Campaign
What’s new

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Acoustic named a leader by Gartner

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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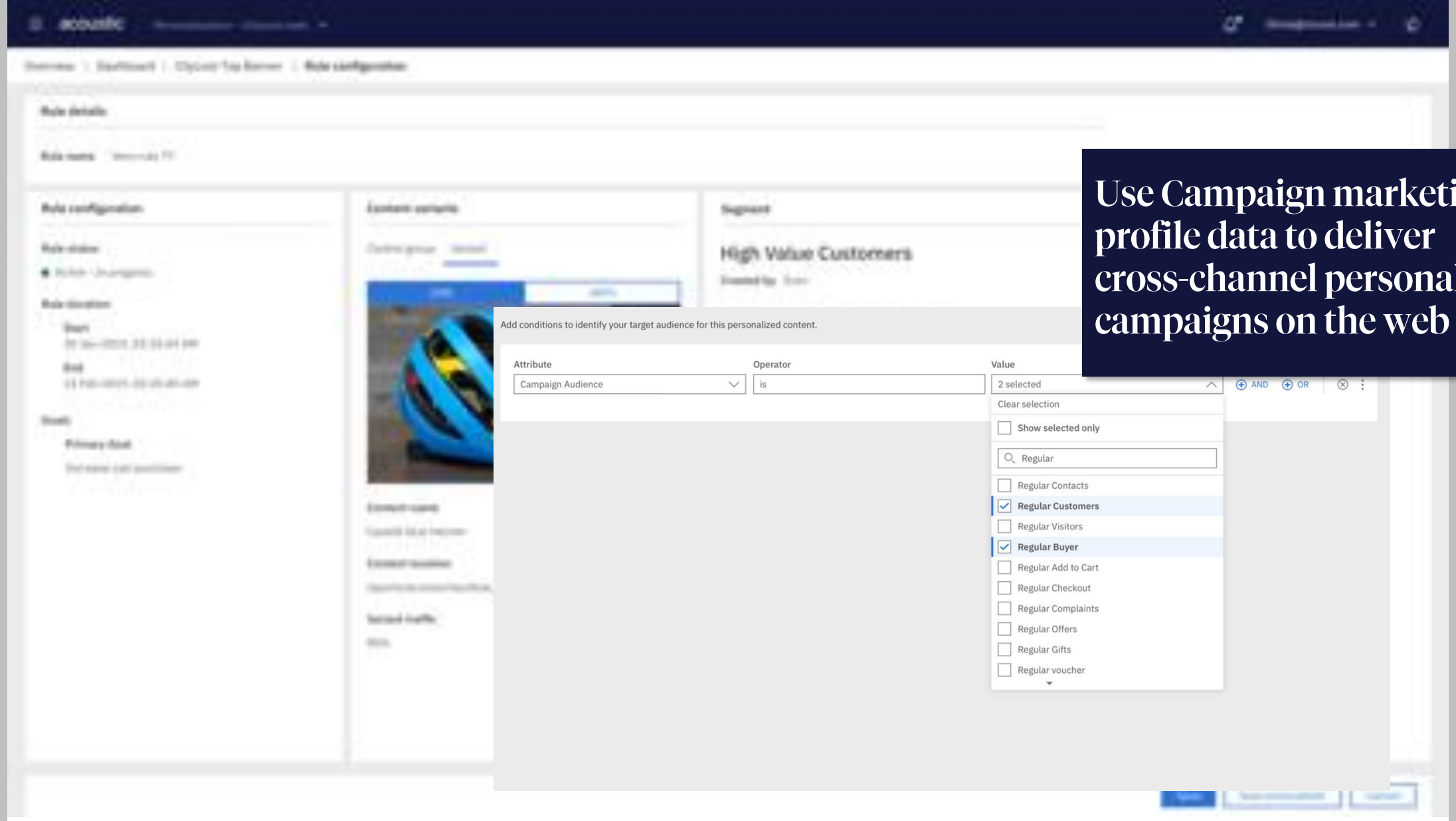
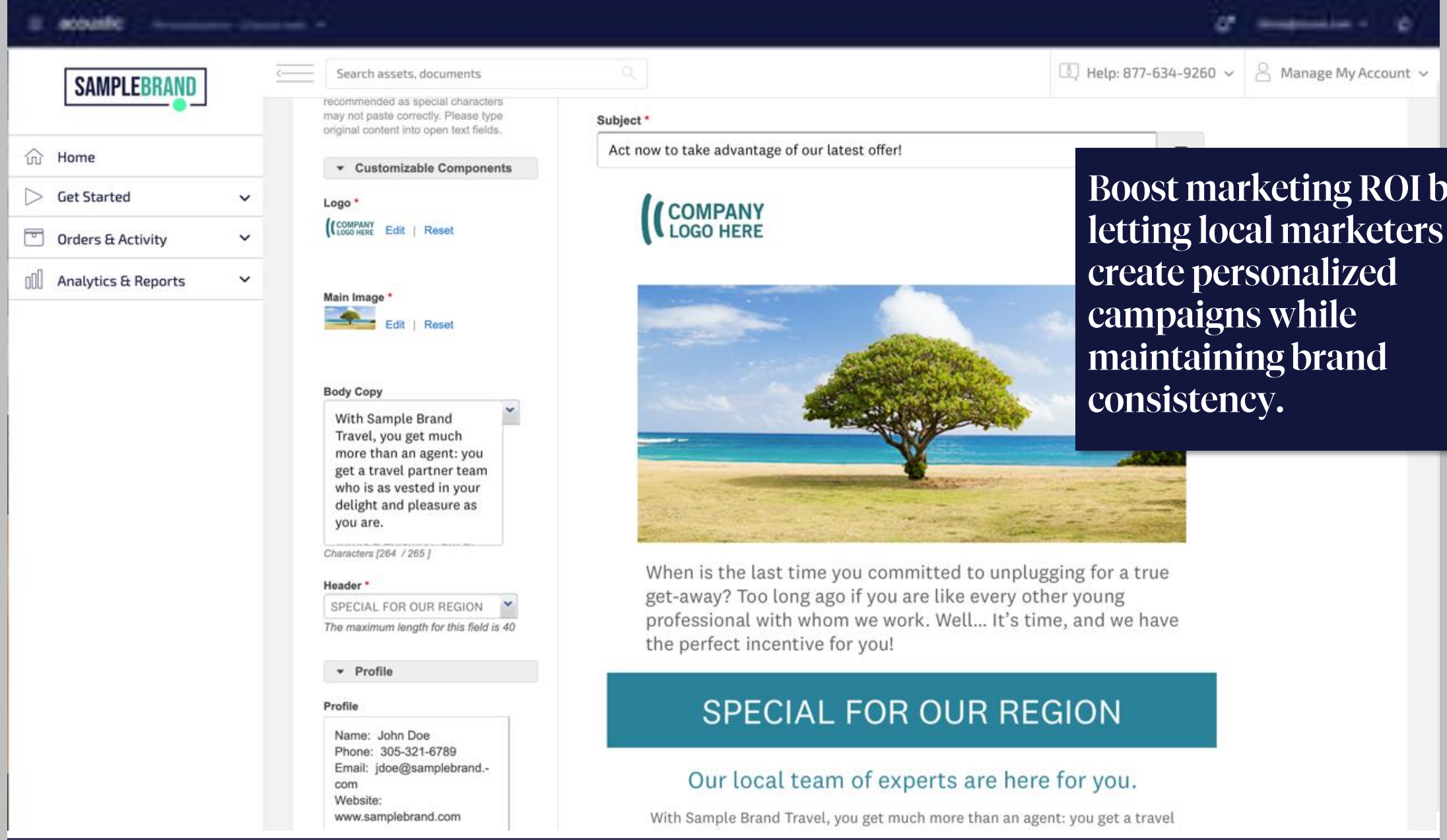
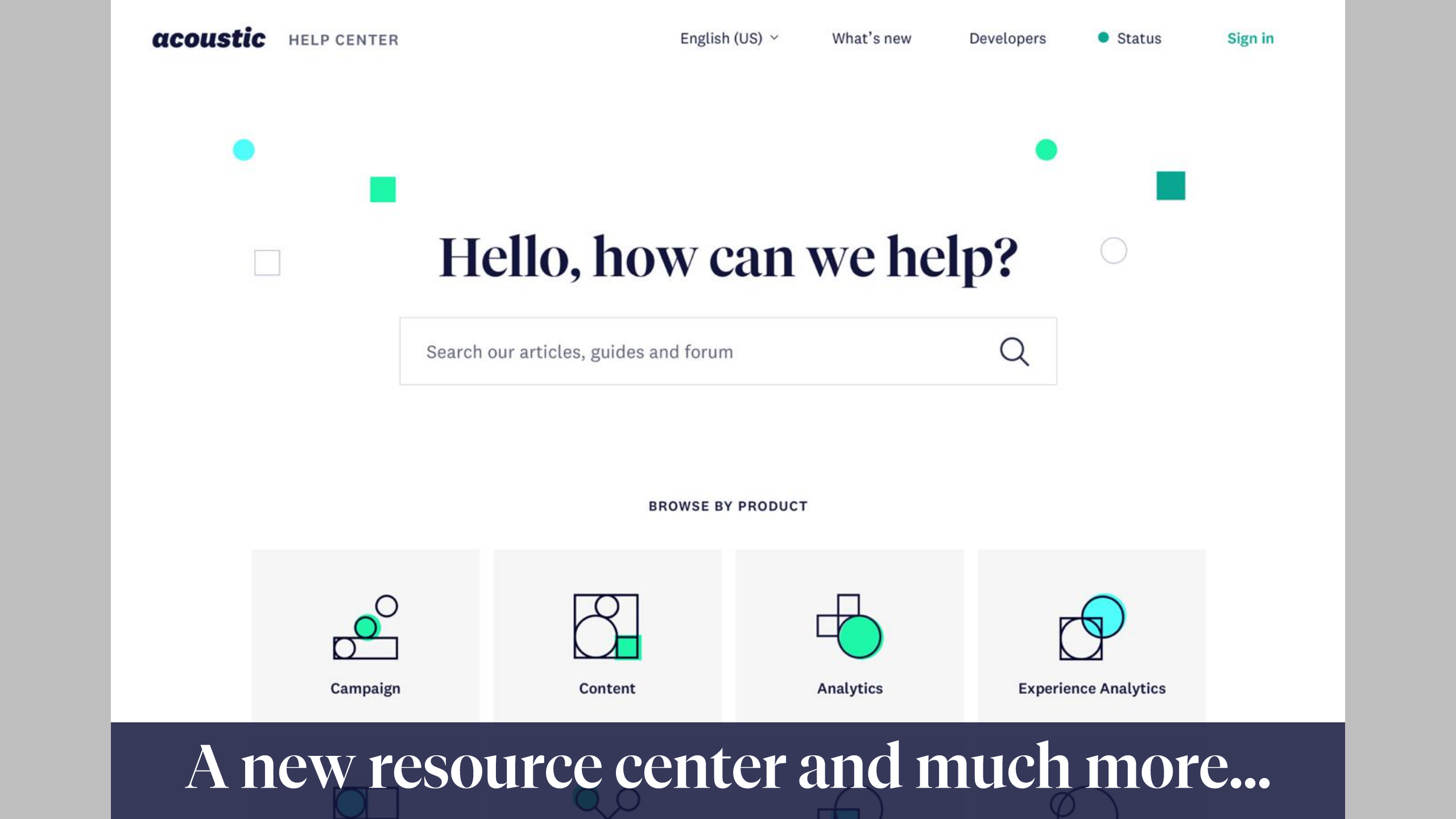


