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Acoustic Analytics

"What" vs. "Why"
Introducing Acoustic Predictive & Behavioral CX Analytics

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Region: Worldwide Team

- Tealeaf experience in 30+ Countries, every continent (aside from Antarctica)
- 7 Years Tealeaf Experience, 160+ Implementations
- 20 years software and consulting experience with the largest banks, retailers, insurance, B2B and travel companies on earth
- 30+ Tealeaf implementations for the world's largest Retail/BFSI/Telco companies globally

Contact information

Email:
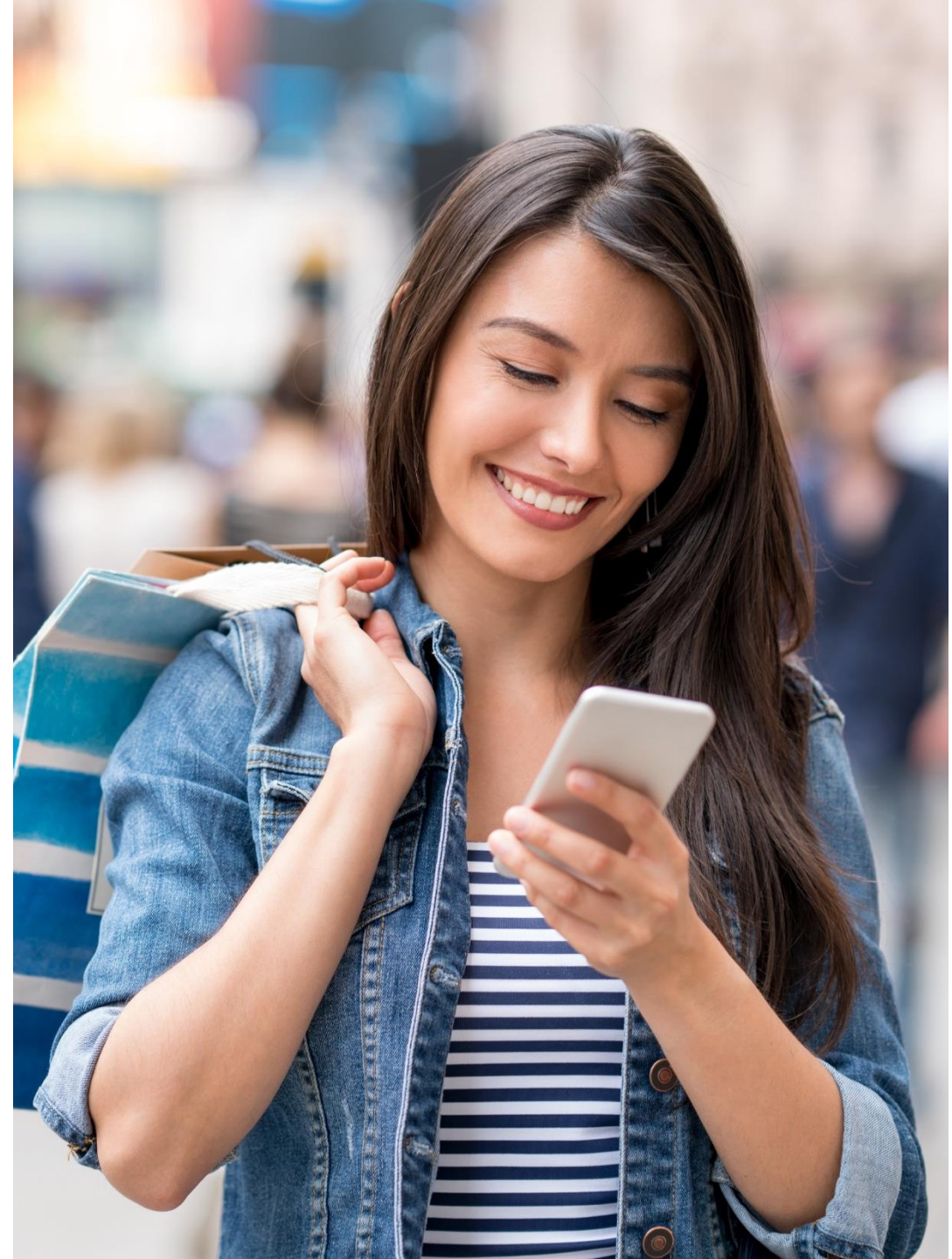nick.mollberg@acoustic.com

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Based out of Austin, Texas

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Customers demand **one** great end-to-end experience.

Customers continue to be disappointed by many digital experiences where interfaces miss simple opportunities to help them.
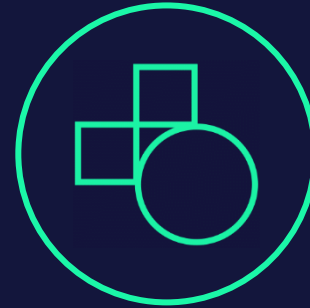
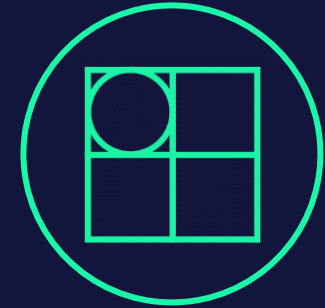Digital CX Trends, 2018,
Forrester Research

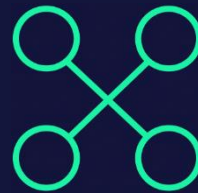acoustic

Acoustic Marketing Cloud

Campaign

Content

Analytics

Personalization

AI-powered, multichannel marketing, end-to-end customer journey management and optimization

Exchange

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Experience Analytics

- **Capture and replay every web and mobile session**

- **Surface opportunities and issues with AI-powered anomaly detection.**

- **Deliver better experiences with AI-powered struggle analytics.**

Campaign

- **Create multi-wave, multi-channel communications**

- **Automatically trigger messages based on behavior, logic, and AI recommendations.**

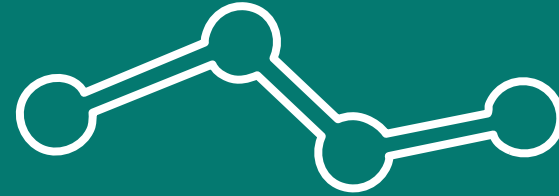- **Segment and personalize based data from any source**

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Experience Analytics is *not* web analytics

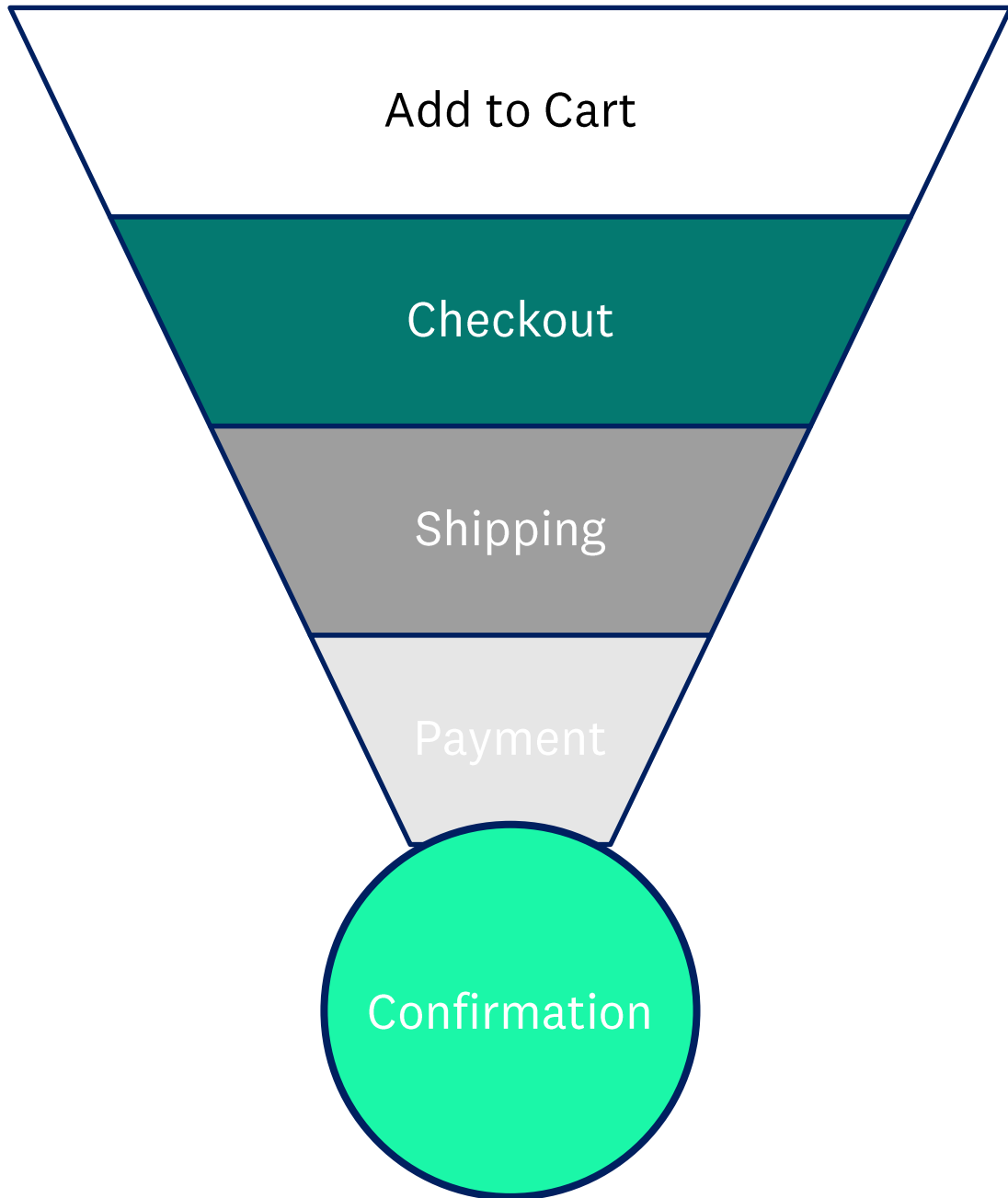## Web Analytics
What is the user doing?

