

# Campaign

## What's new

***acoustic***



# Acoustic named a leader by Gartner

Figure 1. Magic Quadrant for Multichannel Marketing Hubs



# Major product changes & innovations in 2019

AI-powered **Anomaly Insights** in campaigns

New AI-infused **message composer** launched

**Journey stage analysis and insights** across channels and touchpoints

**Native support for cloud object stores** via Exchange

**Native 2-way SMPP interface** for SMS communications

in 2020 so far we've launched...

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***acoustic***

Use Campaign marketing profile data to deliver cross-channel personalized campaigns on the web

Add conditions to identify your target audience for this personalized content.

Attribute	Operator	Value
Campaign Audience	is	2 selected

Clear selection

Show selected only

Regular

- Regular Contacts
- Regular Customers
- Regular Visitors
- Regular Buyer
- Regular Add to Cart
- Regular Checkout
- Regular Complaints
- Regular Offers
- Regular Gifts
- Regular voucher

# Campaign profile data in Personalization



ACCOUNT

SEARCH ASSETS, DOCUMENTS

Help: 877-634-9260 Manage My Account

**SAMPLEBRAND**

- Home
- Get Started
- Orders & Activity
- Analytics & Reports

recommended as special characters may not paste correctly. Please type original content into open text fields.

Customizable Components

Logo

COMPANY LOGO HERE Edit | Reset

Main Image

Edit | Reset

Body Copy

With Sample Brand Travel, you get much more than an agent: you get a travel partner team who is as vested in your delight and pleasure as you are.

Characters [264 / 265]

Header

SPECIAL FOR OUR REGION

The maximum length for this field is 40


Profile

Name: John Doe  
 Phone: 305-321-6789  
 Email: jdoe@samplebrand.com  
 Website: www.samplebrand.com

Subject

Act now to take advantage of our latest offer!

COMPANY LOGO HERE



When is the last time you committed to unplugging for a true get-away? Too long ago if you are like every other young professional with whom we work. Well... It's time, and we have the perfect incentive for you!

**SPECIAL FOR OUR REGION**

Our local team of experts are here for you.

With Sample Brand Travel, you get much more than an agent: you get a travel

**Boost marketing ROI by letting local marketers create personalized campaigns while maintaining brand consistency.**

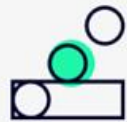
# Distributed Marketing for Campaign

# Hello, how can we help?

Search our articles, guides and forum



## BROWSE BY PRODUCT



Campaign



Content



Analytics



Experience Analytics

**A new resource center and much more...**

*And next we are bringing you...*

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***acoustic***



← BACK Saved ✓ Sunny skies ahead PREVIEW SAVE & RETURN

Details Design

BLOCKS

Search blocks

Text Image Spacer

Divider Button Video

HTML Social Link bar

Gallery Promotion

LIBRARY

Search library

citycool Mens Womens Girls Boys

# Sunny skies ahead!

New styles, just in time for summer

Citycool has your favorite styles, plus all new designs

SHOP SUNGLASSES

%%First Name%%, use this promo code and get 25% off your first pair of sunglasses

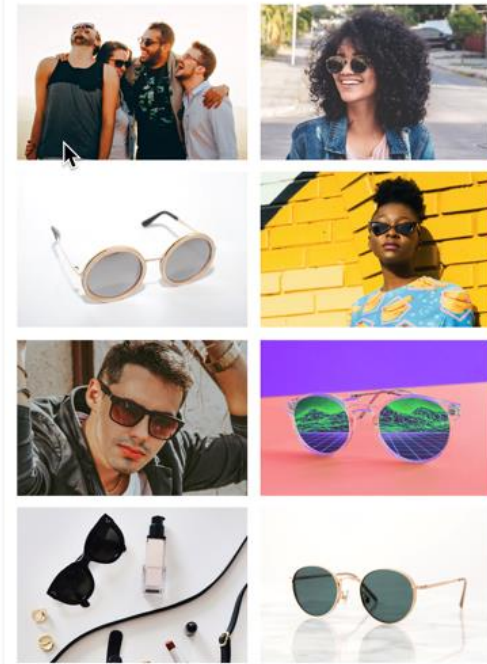
SUMMER19

Insights

top performing content tagged Eyewear

Tags

Eyewear + Add tag



SHOW MORE

Related reports

Content performance Holiday 2018

Related questions

How do campaigns tagged Eyewear compare, this year and last

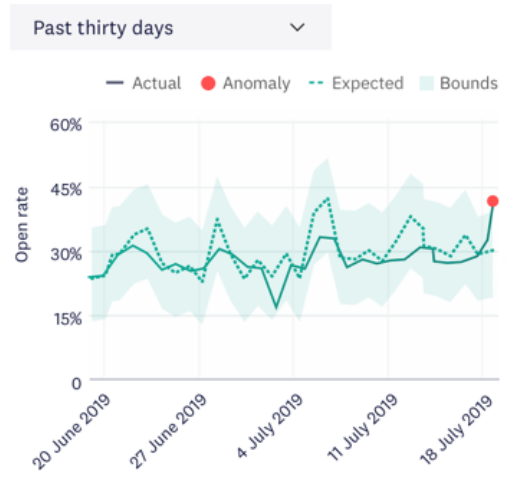
Top performing campaigns tagged Eyewear in