Campaign profile data in Personalization



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

Distributed Marketing for Campaign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And next we are bringing you...

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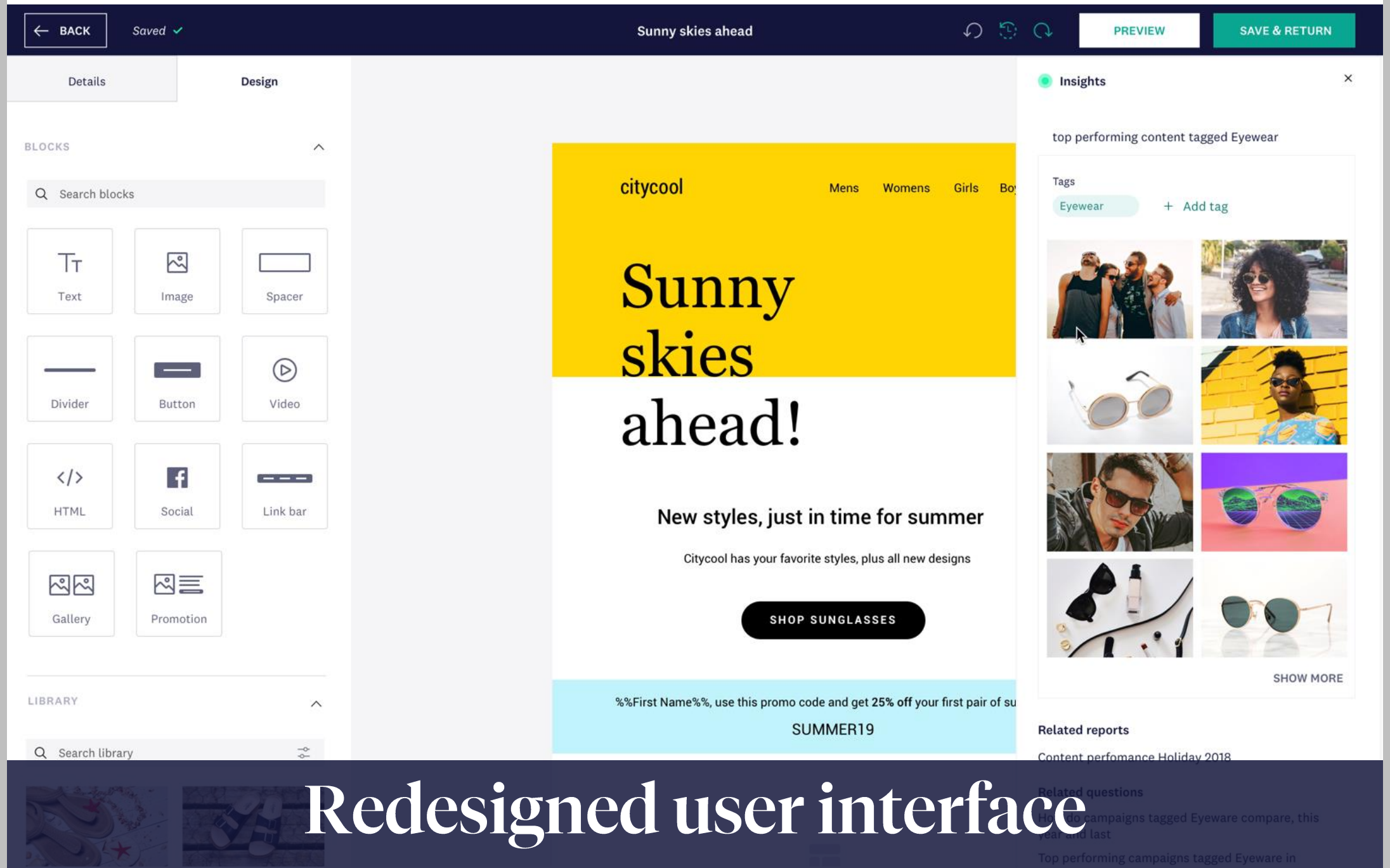
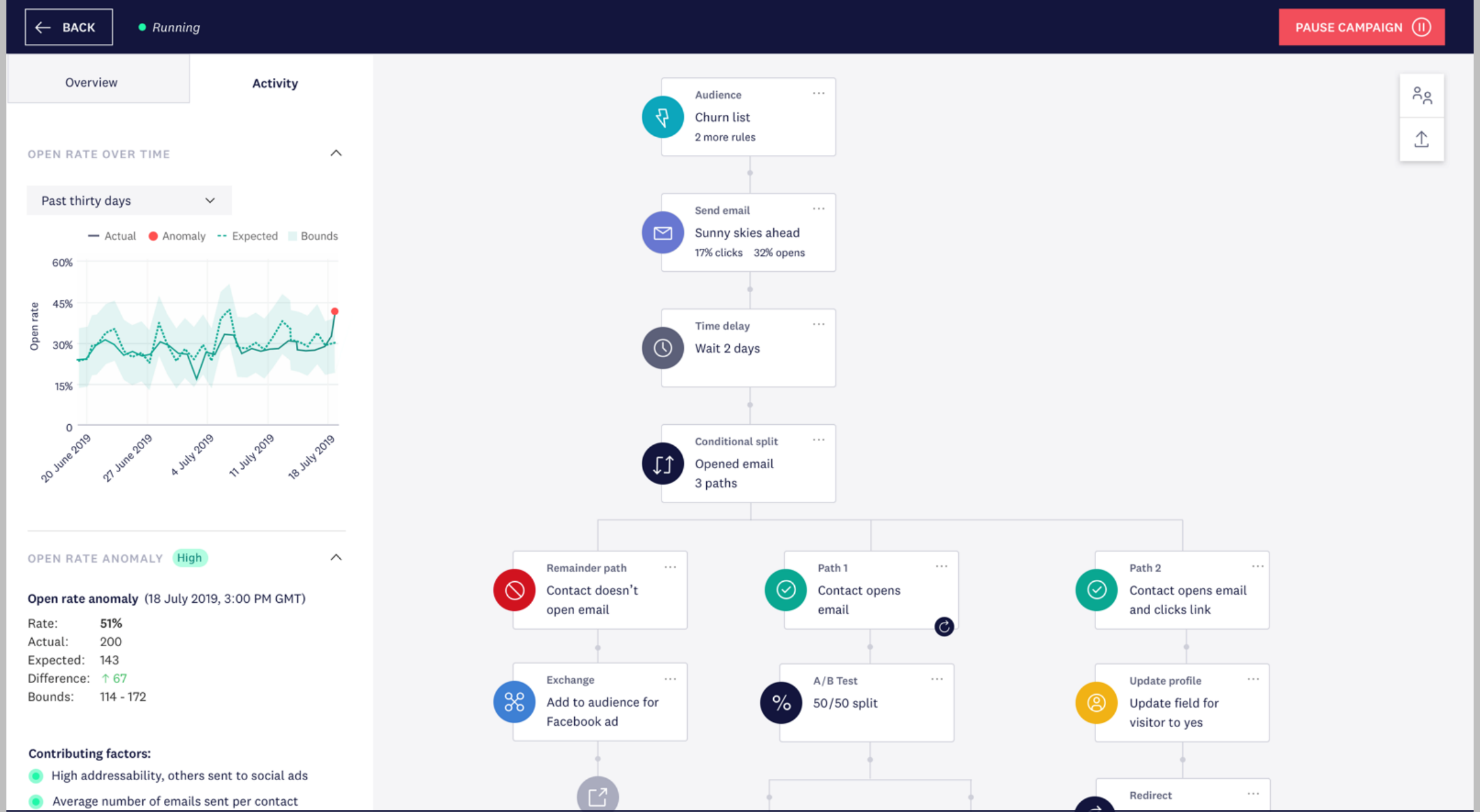
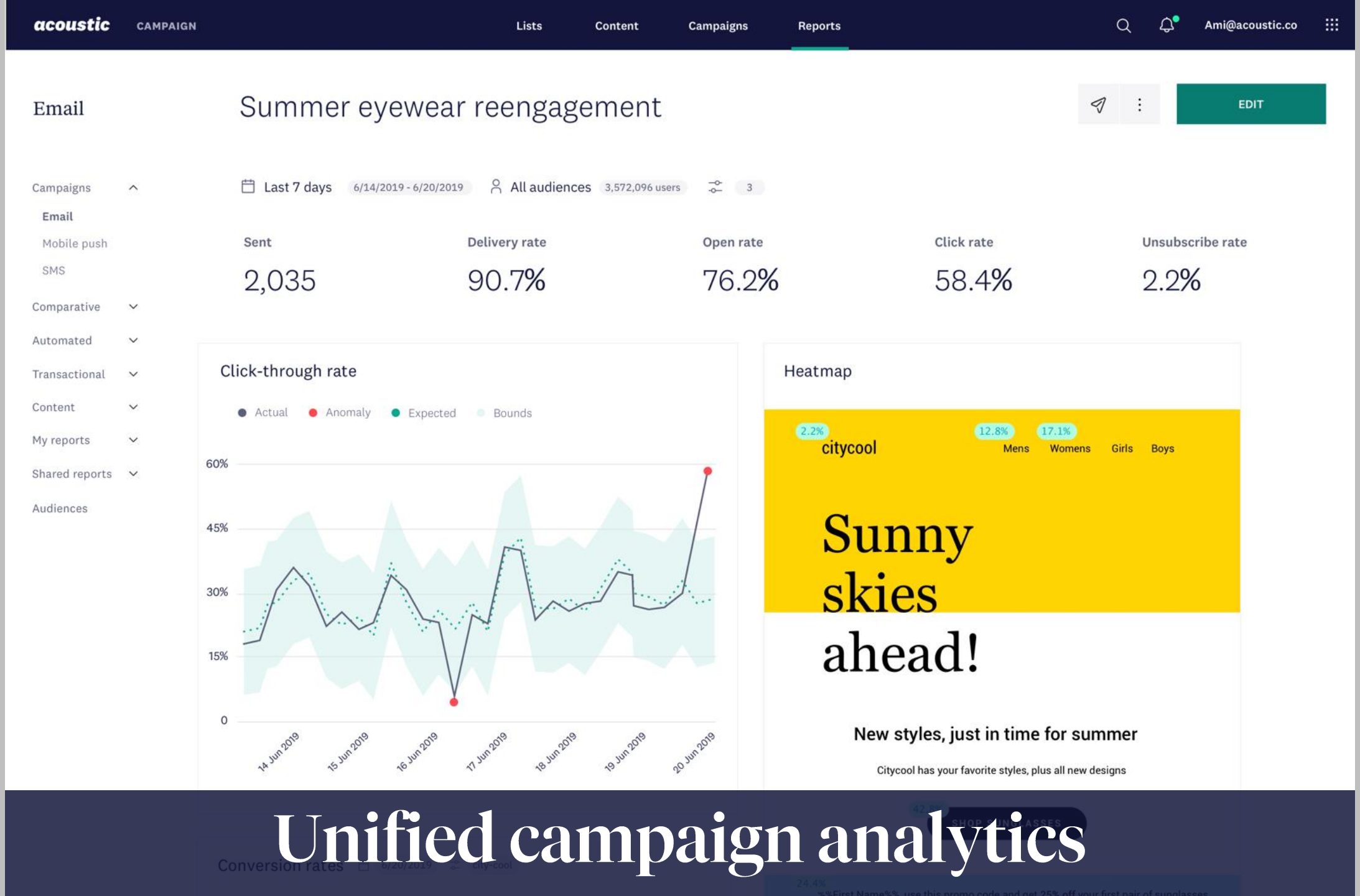