- Custom code embedded in the application to track traffic.
- Like a traffic camera it sees everyone going by but only takes snap shots of people speeding.
- If speeding occurs on roads that do not have cameras the infraction would go unnoticed.
- Setting up new speed cameras for new roads or new construction sites is costly.

Experience Analytics
Why are they having that experience?

- Experience Analytics passively captures data from all traffic between the browser client and the servers.
- Experience Analytics is a next generation satellite in space tracking every driver, in every car, on every road.
- There is no change in cost to focus on new roads or new areas.

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Analytics that pays
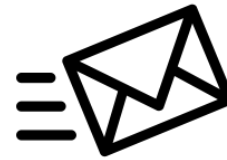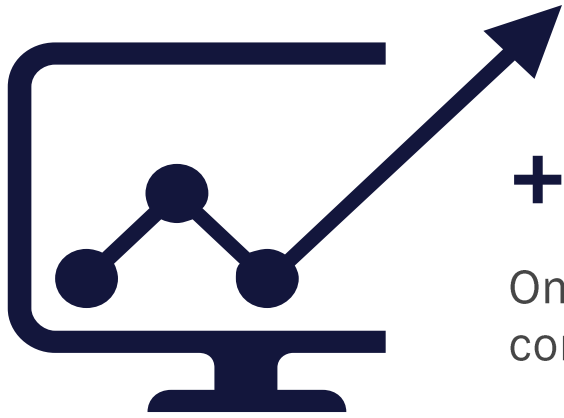
+3.6%
Online conversion rates

+1.6%
Online customer retention

-90%
Error reproduction time

+2.5%
Mobile conversion rates

+1.75%
Mobile customer retention

-90%
Error reproduction time

Investment pays back in less than

6 mos

ROI 243%

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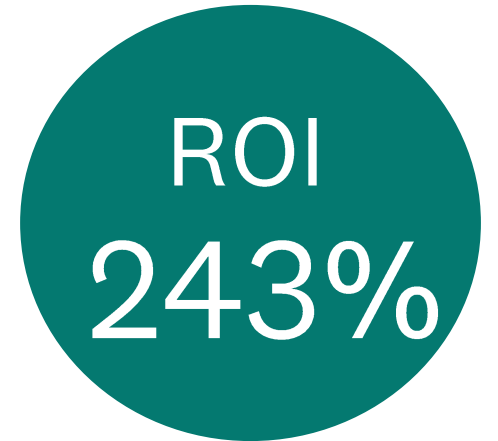
Solution highlights

Understand your journeys

Follow customers from marketing tactics to online and offline channels to progress or retarget as they interact or abandon.

Track marketing and CX ROI

Tie conversions back to marketing campaigns, online and offline channels and touchpoints, and combinations thereof.

Know your actual CX

AI increasingly learns your customer behavior expectations and alerts you to conversion opportunities and user struggles.

Action-oriented for business users

AI connects data sources and surfaces actionable insight. Save time combining and parsing data and start optimizing marketing and CX.

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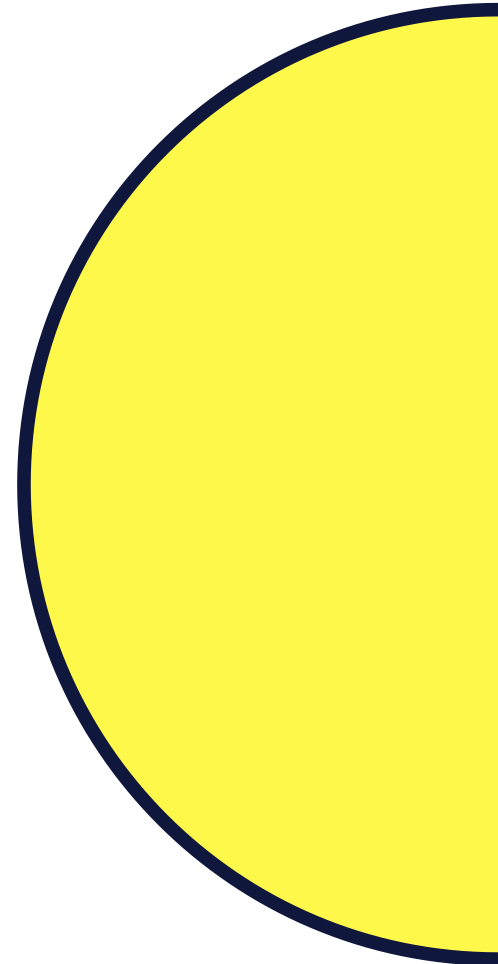
Get simple answers to your complex questions

What channels are working/not working and why?

Attribute conversions to interactions and know where to invest.
Identify friction that costs you and know what to fix.

How do customers discover us?

Know what marketing campaigns and starting points are kicking off your
most successful journeys. Then understand how they convert.

How do I know where customers are falling off?

Understand how efficiently customers progress from one interaction to the next along each journey.
Analyze customer struggles within each interaction. Increase conversions and satisfaction.

How do we get insight to better serve our customers from all this disconnected data?

Connect data simply and seamlessly across your third party solutions, including
competitive solutions, and our growing library of 100+ pre-built integrations.
Break down data silos for a holistic view of your customers.

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Get demonstrable ROI from those answers

Know what channels are working or not, and why
Optimize marketing spend across channels.
Better journeys for better retention and satisfaction.

Know how do customers discover you
More effective marketing and higher marketing ROI.
Fewer wasted impressions and touches for better CX a few opt-outs/uninstalls.

See where customers are abandoning
Improve conversion rate, improve business outcomes, increase customer retention and satisfaction

Get holistic insight into customers with connected data
Better offers to increase share of wallets.
More insight to drive services & product offerings. Better customer retention.

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How Acoustic Analytics delivers

What How **Why**

Replay sessions

You never know how customers use your site until you see it. Inform design with precise user insight.

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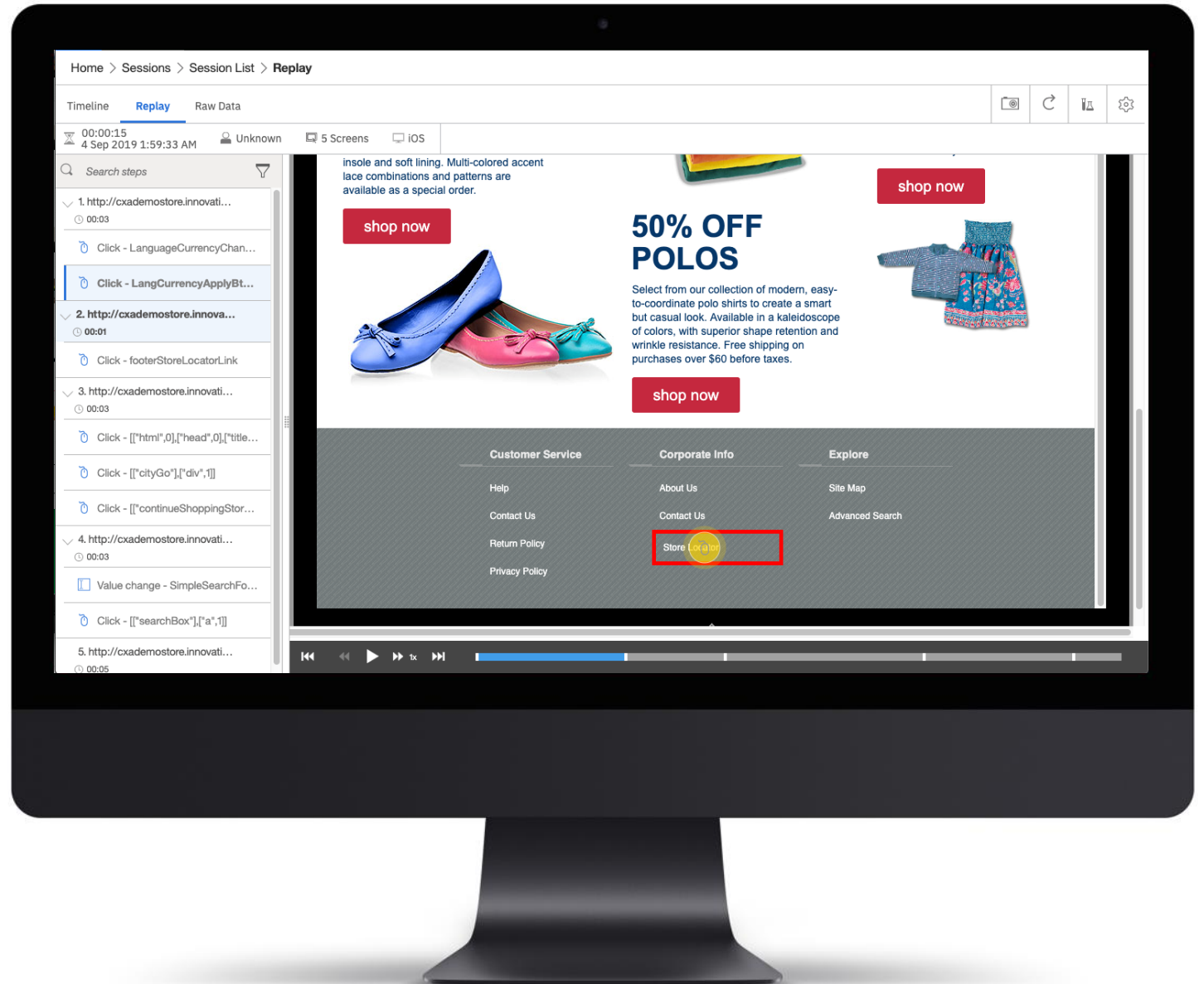
Analytics Overview