Redesigned user interface

Overview

Activity

OPEN RATE OVER TIME



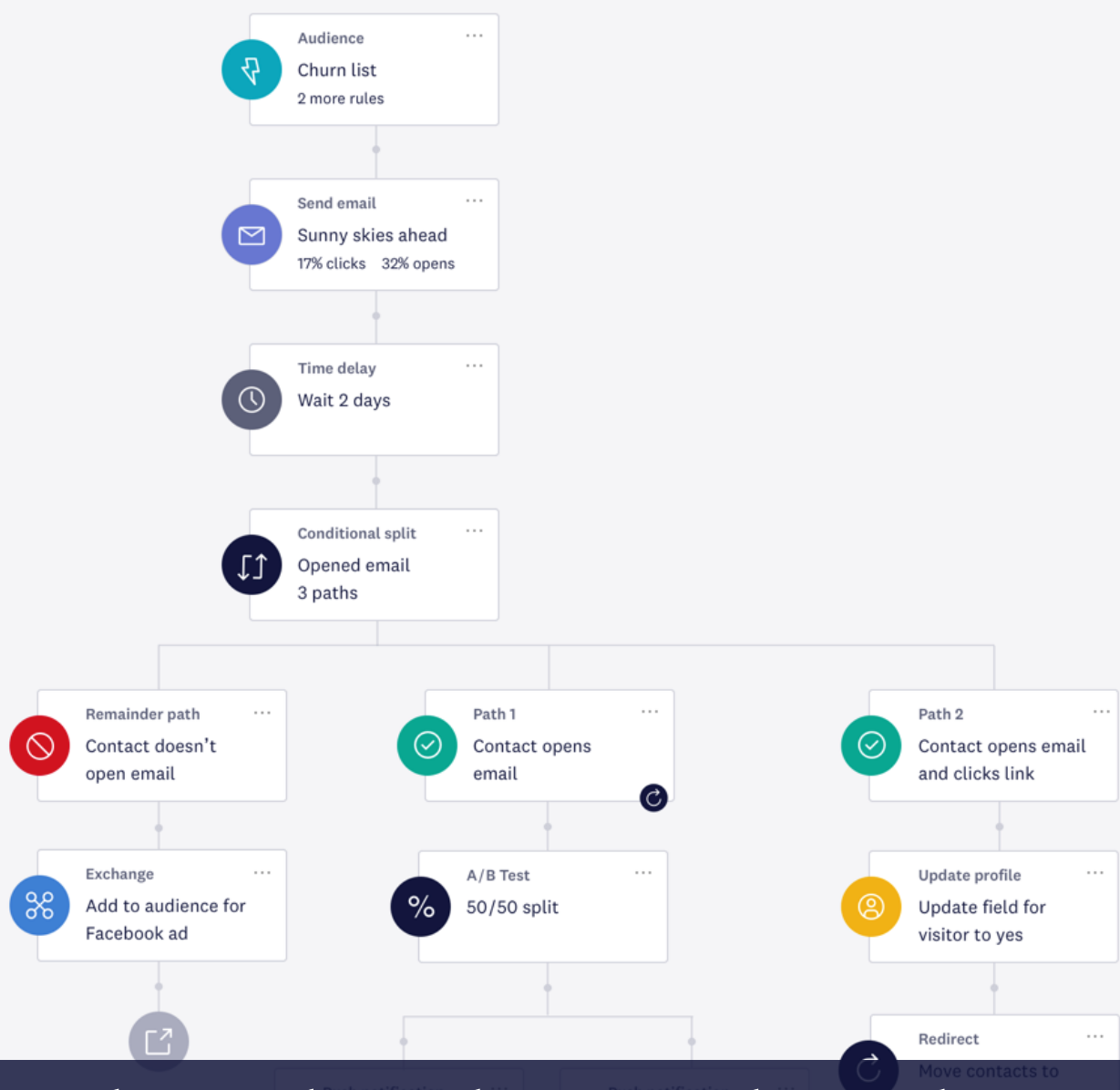
OPEN RATE ANOMALY High

Open rate anomaly (18 July 2019, 3:00 PM GMT)

Rate: 51%  
 Actual: 200  
 Expected: 143  
 Difference: ↑ 67  
 Bounds: 114 - 172

Contributing factors:

- High addressability, others sent to social ads
- Average number of emails sent per contact per week has been low



👤

⬆

# More streamlined multi-channel orchestration

Email

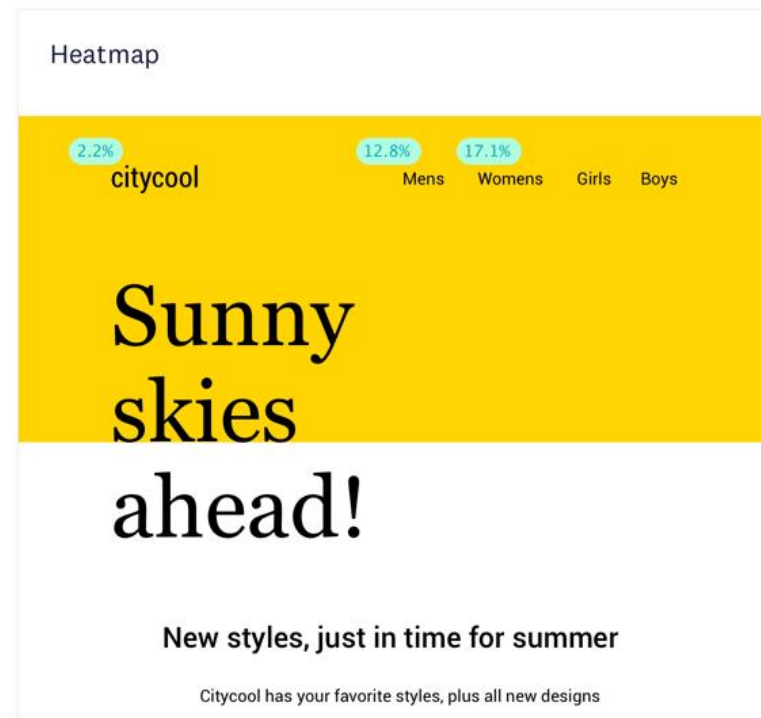
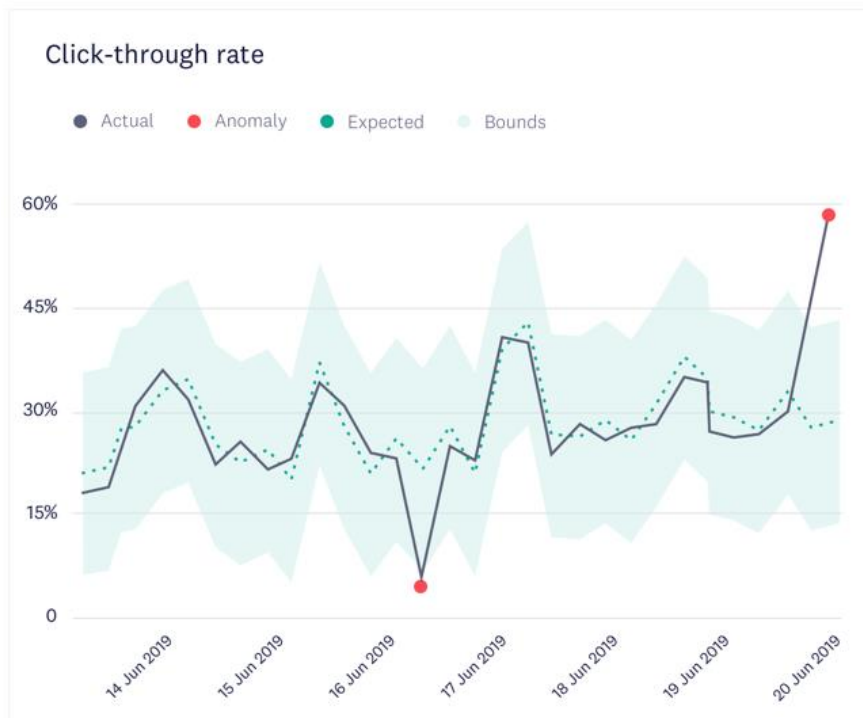
# Summer eyewear reengagement