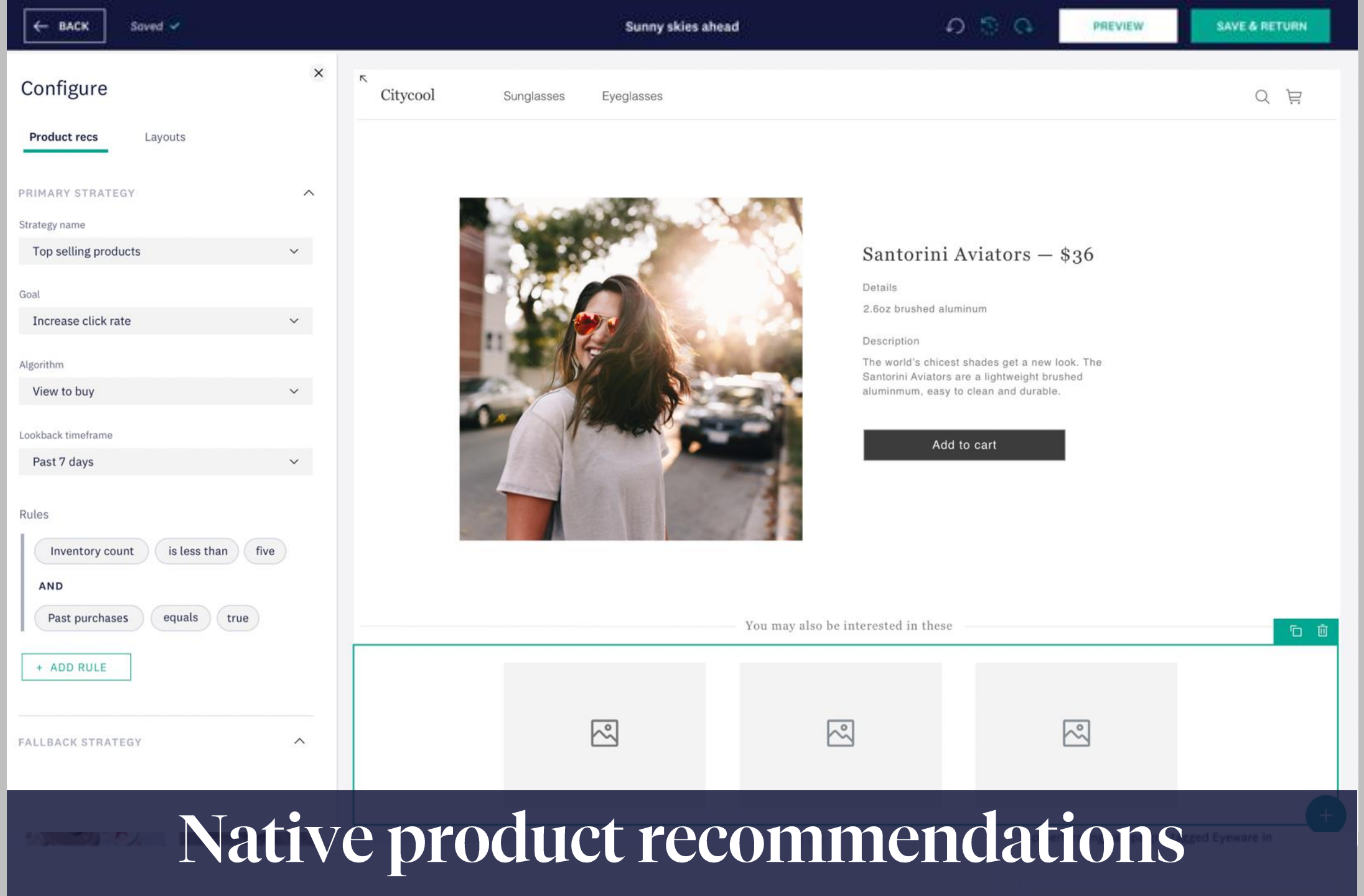
Redesigned user interface



More streamlined multi-channel orchestration



Unified campaign analytics



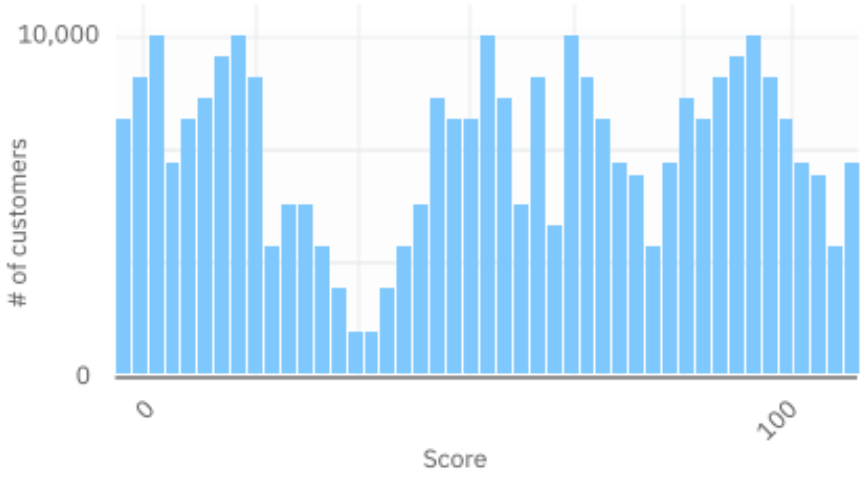
Native product recommendations

acoustic CAMPAIGN Lists Content Campaigns Reports

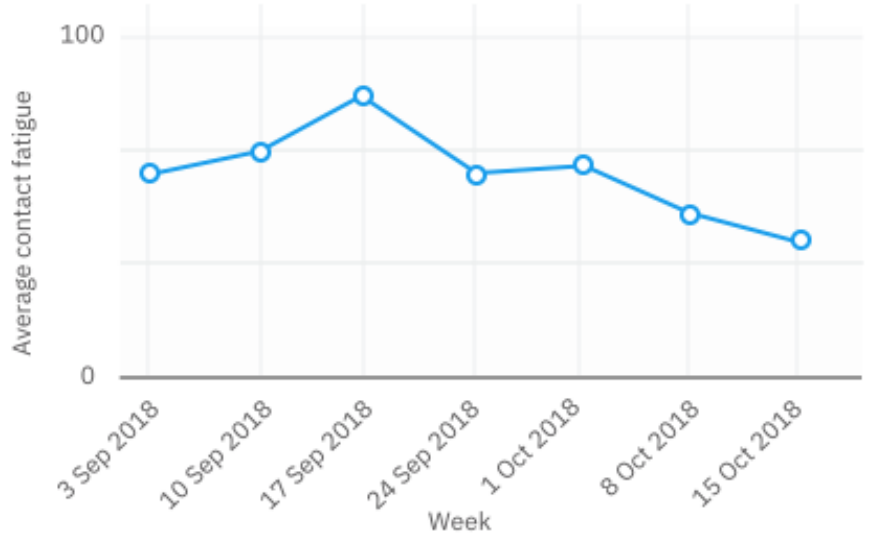
Last update

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

Score distribution



Contact fatigue (average) over time