Understand your customers in new and exciting ways with the most advanced analytics of any marketing cloud.

From session replay to journey analysis, struggle detection to heat maps, we've got you covered.

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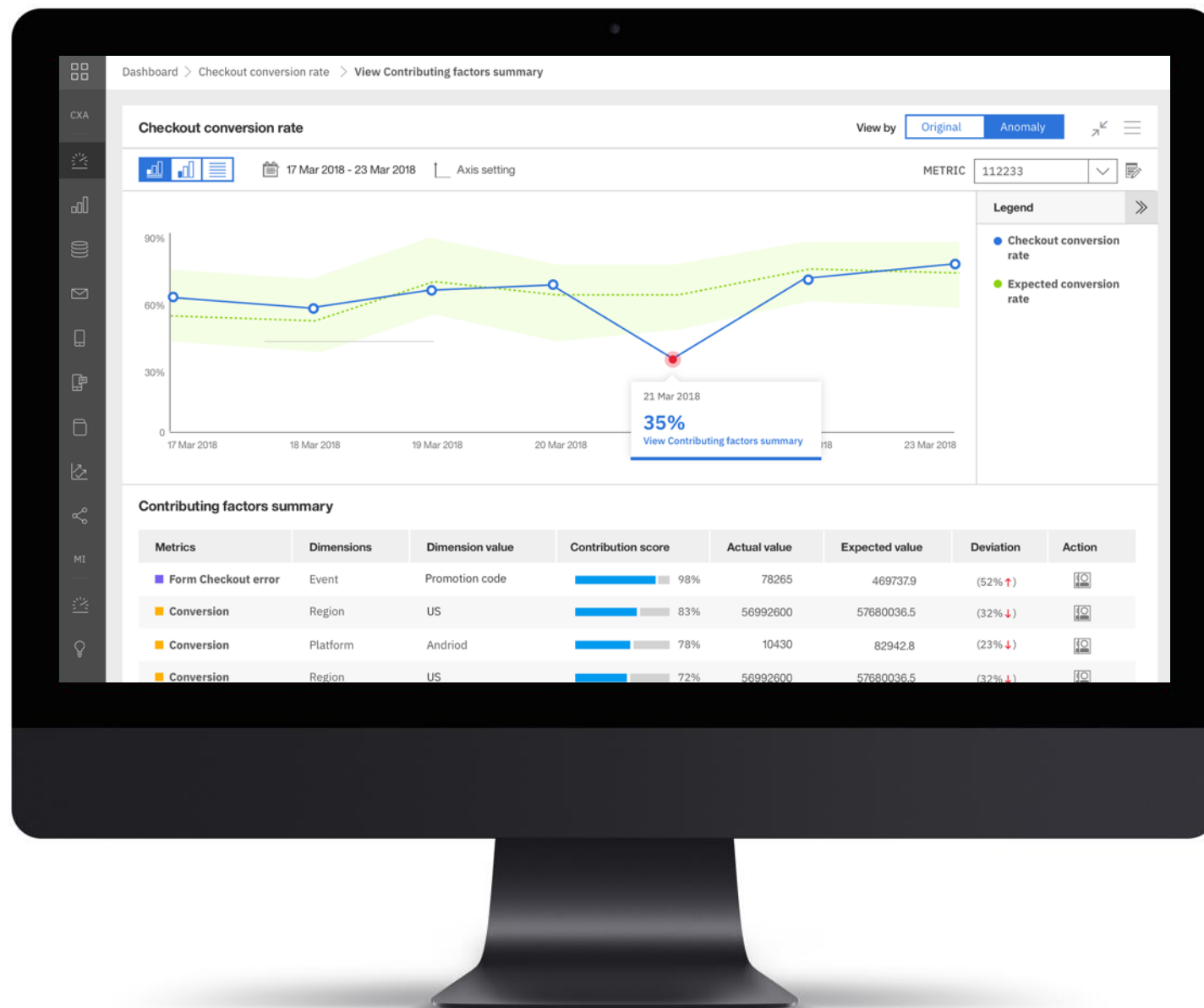
What How Why

Limitless reporting and segmentation

Pre-built and customizable digital analytics reports with traffic and funnel reporting for actionable insights.

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What   **How**   Why

Connect all your data with Exchange

No more siloed data or endless integration projects.

Get an open ecosystem, exchange data across channels and touchpoints to visualize journeys and customers profiles.
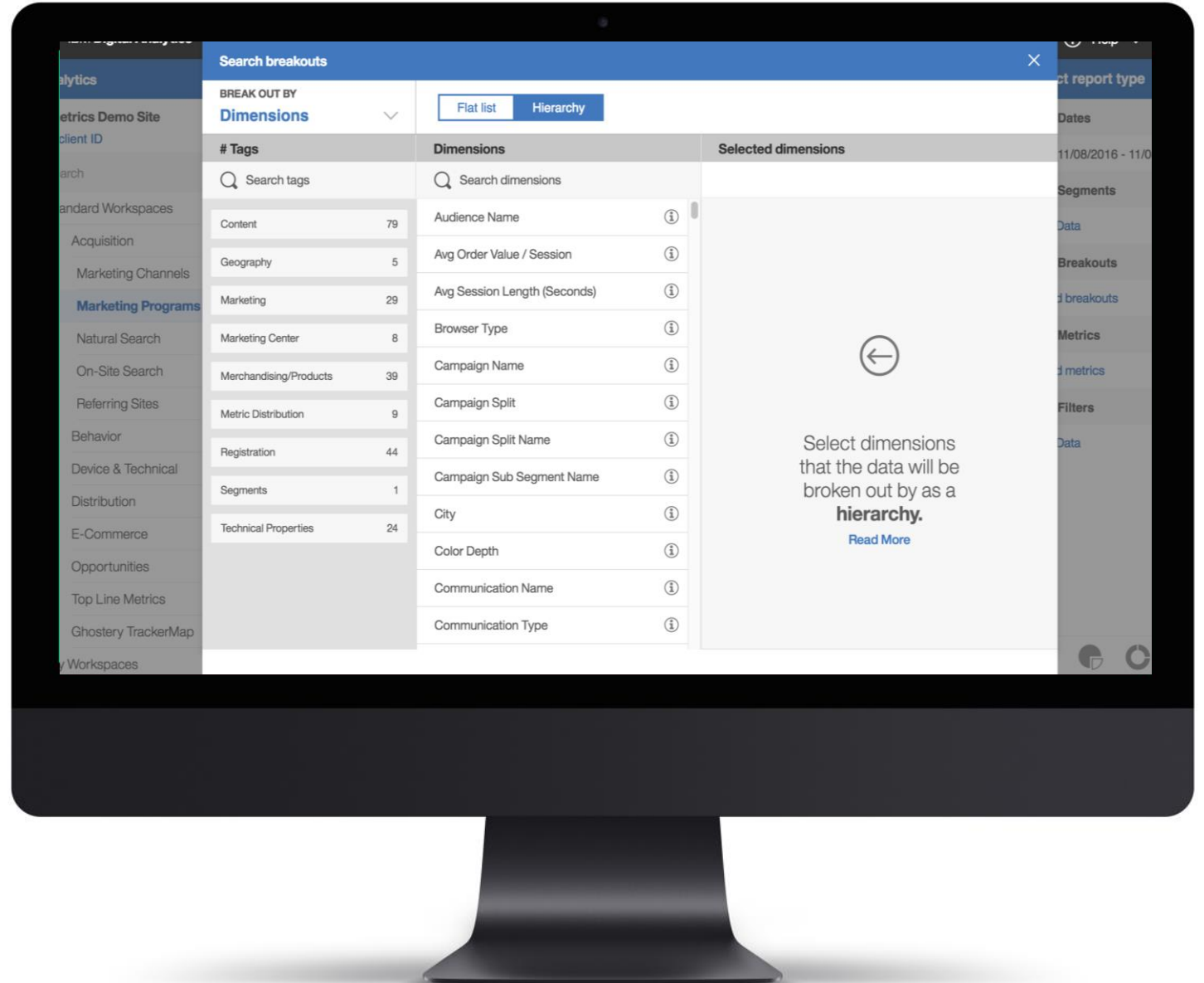
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Dashboard   **Events**   Audiences   Endpoints