📍 ⋮ [EDIT](#)

- Campaigns ^
- Email
- Mobile push
- SMS
- Comparative v
- Automated v
- Transactional v
- Content v
- My reports v
- Shared reports v
- Audiences

📅 Last 7 days 6/14/2019 - 6/20/2019 👤 All audiences 3,572,096 users ⚙️ 3

Sent	Delivery rate	Open rate	Click rate	Unsubscribe rate
2,035	90.7%	76.2%	58.4%	2.2%



Sunny skies ahead!

New styles, just in time for summer

Citycool has your favorite styles, plus all new designs

# Unified campaign analytics

Conversion rates

24.4% First Name% use this promo code and get 25% off your first pair of sunglasses

### Configure

Product recs    Layouts

#### PRIMARY STRATEGY

Strategy name

Top selling products

Goal

Increase click rate

Algorithm

View to buy

Lookback timeframe

Past 7 days

Rules

Inventory count    is less than    five

AND

Past purchases    equals    true

+ ADD RULE

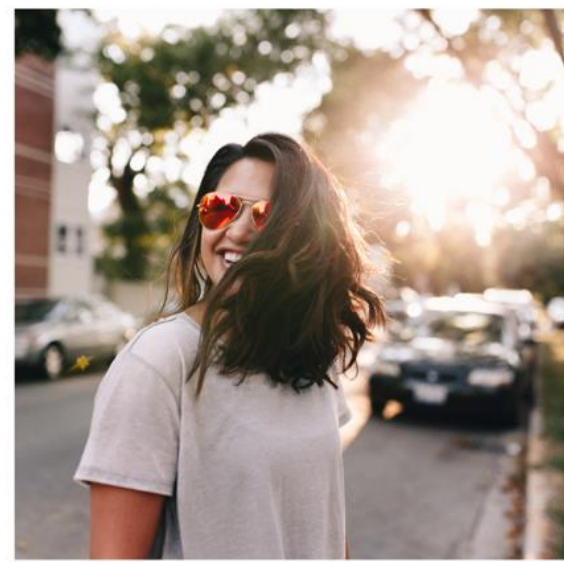
#### FALLBACK STRATEGY

Citycool

Sunglasses

Eyeglasses

🔍 🛒



### Santorini Aviators — \$36

Details

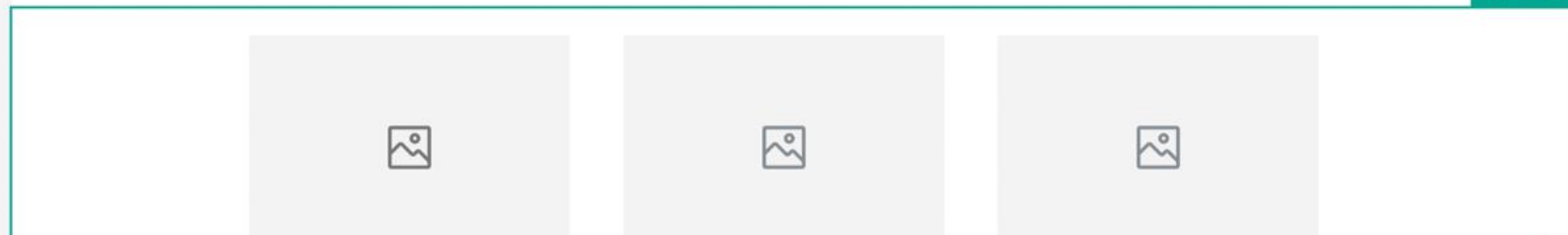
2.6oz brushed aluminum

Description

The world's chicest shades get a new look. The Santorini Aviators are a lightweight brushed aluminum, easy to clean and durable.