Settings

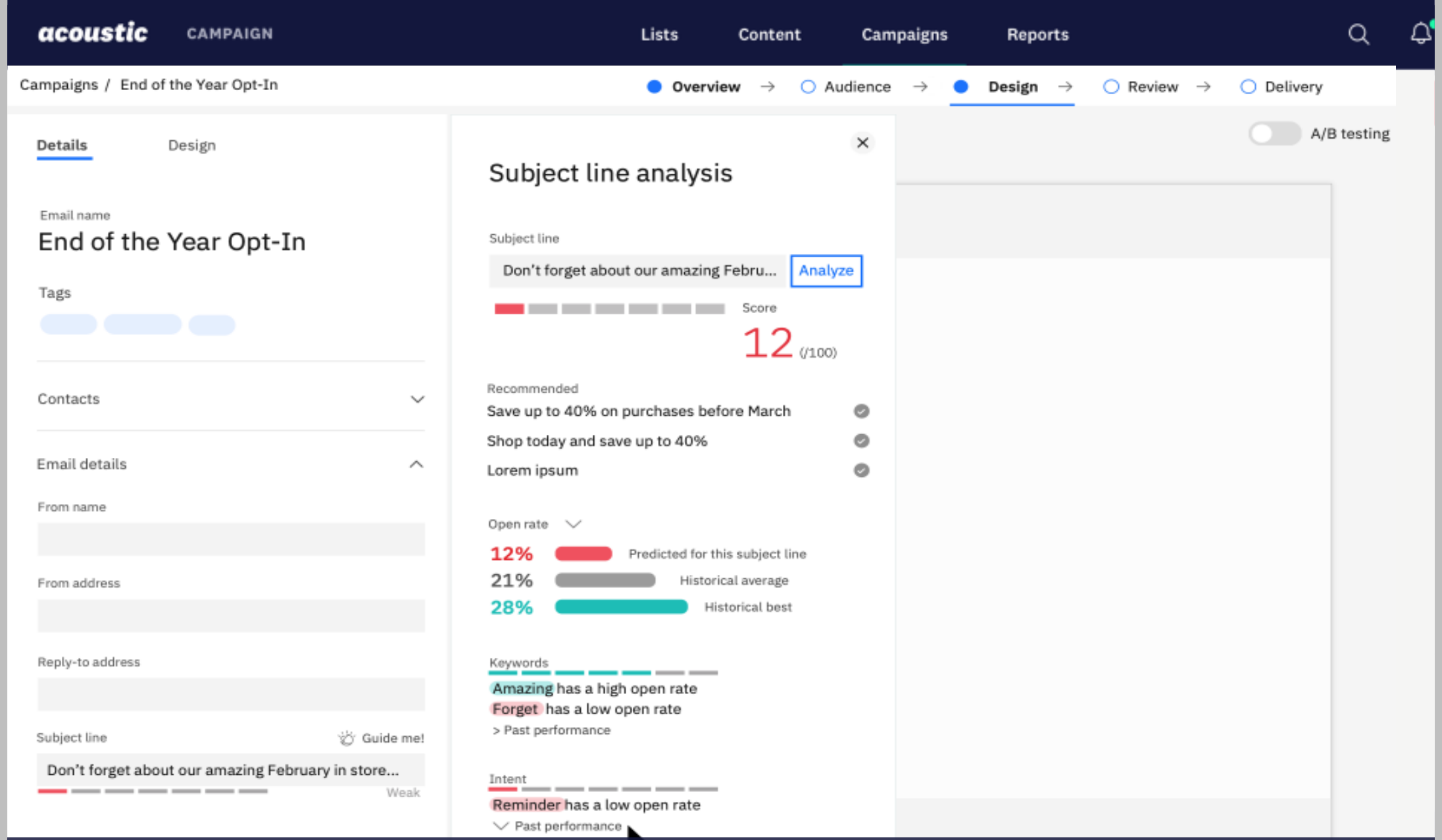
- [x] Run analysis weekly
- [ ] Notify me when analysis is complete

What to do with analysis results

Add "Contact Fatigue Score" data field to database

- [x] Create query

Contact Fatigue



Subject Line Analysis

General Updates

Message Composer

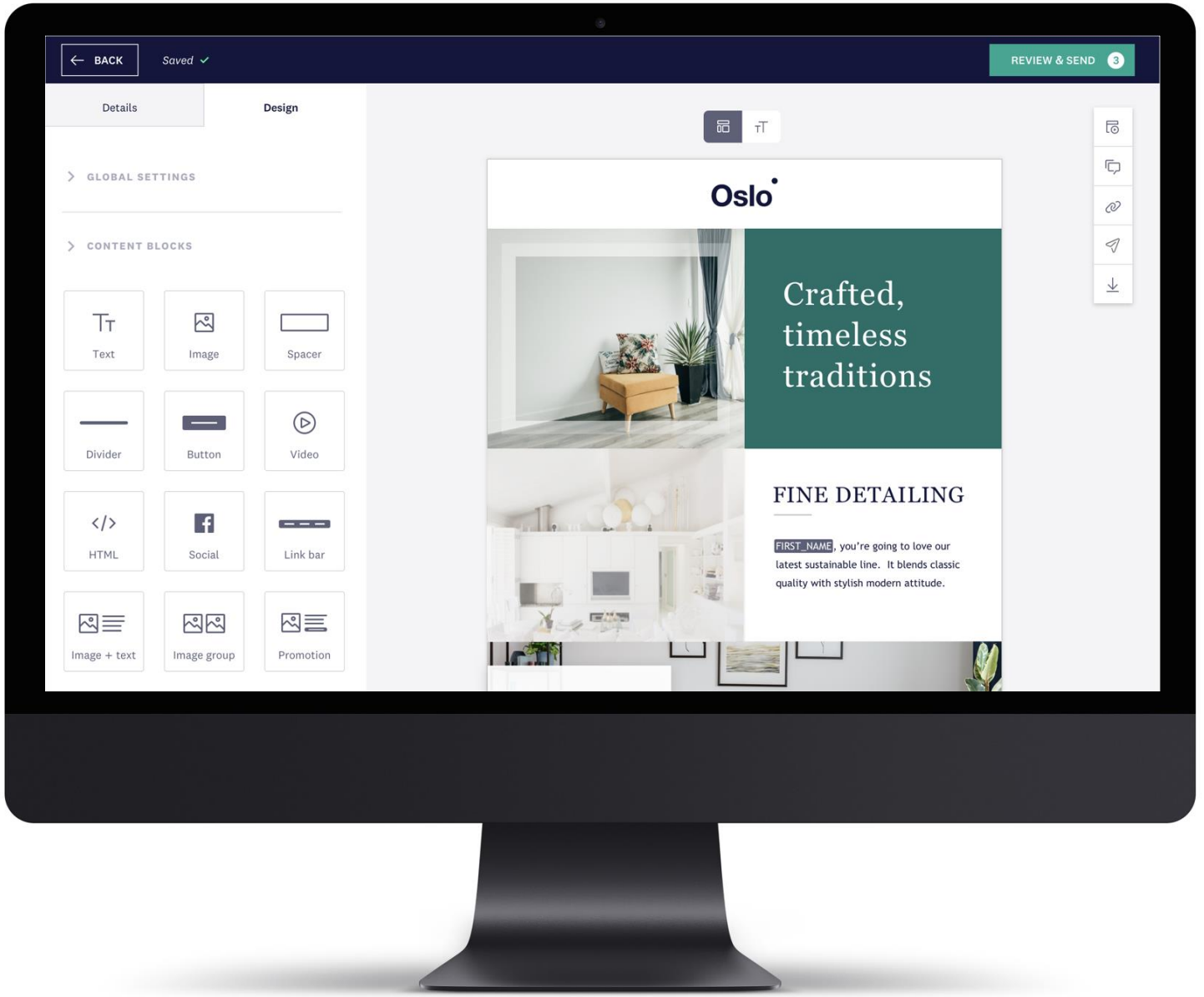
Currently in Beta.

What's Next? (Q3 2020)

Personalizing content with ease.