Subscribe to events   **Path view**   Table view   Sort by Path

9 Publishers   Destinations **9**

Search   Search

Salesforce Exact Target   1   Acoustic Campaign   9

Oracle Responsys   1

Google Analytics   3

Adobe Analytics   1

IBM Digital Analytics   3
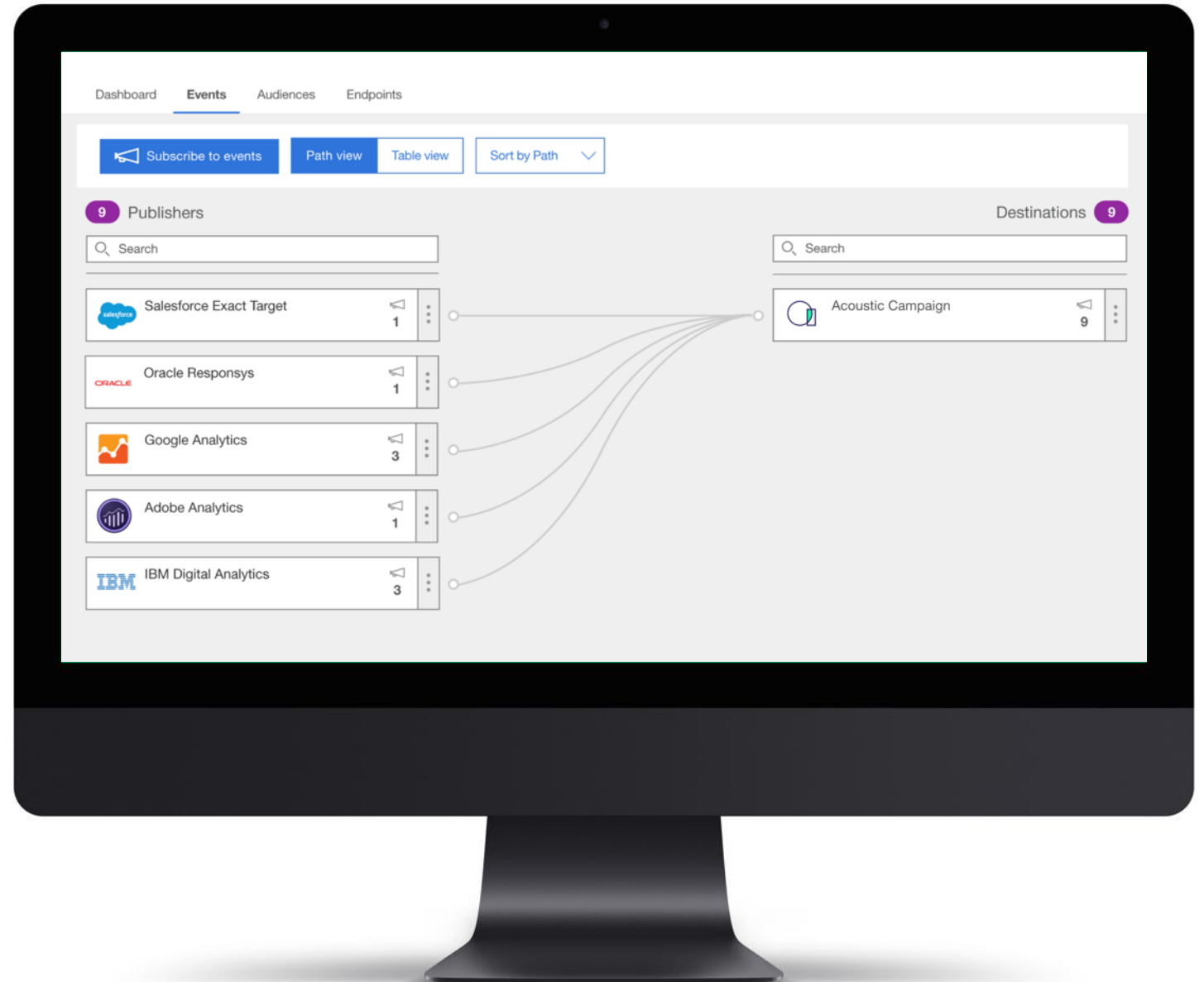
What **How** **Why**

Assess journeys

Understand how customers interact across channels. Rank best-performing journeys.

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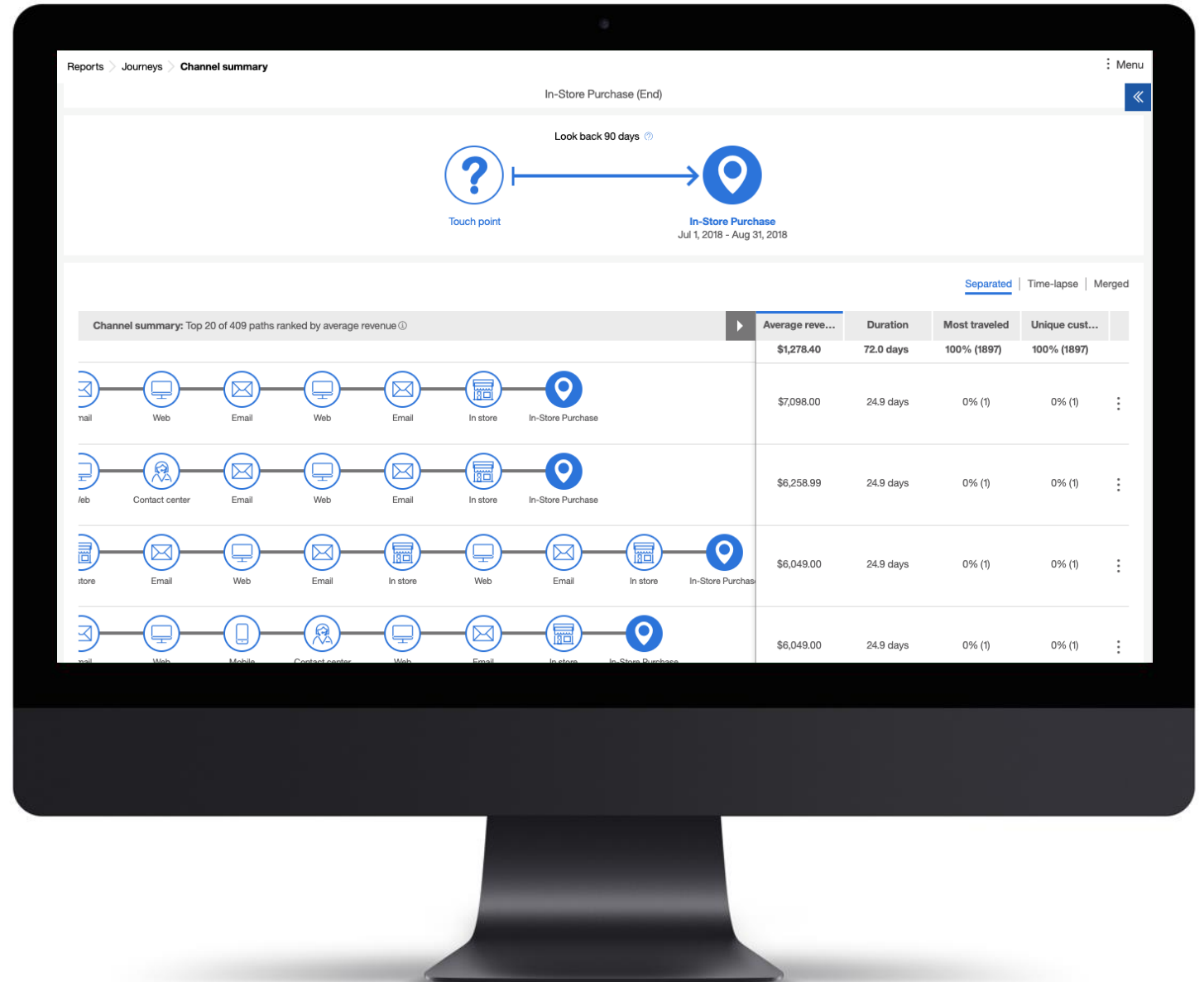
What How Why

Segment by mindset

What motivates customers to convert? Understand events influencing mindsets to shape journeys.