Add to cart

You may also be interested in these



# Native product recommendations



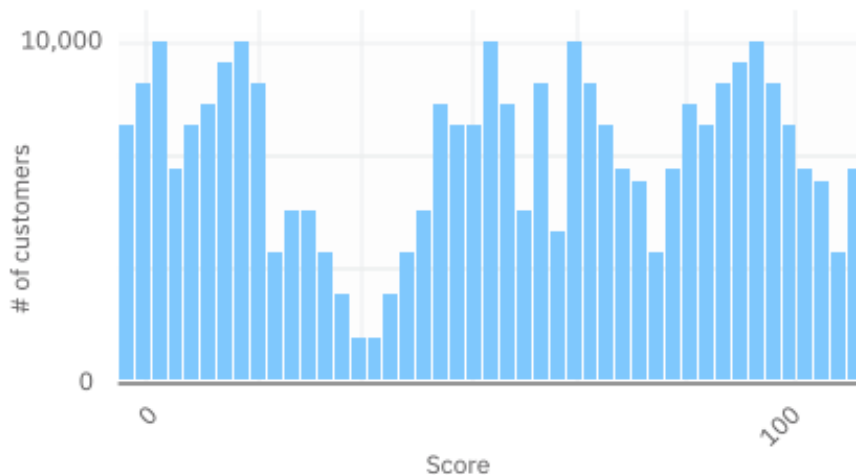


### Last update

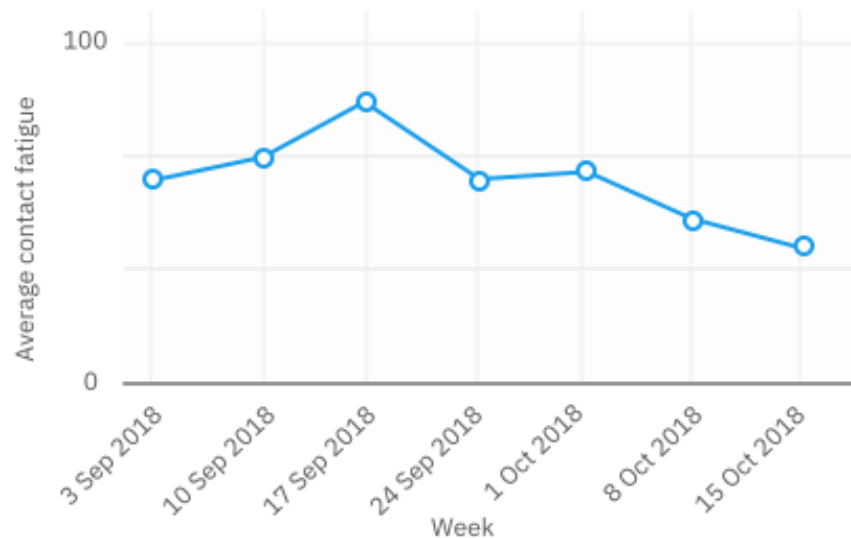
Last update Oct 12, 2018 Model ran successfully. Database field updated. Query "" generated.

Database Marketing Database

#### Score distribution



#### Contact fatigue (average) over time



### Settings

- Run analysis weekly
- Notify me when analysis is complete

#### What to do with analysis results

Add "Contact Fatigue Score" data field to database

Create query

# Contact Fatigue

Details

Design

Email name

End of the Year Opt-In

Tags

Contacts

Email details

From name

From address

Reply-to address

Subject line

Guide me!

Don't forget about our amazing February in store...  
Weak

### Subject line analysis

Subject line

Don't forget about our amazing Febru... [Analyze](#)



Recommended

- Save up to 40% on purchases before March ✓
- Shop today and save up to 40% ✓
- Lorem ipsum ✓

Open rate



Keywords

- Amazing has a high open rate
- Forget has a low open rate
- > Past performance

Intent

- Reminder has a low open rate
- > Past performance

A/B testing

# Subject Line Analysis





# General Updates

# Message Composer

Currently in Beta.

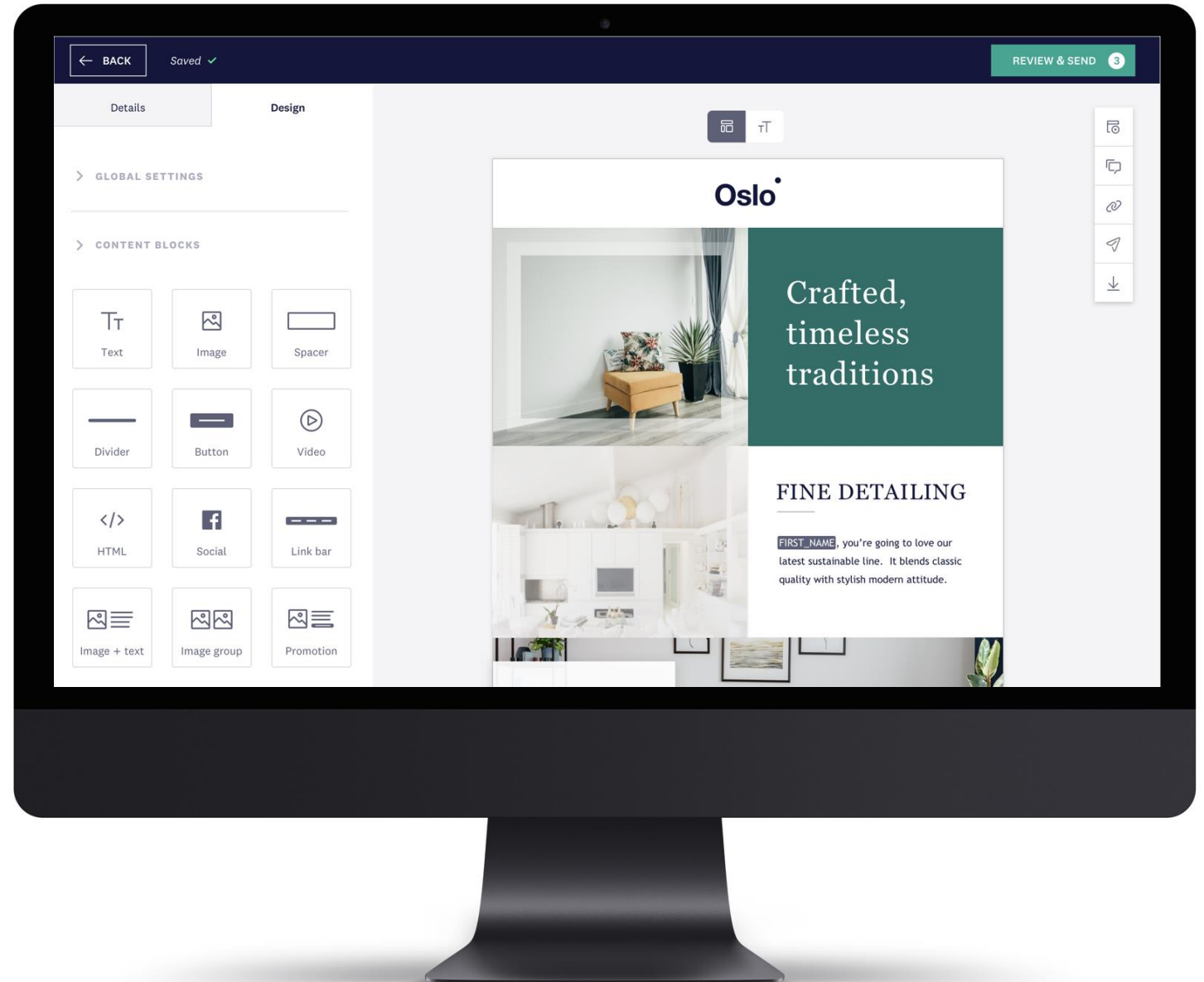
What's Next? (Q3 2020)