Dynamic Content & Relational Table Personalization

Product Recommendations



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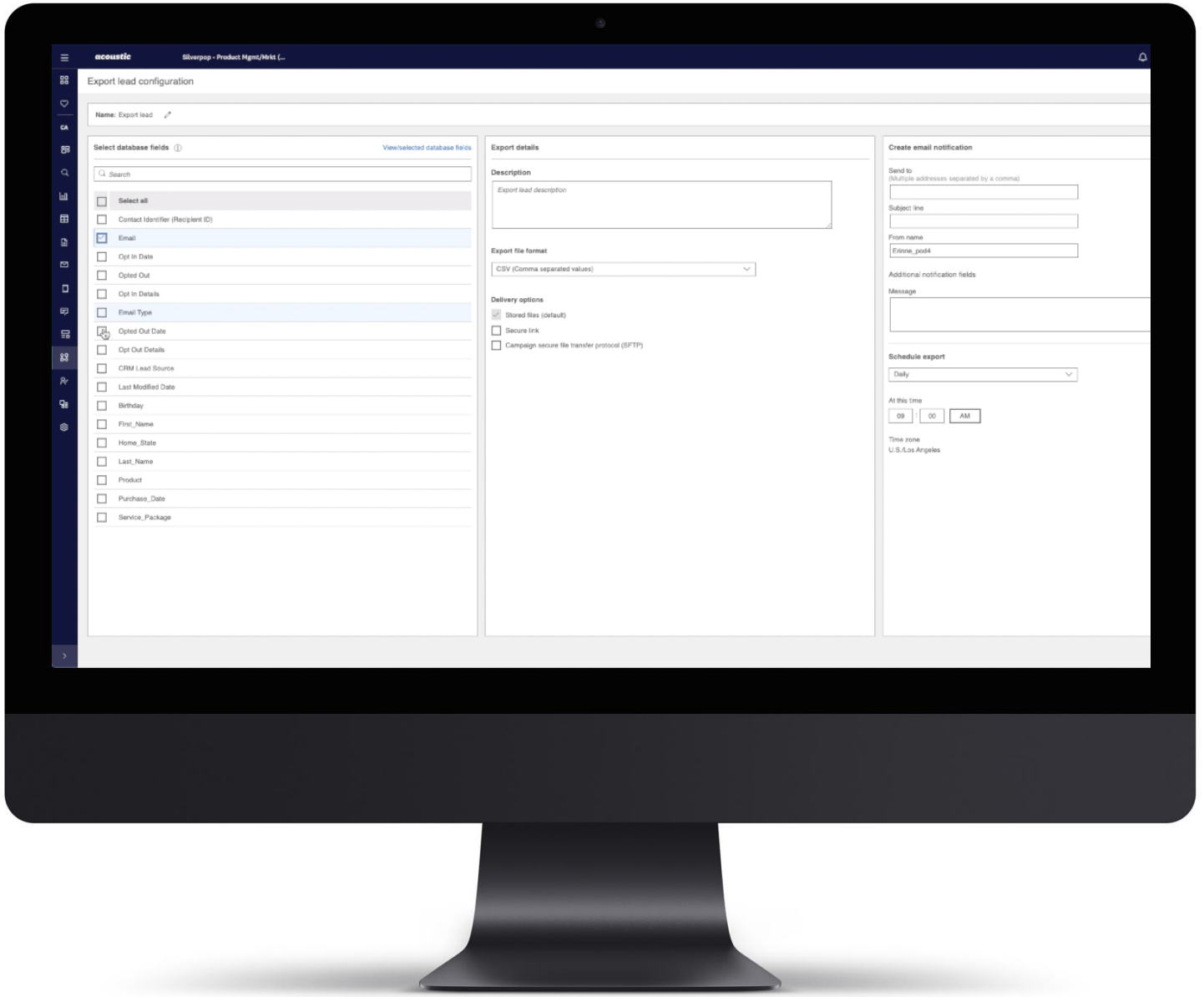
Programs

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

New Actions: Export Contacts, Direct Mail & Telesales



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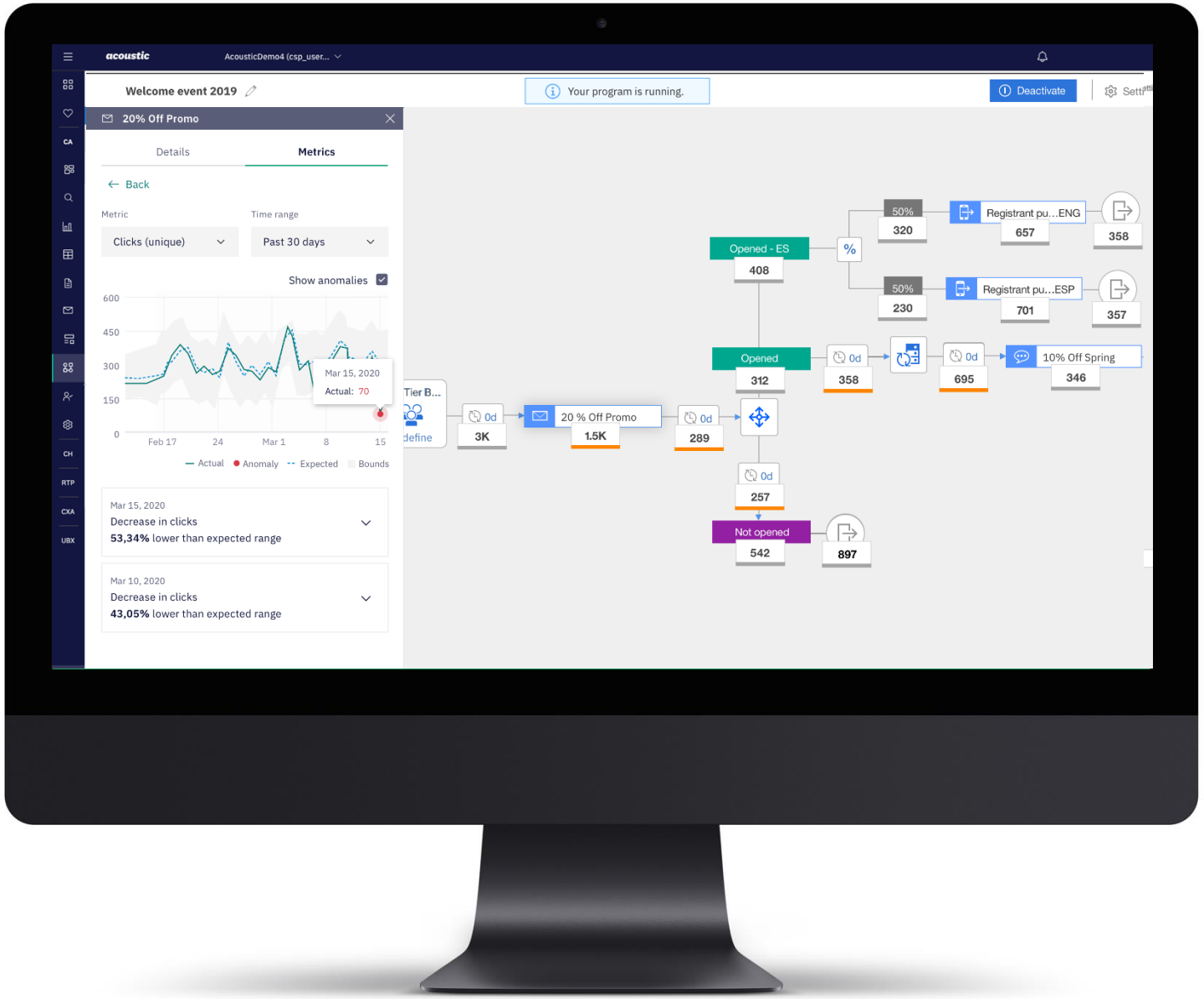
Programs