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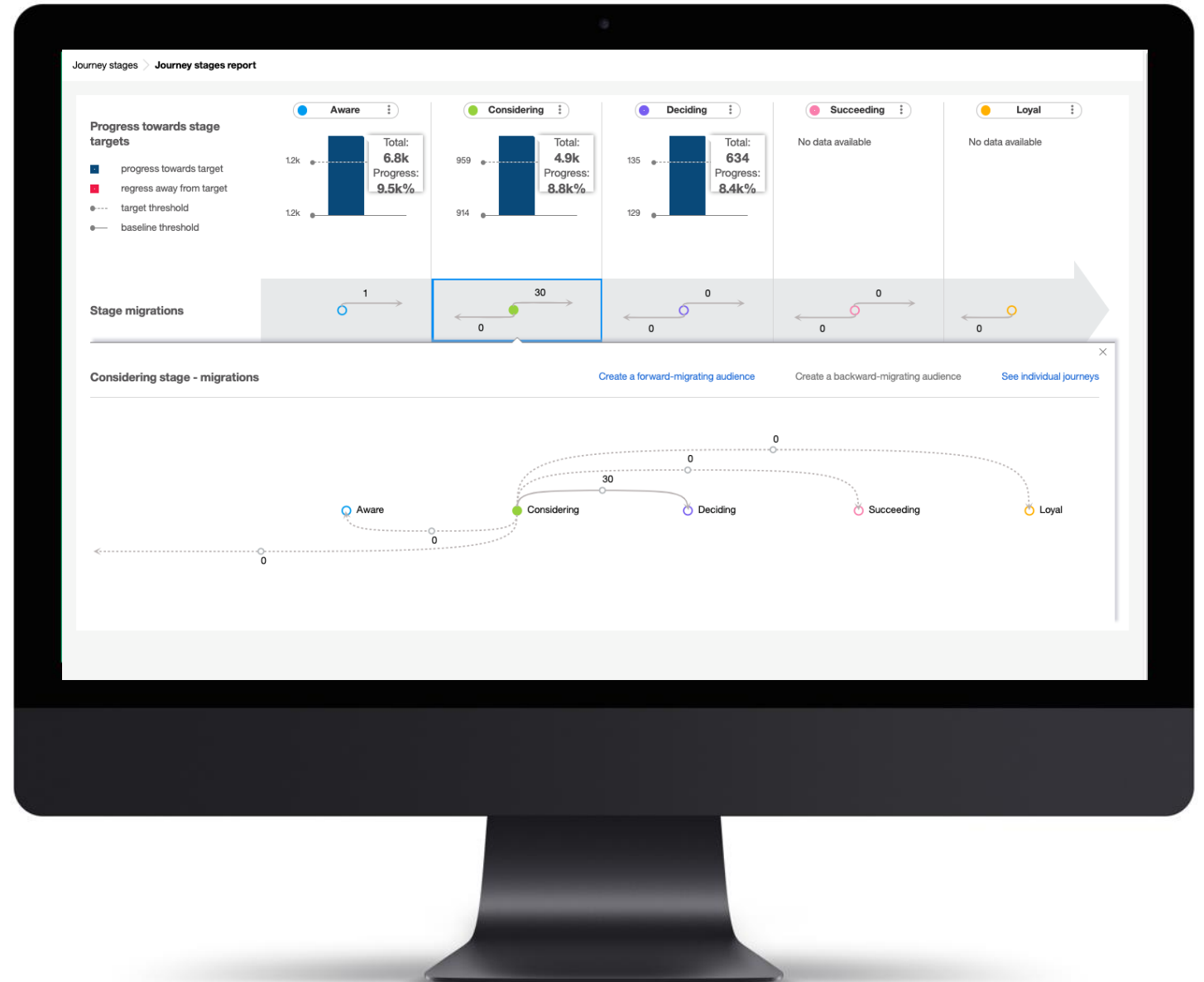
What   How   Why

Track effectiveness

Understand how interactions in different channels impact conversion. Invest accordingly.
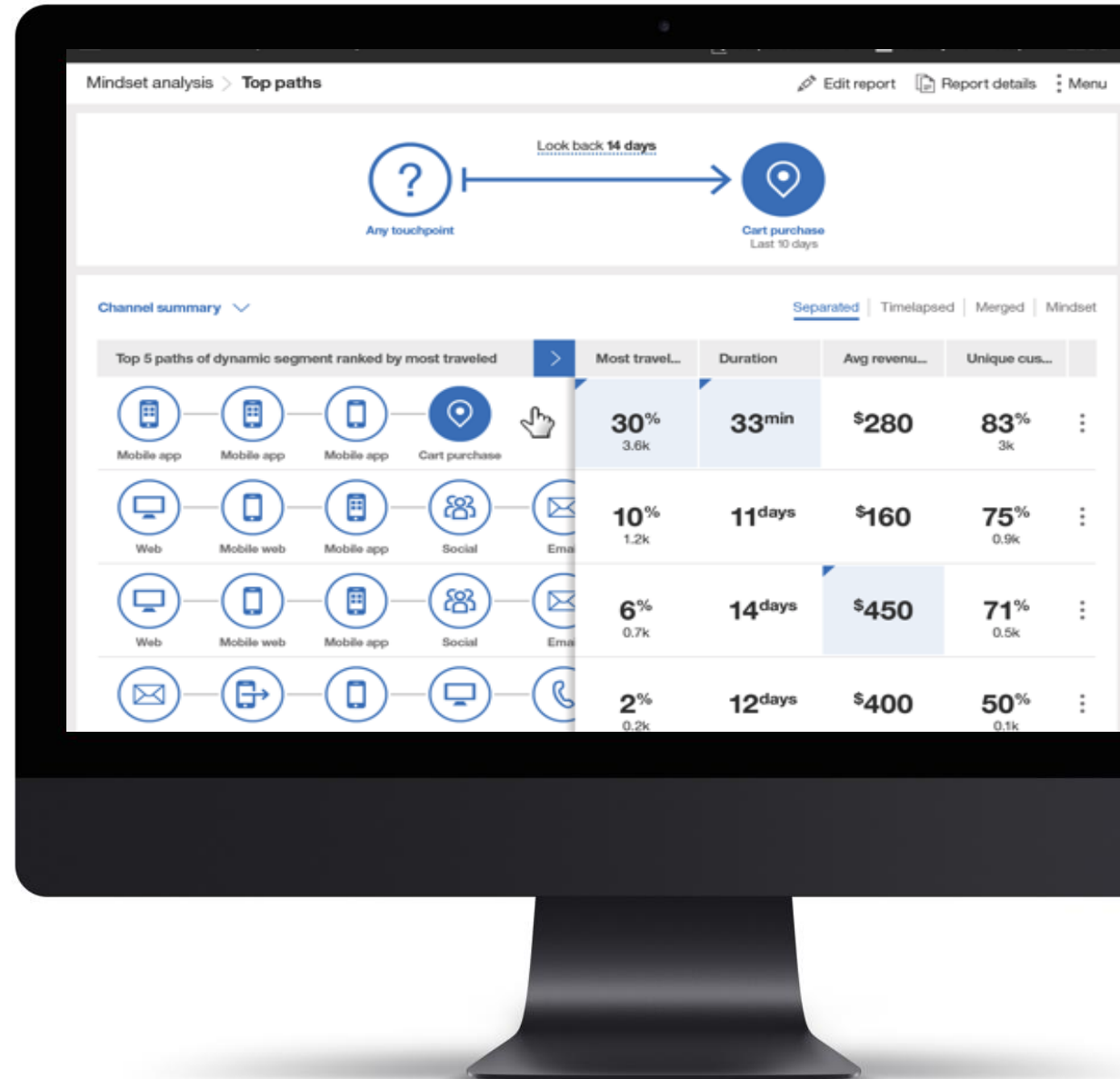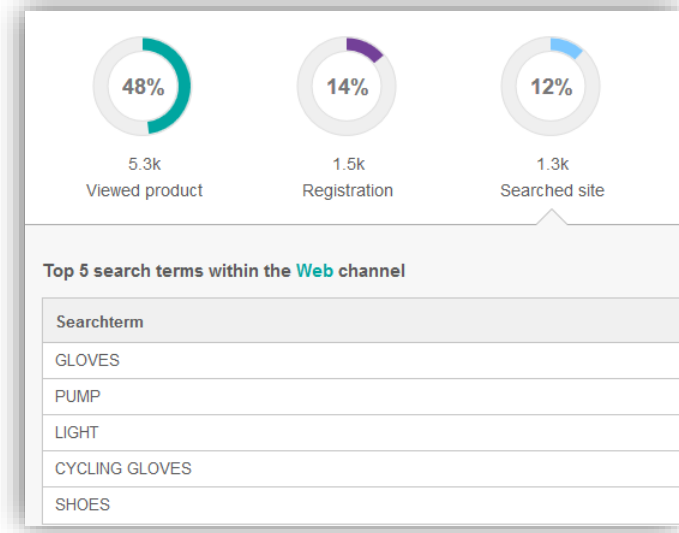
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AI anomaly detection