*Personalizing content with ease.*

Dynamic Content & Relational  
Table Personalization

Product Recommendations

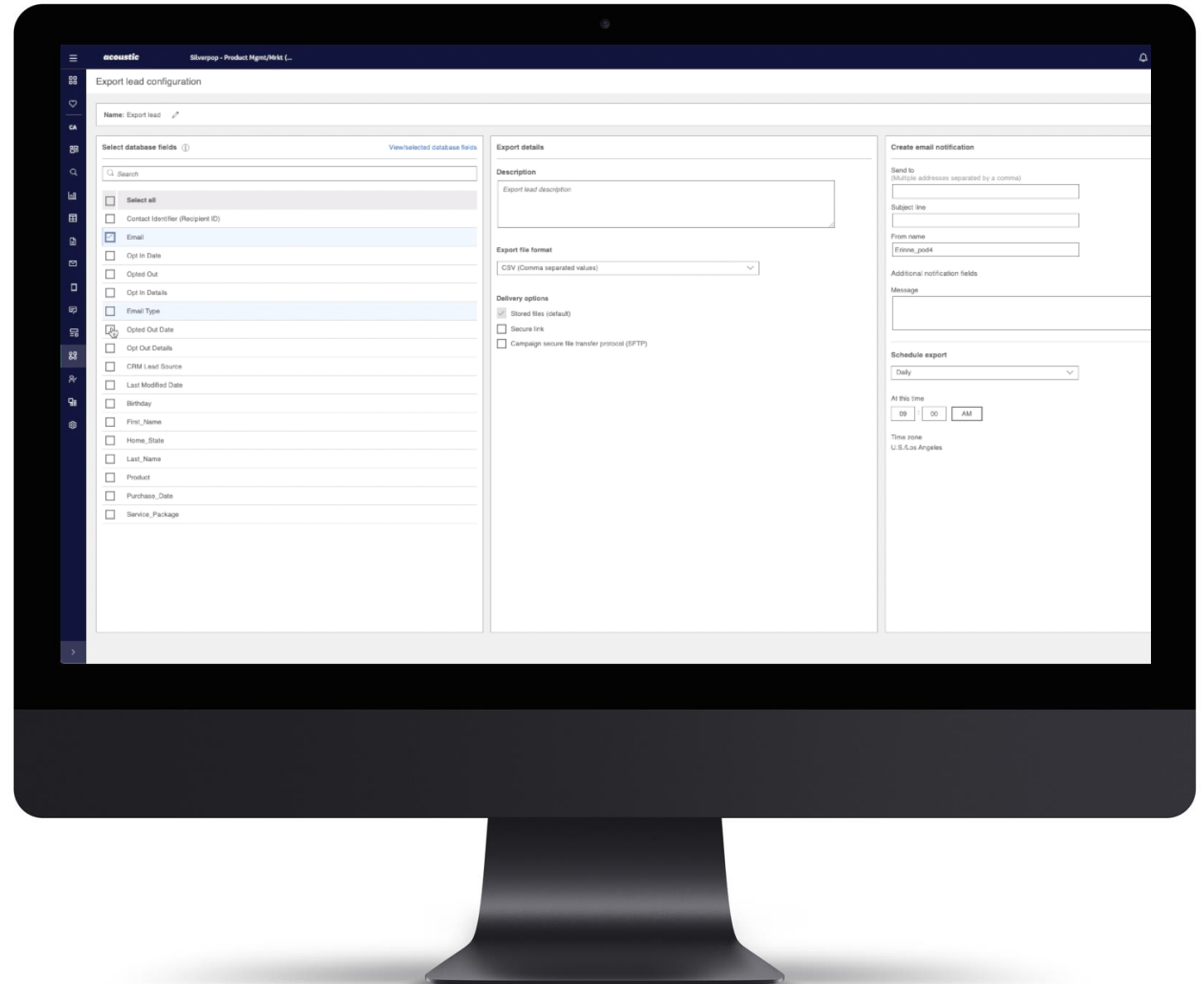
**acoustic**



# Programs

*Sending data to 3<sup>rd</sup> party systems just got easier for Webinar sign-ups, Direct Mail, Sales for follow-up and more.*