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



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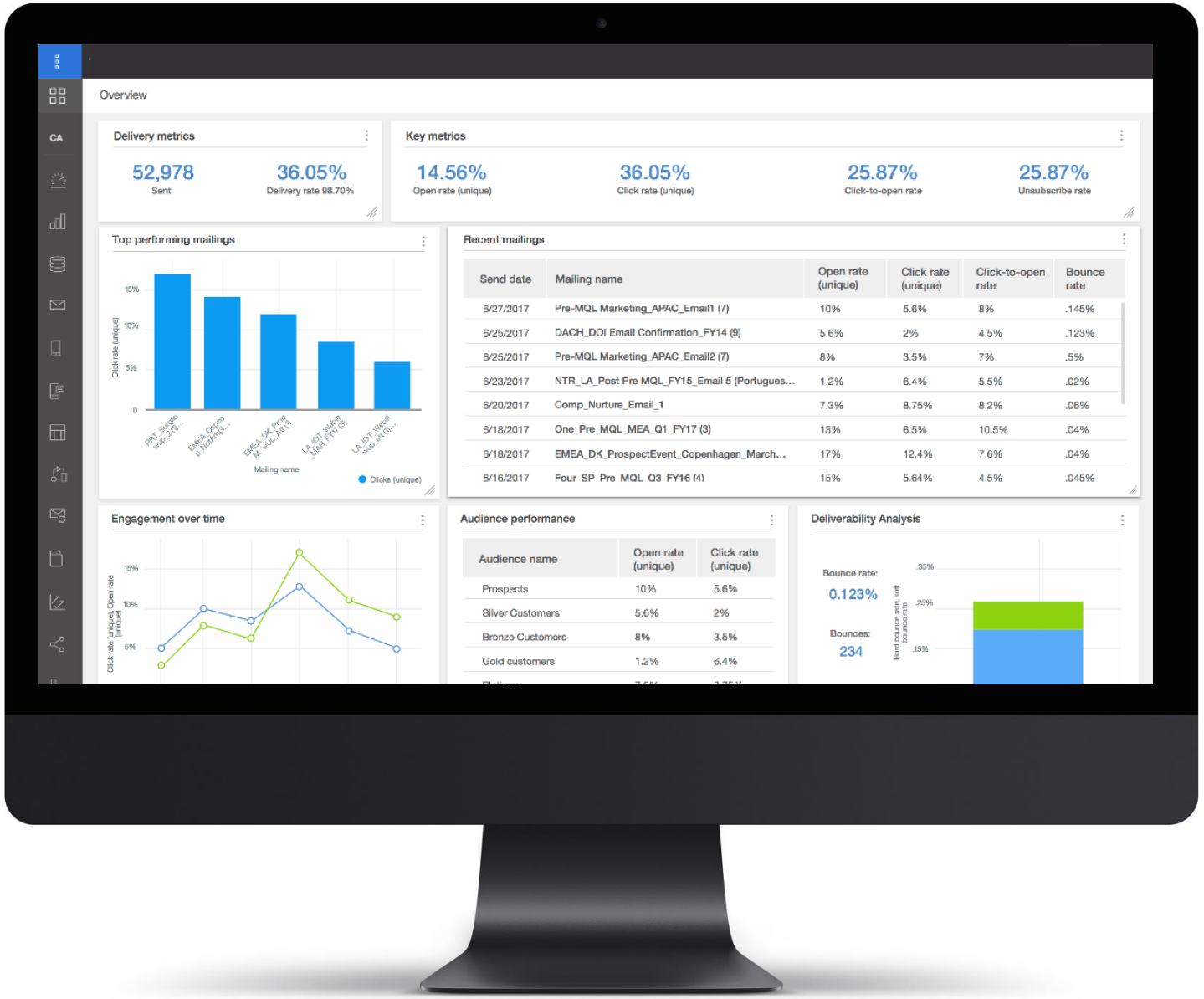
Performance Insights

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



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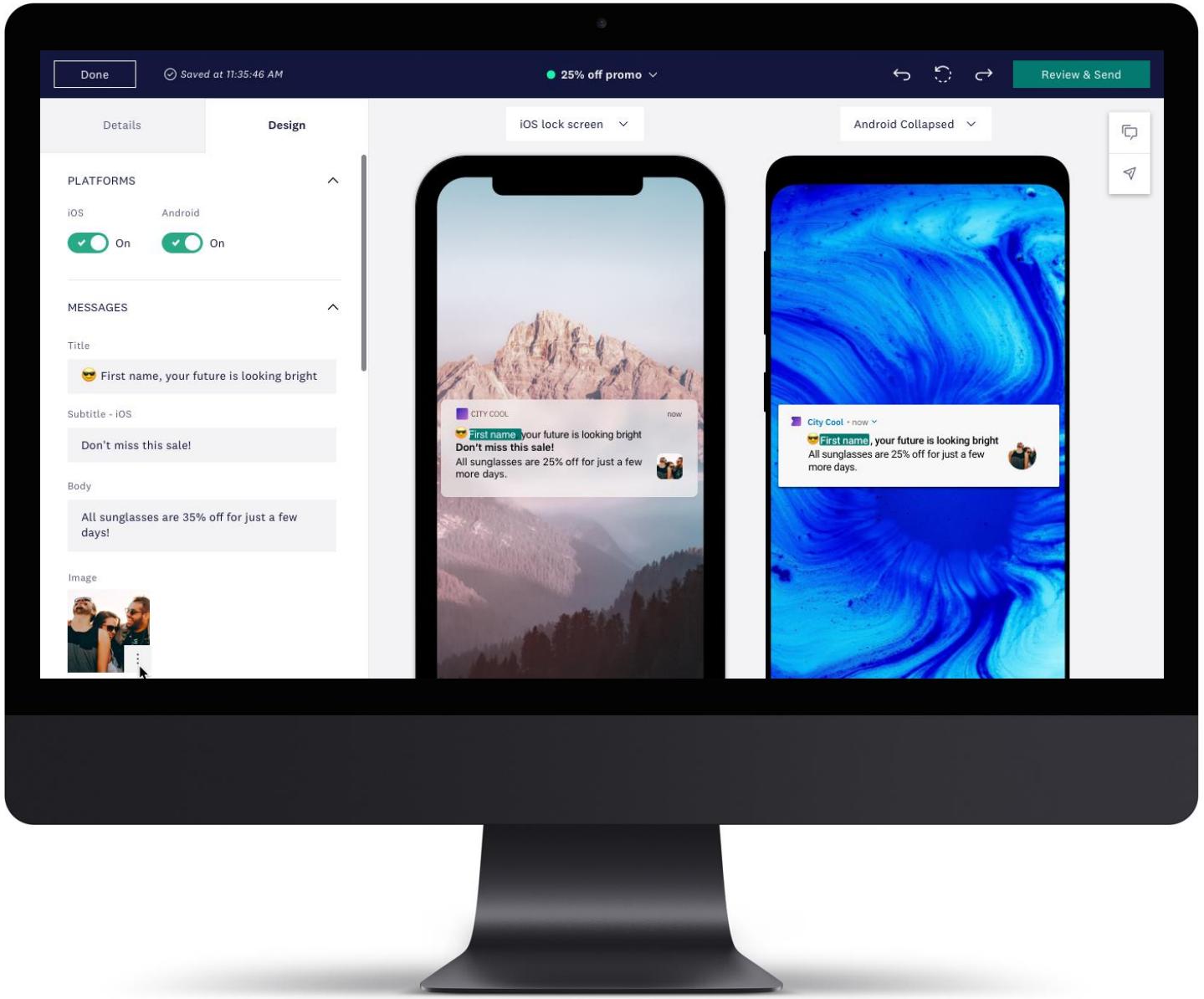
Mobile app messaging