Alerts to KPI spikes and dips in near-real-time, with the top contributing factors so you know what to do about it.
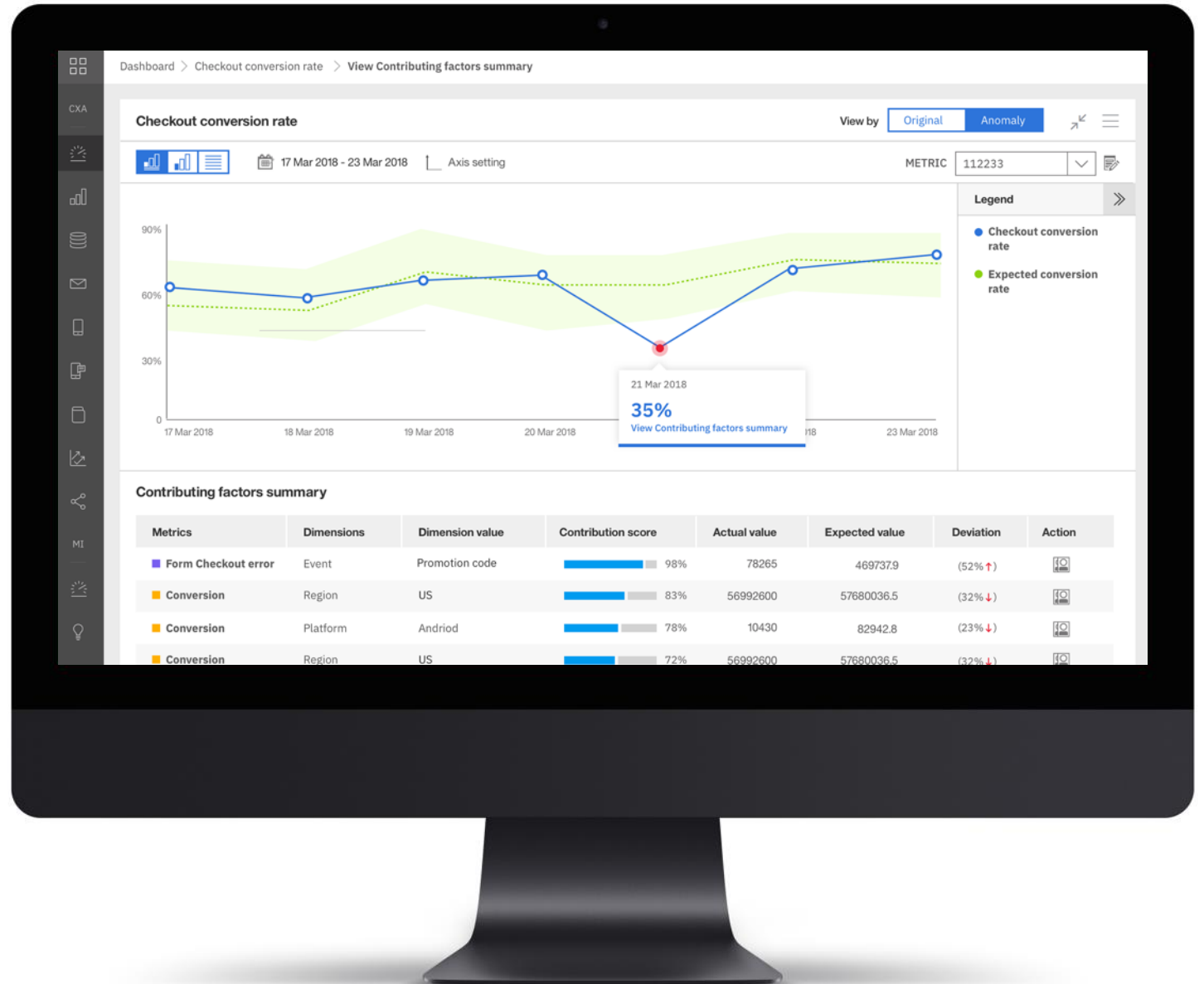
What How **Why**

AI struggle analytics

Acoustic alerts you to experience issues causing users to abandon so you can identify and fix fast.

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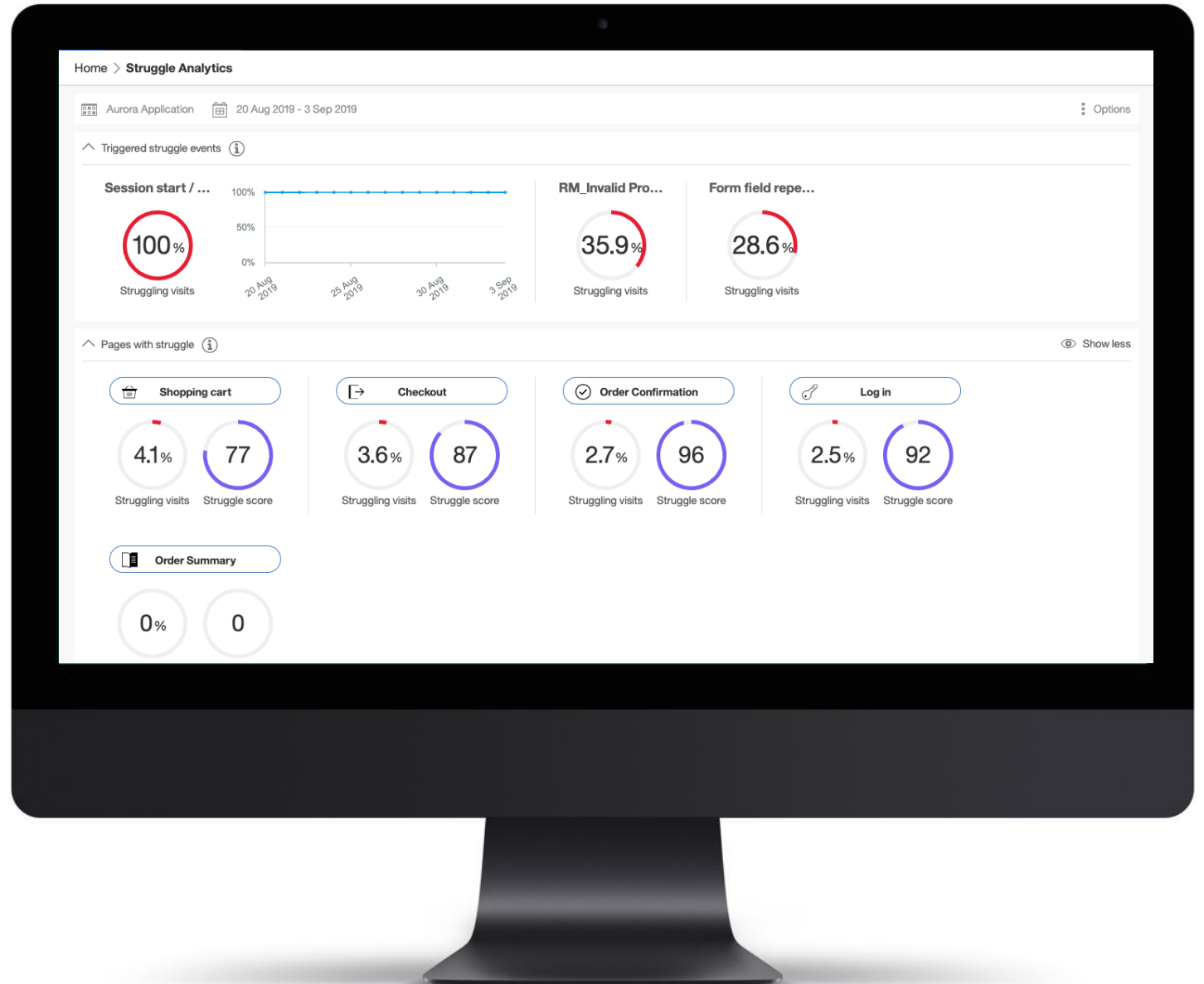
What How **Why**

Optimize mobile

Actionable insights help you create seamless customer experiences on mobile browsers and applications.