New Actions: Export Contacts, Direct Mail & Telesales

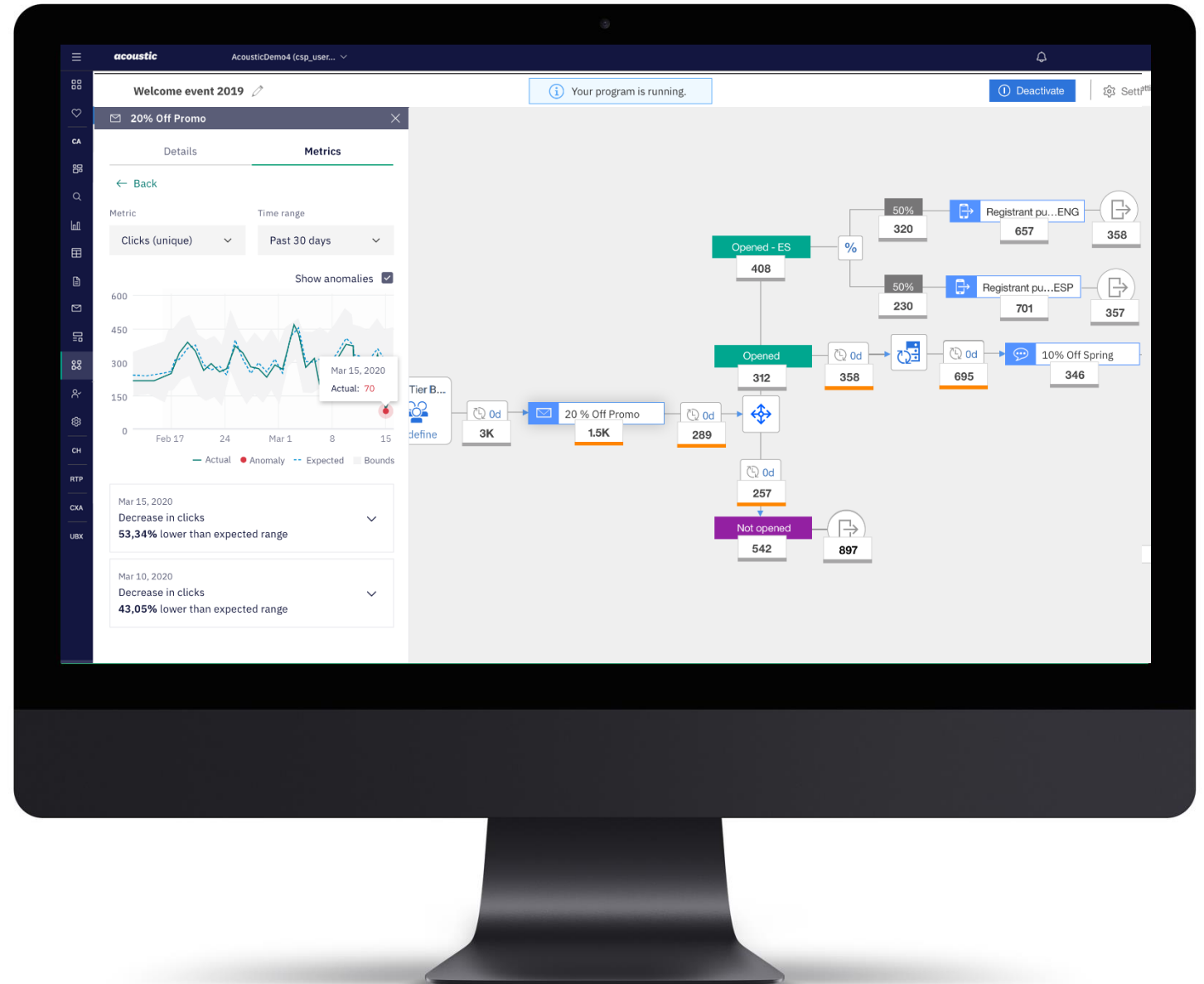


# Programs

What's Next?

*Be notified and see unusual daily spikes and dips in performance of your programs, now at the step & path level.*

Enhancements to Anomaly Detection

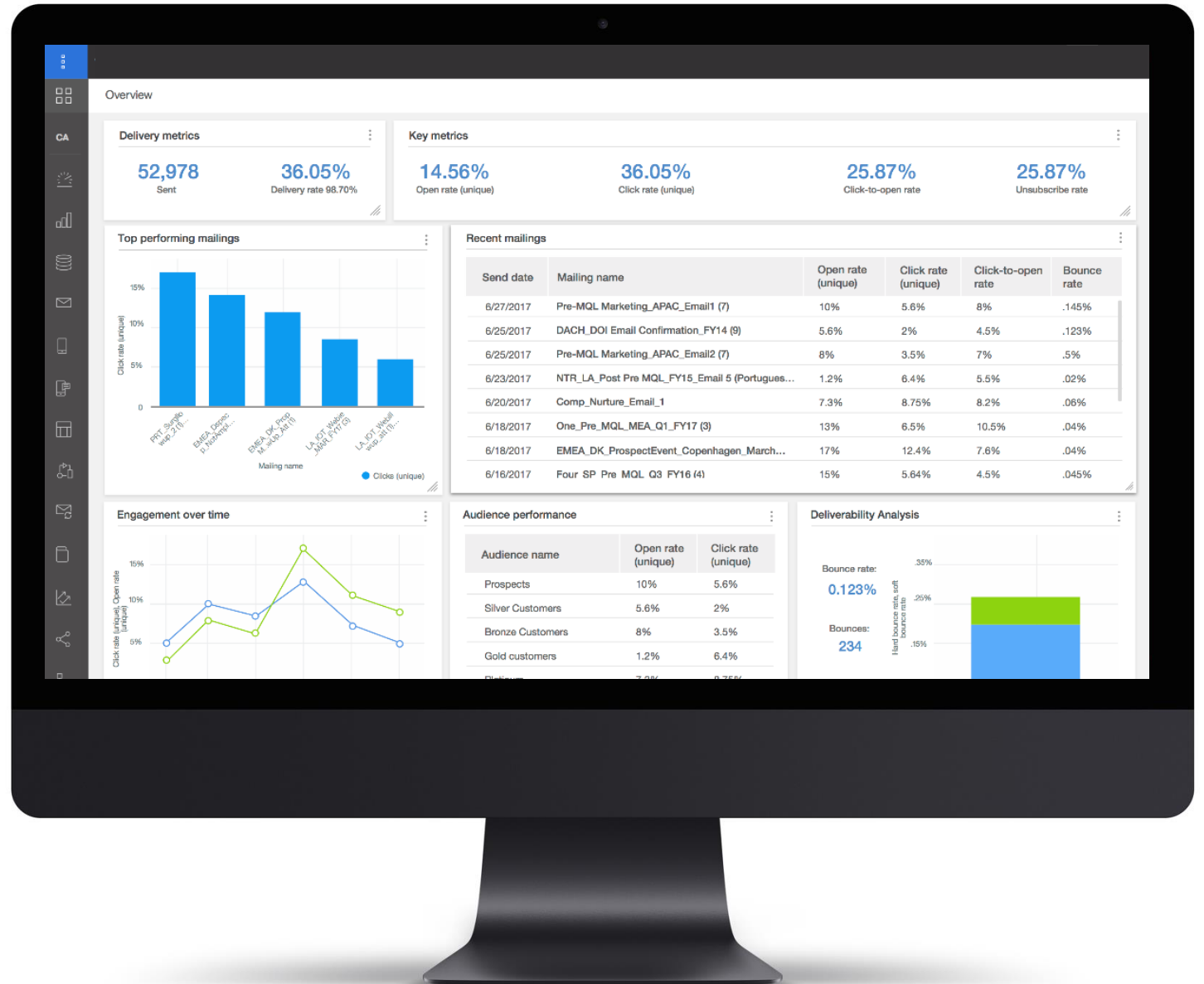


# Performance Insights

Support for Transact Messages now available.