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



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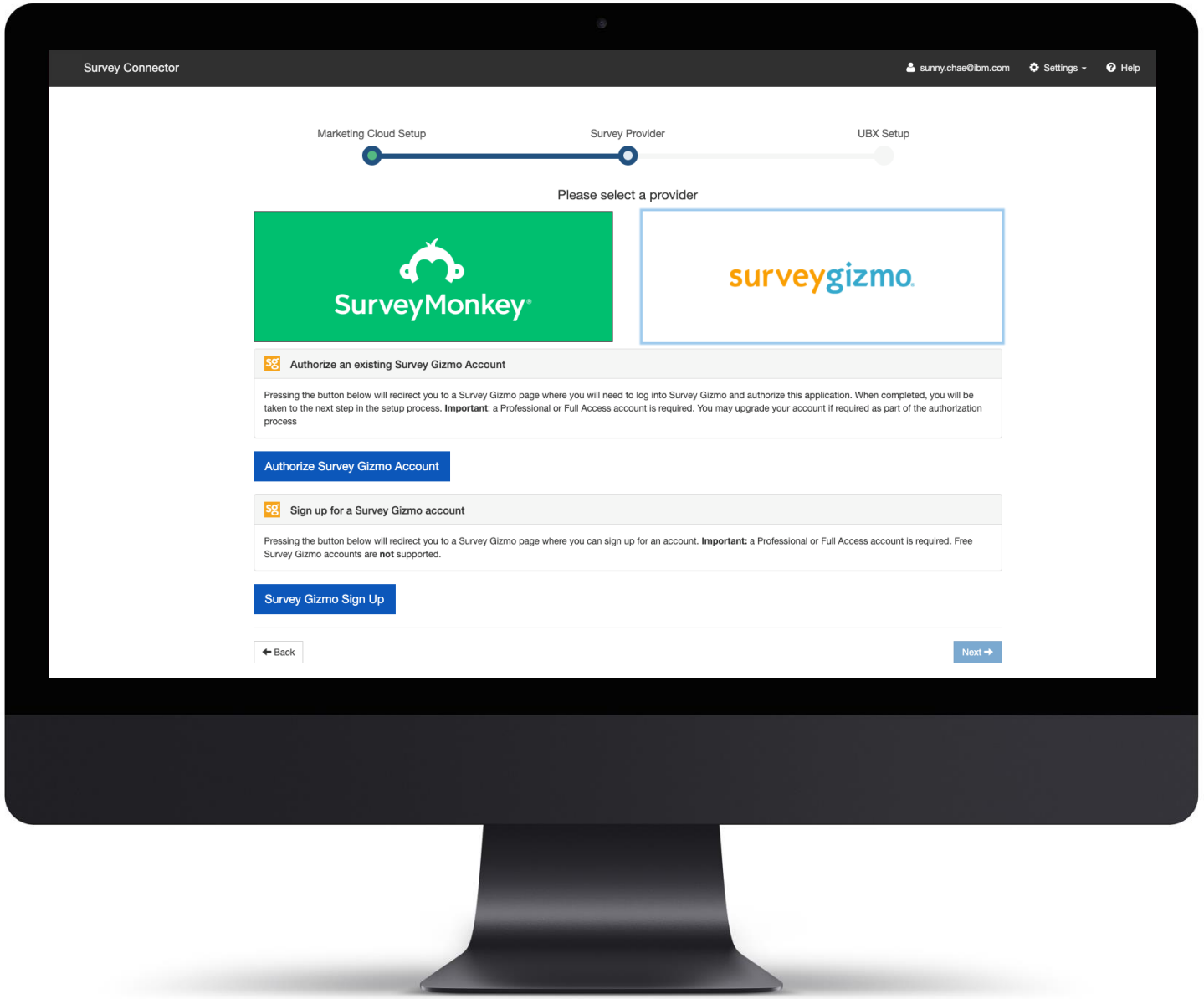
Survey connector

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.



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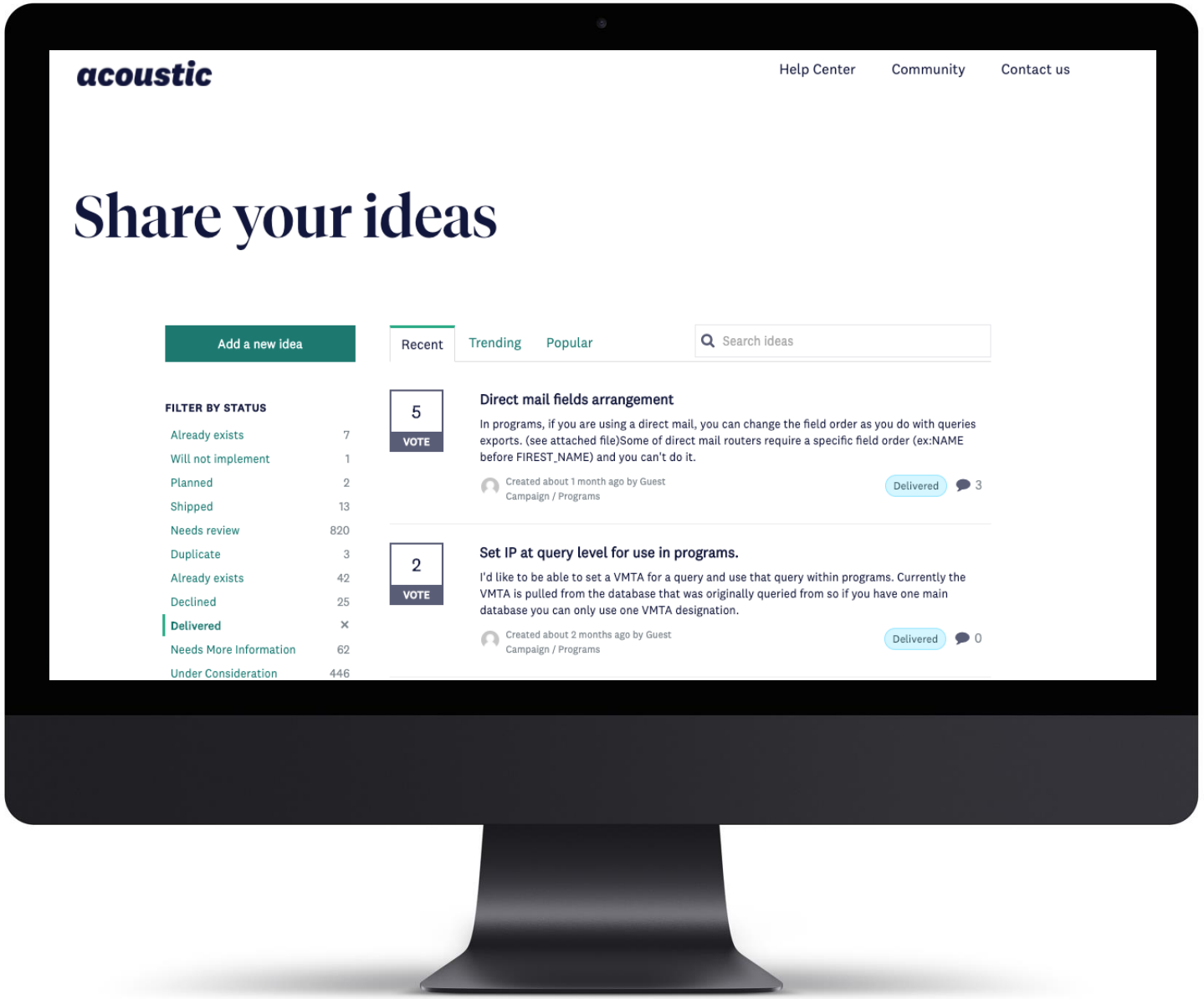
Other notable updates

- 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