right channel and at the right time. Acquia Campaign Studio uses a visual, whiteboard-style campaign builder to enable a cross-channel Go-To-Market approach so companies can increase engagement and conversions through the funnel.

**Acquia Campaign Studio IS OPEN:** Built in the age of modern marketing, Acquia Campaign Studio is the only open campaign management solution that easily plugs into existing tools — both bought and built — and has the flexibility to change with any business. Acquia Campaign Studio uses its extensive APIs to adapt to any workflow and give companies full ownership over their data. The result is unparalleled use of data across all systems to provide the best possible customer experience for their audience.

**“Acquia Campaign Studio has given us the ability to automate not only our marketing process, but our entire user experience life-cycle.”**

— CEO in the Media Industry

## CONTACT US

To see how Acquia Campaign Studio can help you drive customer journeys, please visit [www.acquia.com](http://www.acquia.com)

or contact us directly at **888.922.7842** or [sales@acquia.com](mailto:sales@acquia.com) to learn more or see a demo.