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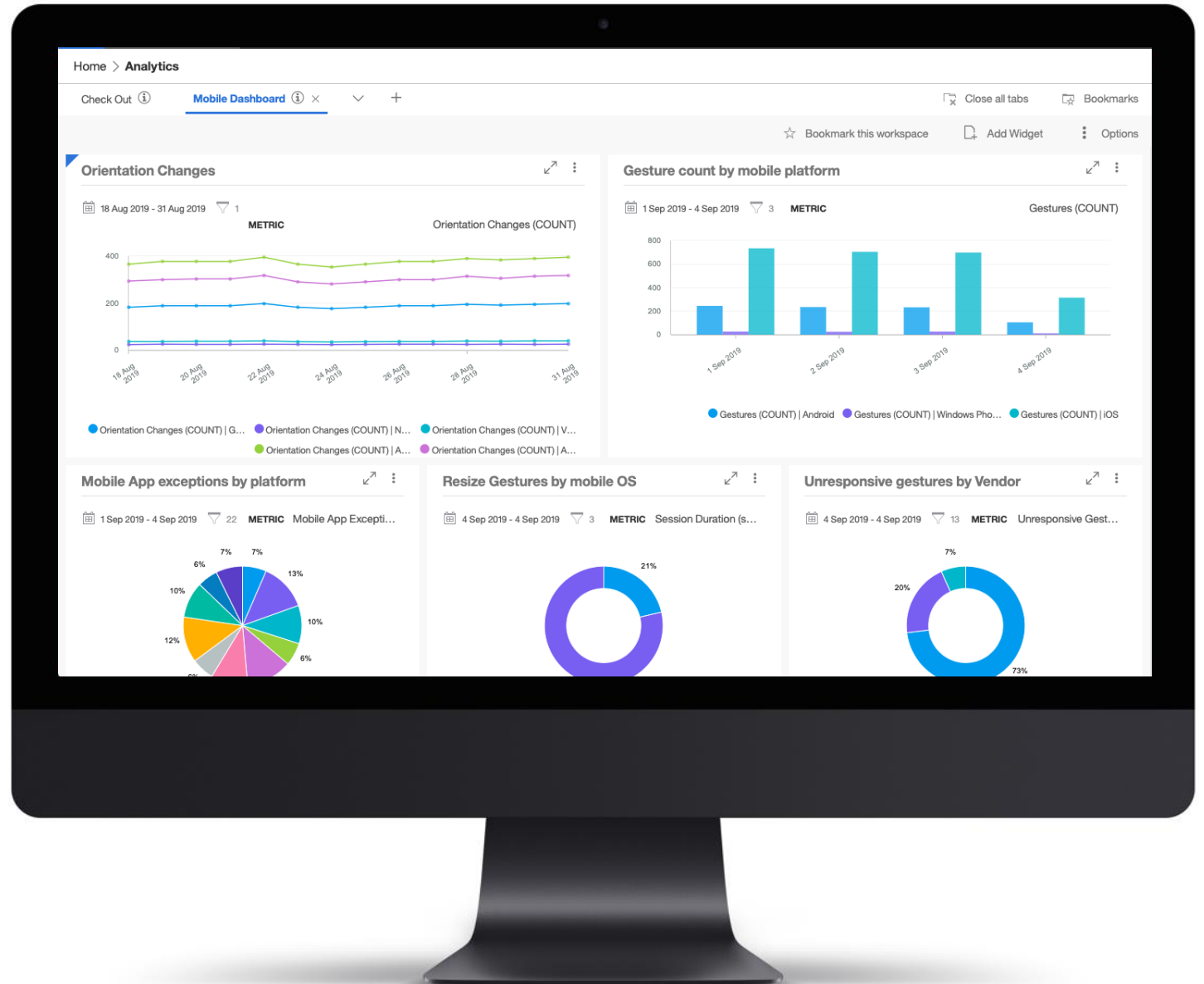
What How **Why**

Boost usability

Determine what design drives most conversion. Identify how different groups interact with your content. Optimize form field completion and conversion.

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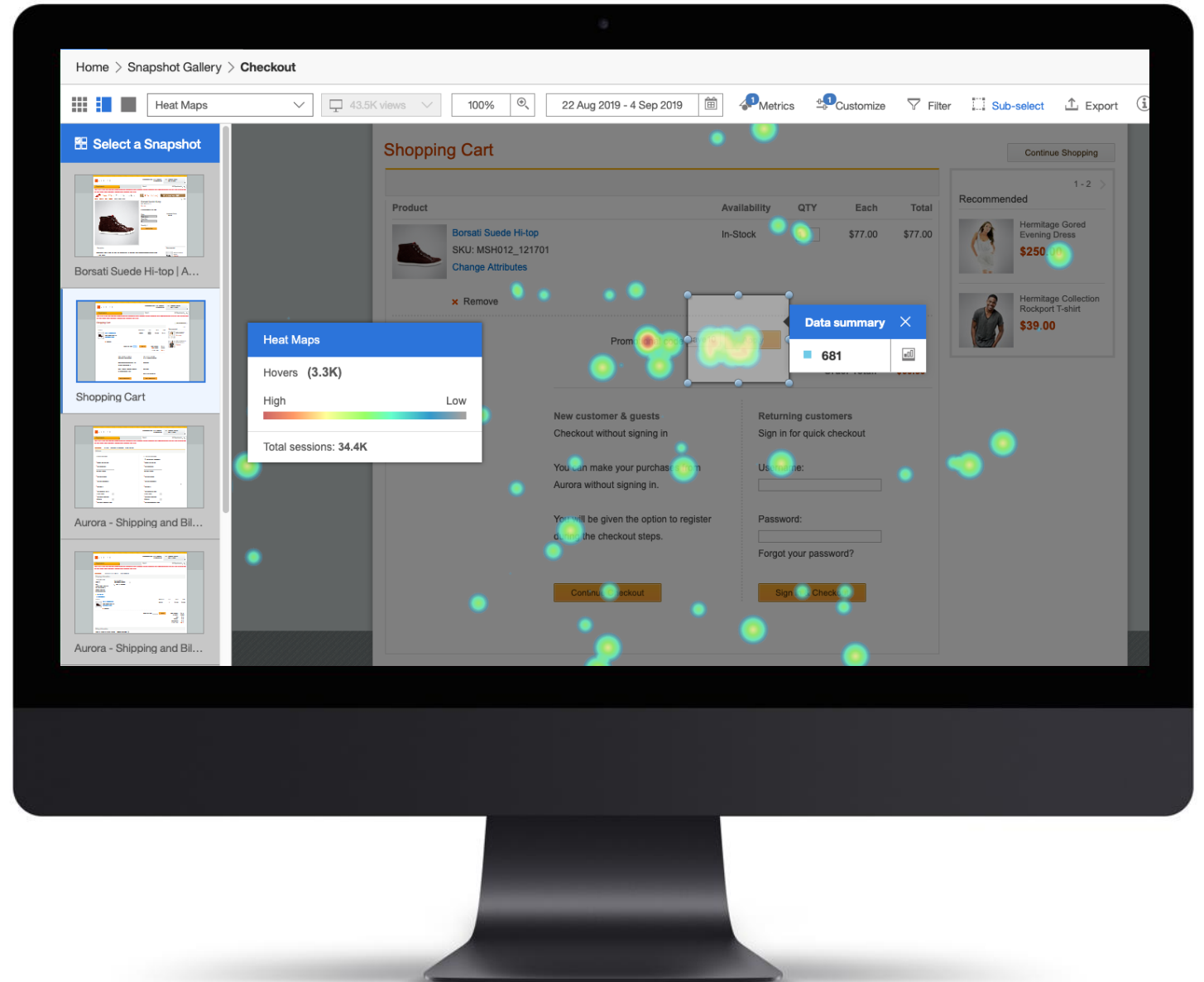
There's more...

Cognitive Assistant

Save time and speak or type to the newest member of your marketing team instead of manually digging through databases.

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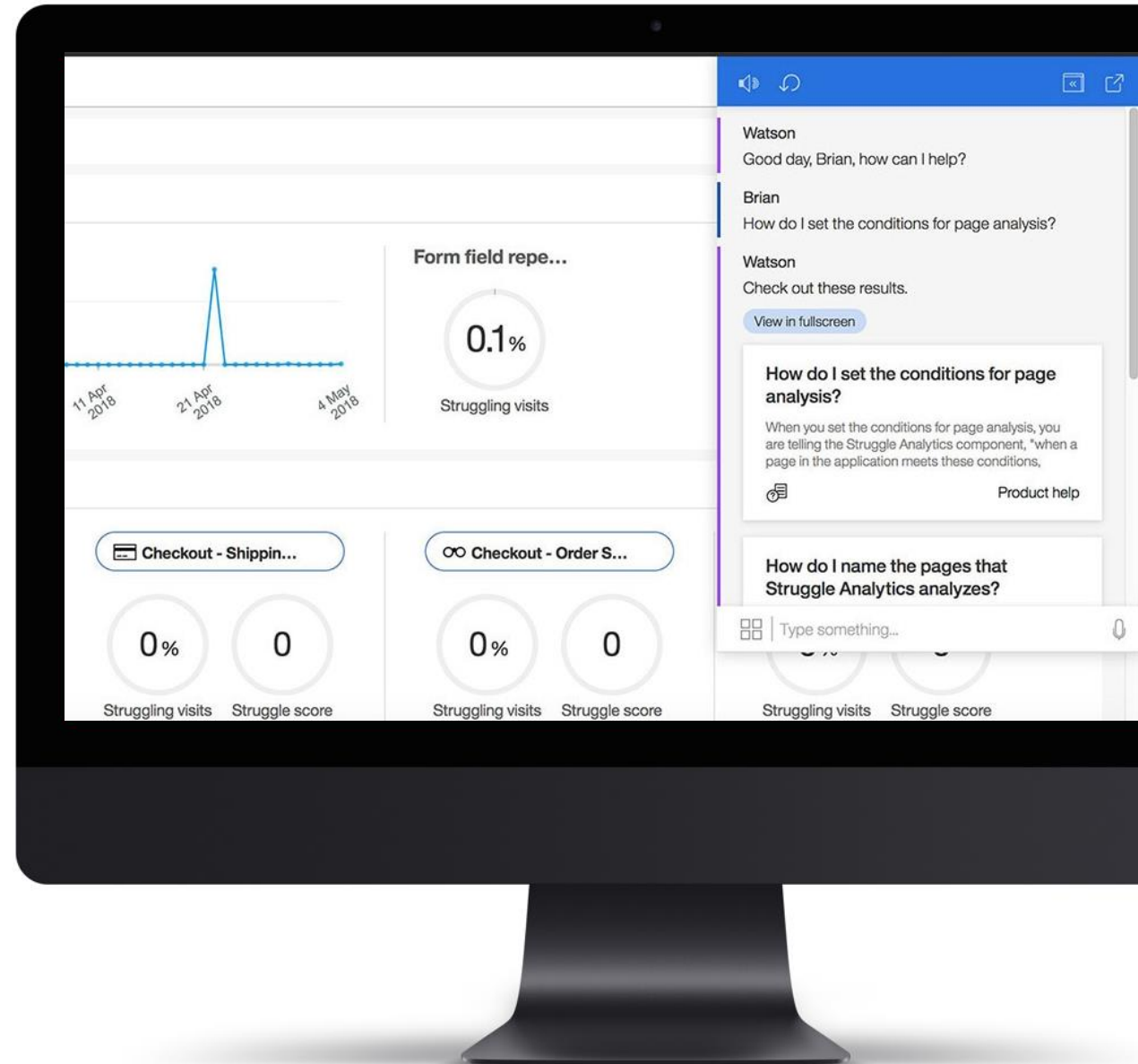
Integrate with MarTech