What's Next?  
(July 2020)

*Organize your reporting by the tagging you use for your campaigns.*  
Filter by tags

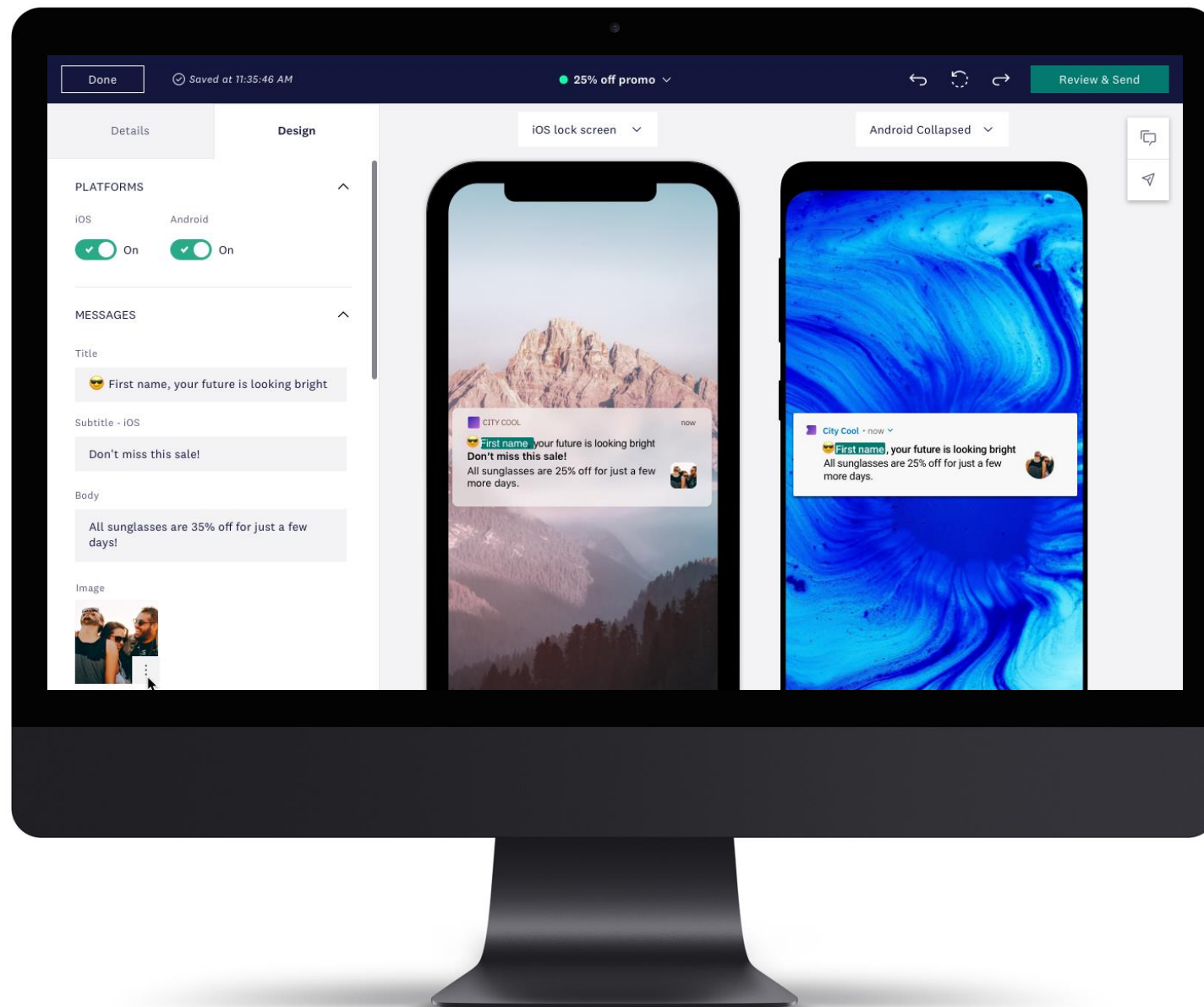


# Mobile app messaging

*Building mobile messages for all platforms at once with greater ease of use.*

Now in Beta. Contact your Client Success Director for more information.

