ACQUIA CAMPAIGN STUDIO

ACQUIA
EXPERIENCE DIGITAL FREEDOM

MARKETING AUTOMATION REDEFINED
Execute Cross-Channel Campaigns Easily

Acquia Campaign Studio empowers 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: Marketing Automation is here to stay. With continued year over year category growth, features and capabilities are always expanding. While this constant improvement leads to better personalization tactics across channels and thus ROI, it can feel overwhelming too.

In fact, 70% of marketers are using less than two thirds of their purchased Marketing Automation functionality. But, they continue to pay for the larger platforms that lock them into pricing and require teams of certified operators to ensure success. Acquia Campaign Studio can help.

What is Acquia Campaign Studio?

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. 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 from start to finish.

Acquia Campaign Studio's drag-and-drop interface allows marketers to build emails and campaign landing pages from scratch or template via HTML or a WYSIWYG editor. Users can score leads throughout the funnel and easily maintain contact list hygiene to ensure GDPR compliance. Audience segmentation is easy to manage within the solution, so that campaigns can be designed for the right audience and automated to reach them at the right time. Lastly, users can leverage a visual journey builder tool to orchestrate the entire customer journey that responds 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, execute and monitor all aspects of their campaign directly, which helps boost engagement, loyalty and customer lifetime value.

- Increase the ROI of your outbound marketing campaigns

- Build and automate multi-touch, multi-channel campaigns from start to finish

- Design beautiful, individually personalized emails and landing pages quickly

- Map, orchestrate and measure the customer journey across any channel

- Centrally manage lead scoring, contact list hygiene, and segments all in one place

- Customize your capabilities by leveraging dynamic content or defining custom objects

Modern features that are easy to use

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 adaptable 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 + Campaign Factory

With Acquia Campaign Studio and Acquia Campaign Factory marketers can manage multiple Marketing Automation instances in a single view.

This instance management is known as Distributed Marketing, which helps users govern brand compliance, and analyze aggregate across instances. Acquia Campaign Factory enables internal brand teams to manage uses across business units, or empowers agencies to execute campaigns for their clients.

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.

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, etc. 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: Companies can create and deploy powerful campaigns in just minutes, not days. In Marketing Automation, it's important to move efficiently so ROI can be realized quickly -- with Acquia Campaign Studio, you can design and deliver sophisticated, personalized touch points across multiple channels seamlessly.

Acquia Campaign Studio IS INTUITIVE: The platform is quick to learn, easy to use, and enables rapid iterations of campaigns, emails, forms, and landing pages. Acquia Campaign Studio uses a visual, whiteboard-style journey builder to enable a multichannel approach so companies can increase engagement and conversions across the entire funnel.

Acquia Campaign Studio IS OPEN: 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. 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**

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

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