*\*Be sure you are using the latest SDK release\**



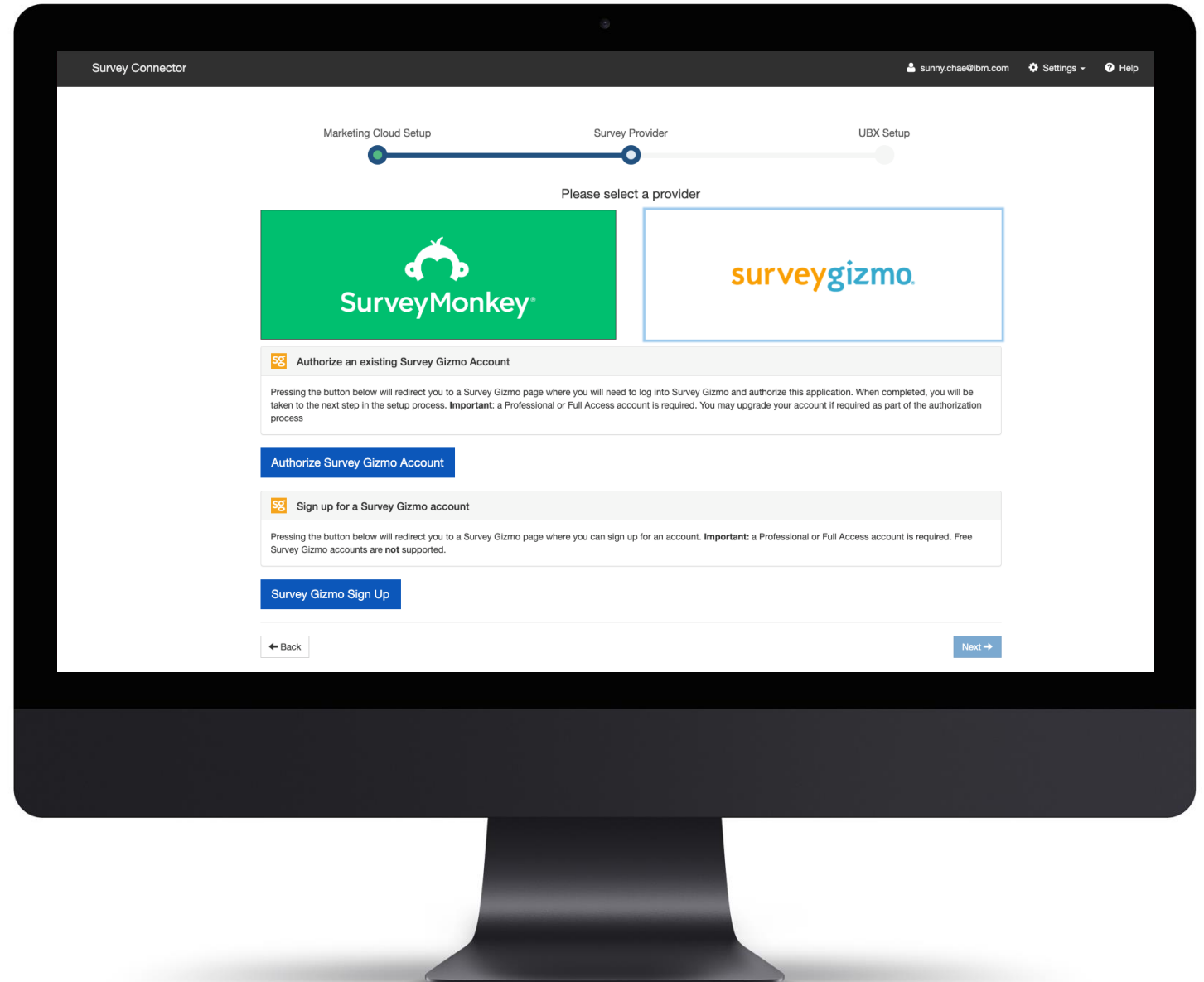


# Survey connector

*Retarget and segment customers based on their survey responses. Currently with support for Survey Monkey & Survey Gizmo.*

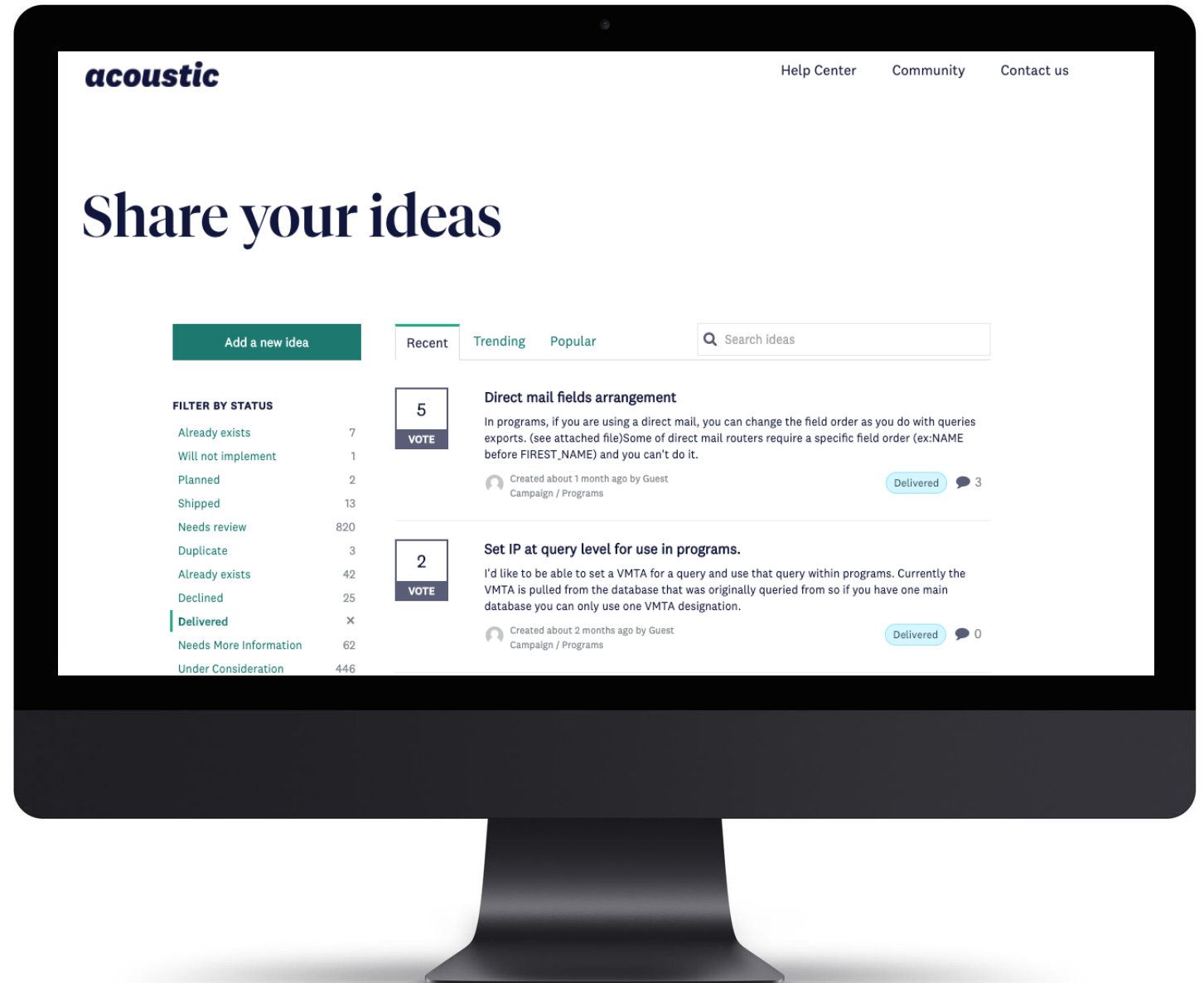
Sub questions are now supported separately in relational tables.

Support for Qualtrics coming in June.



# Other notable updates

- Deliverability Dashboard has moved! No longer in the support portal, now in the UI under Settings.
- Additional fields now can be published in Exchange events as attributes, defined in database settings.
- New Delete Contact List REST API.
- Can now specify when to systematically replace characters in SMS when the character count in the message will cause it to be sent in multiple parts. (UI & API)





# Questions