Whatever marketing technology you use, chances are we have pre-built integrations, even for competitors.

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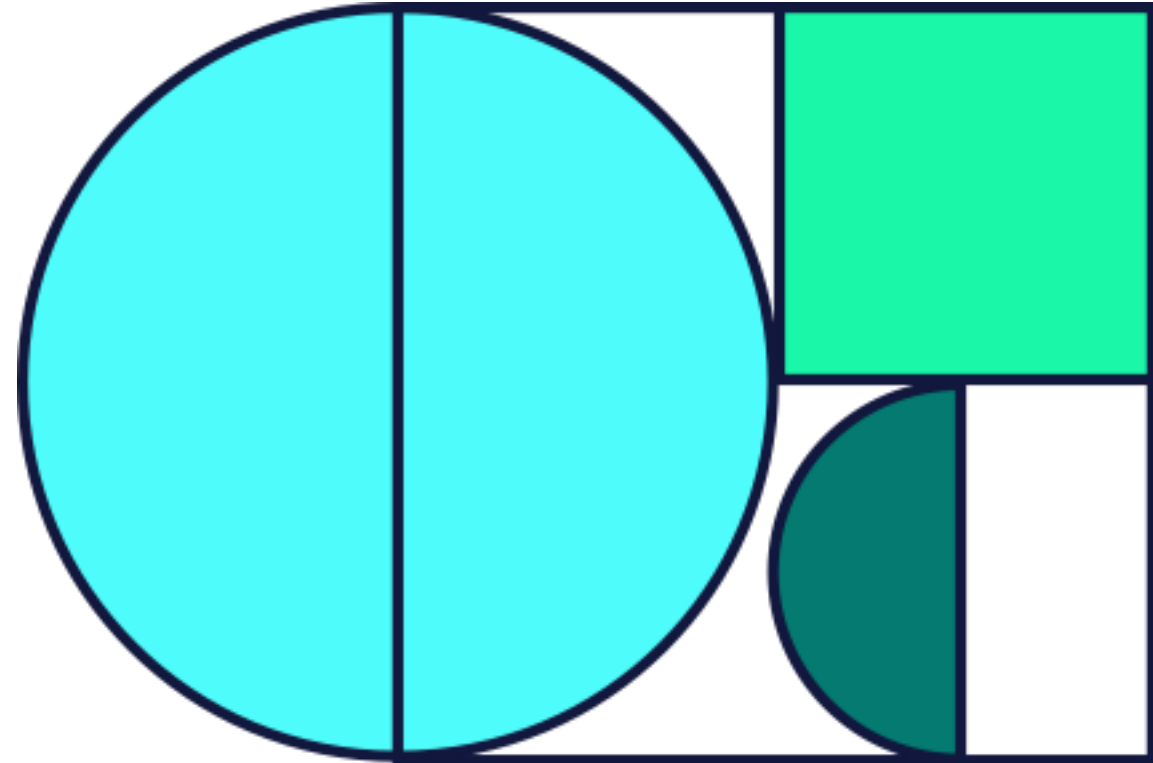
Partner Ecosystem integrated with your martech

eCommerce	Magento Open Source eCommerce	WINDSOR CIRCLE Keep Your Customers	EPiSERVER			
CRM and Call Center	salesforce	Microsoft Dynamics	SUGARCRM	NETSUITE	Genesys	SCRIBE The Leader in CRM Integration
Analytics and Search	Google Analytics	ensighten	Adobe Analytics	Kenshoo	Marin SOFTWARE	
Ad Tech	MediaMath	TURN	theTradeDesk	DoubleClick by Google	rocketfuel Artificial intelligence. Real results.	
Social and Group Messaging	facebook	Instagram	Twitter	hootsuite	WeChat	Spredfast	sprinklr	LINE
Data and identity	LiveRamp an acxiom company	ORACLE DATA CLOUD	exelate A Nielsen Company	LOTAME	TAPAD	bluecava	drawbridge
Loyalty / Mobile / Event / Webinar	Exchange Solutions	CAKE	vibes	AppsFlyer	webex	GoToWebinar by CITRIX	

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Join other leaders

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Large U.S. Retailer

Acoustic Analytics

Problem
Customers are **abandoning carts** online in high numbers, and the **mobile** channel is converting particularly poorly

Solve
Retailer deploys Analytics to **root out problems**. Promptly fixes coupon issues at checkout, remediates issues with payment processing system and **resolve mobile experience** issues.

Results
Mobile experience improvement helps recapture USD $6m, payment systems fix $3m, and checkout errors $1.3m. Total revenue recaptured: **over $10m**

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HSN

Acoustic Analytics

Problem

If your message isn't relevant and consistent, potential customers switch off.

Solve

HSN uses Analytics to identify individual customer preferences and retail journeys. They get insight into customer behavior and attitudes; and product, content; and channel preferences.

Results

HSN says seeing how customers move between channels throughout their journey allows marketing teams to craft omni-channel, multi-wave campaigns that **reach those customers on their favored touchpoint at the right time**."

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Shubert Ticketing

Acoustic Analytics

Problem

Online ticket sales are competitive. Shubert's complex back-end systems and **mobile vs. browser** experience disparity made identifying and troubleshooting **customer struggles** a challenge.

Solve

Shubert deploys Acoustic to understand how customers engage online, their **site journeys**, and their **abandonment points**. Also, they leverage session replay in their contact center to **immediately** review specific client issues.

Results

Shubert catches and **fixes issues affecting conversion** much quicker, allowing them to capitalize on **more sales** opportunities and **stem potential lost revenue**.

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The Clorox Company

Acoustic Analytics

Problem — Unable to visualize customer journeys online, trouble **connecting data** between CRM and email systems for popular brands like Brita, Burt's Bees, and Hidden Valley

Solve — Clorox deploys Analytics to **better understand** how consumers interact with its online and mobile channels, and use the insight to **shape smoother digital journeys**.

Results — Clorox now identifies customers by previous action and serves them personalized content (via Acoustic Campaign), creating happier, more **loyal** customers, **higher sales** and more repeat business.

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Performance Bicycle

Acoustic Analytics

Problem — Insufficient understanding of **customer journeys**, scattershot approach to outbound marketing with little **ROI**

Solve — Implemented Acoustic Analytics to obtain a single view of customer journeys across multiple experiences and channels, including offline POS.

Results — Leveraged insight to personalize journeys, accelerate conversions, and increase revenue

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Large Japanese Bank

Acoustic Analytics

Problem
A highly competitive marketplace and customer demand for CX excellence necessitates **a reliable, consistent experience across all channels.**

Solve
Deploy Acoustic's **AI-powered struggle analytics** to understand customer friction and quickly isolate issues leading to abandonment. Also leverage Acoustic for **fraud analysis** by alerting potentially fraudulent user behavior.

Results
Bank can **rapidly improve customer experience** by isolating instances of customer struggle. Delivering better online experience provides competitive advantage**.**

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APAC Government Agency

Acoustic Analytics

Problem
Mission-critical agency's portal under high pressure to perform. User experience was hampered by agency's **inability to prioritize a persistent backlog** of fixes, patches and content amendments.

Solve
Agency deploys Analytics to make **data-driven prioritization decisions** and reduce the backlog of work. Prioritization based on page visits, behavior, content effectiveness and compliance

Results
The IT department can now **swiftly identify needs** and make multiple website changes based on user impact. This **reduces the backlog** substantially.

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GAVL

Acoustic Analytics

Problem
To accelerate the growth, Gavl looked for a way to **engage** with prospects in a personalized, relevant and compelling way at scale.

Solve
GAVL deploys Acoustic (with Acoustic Exchange to connect the data) to **track success** of our campaigns and automatically detect when **customers struggle** to complete a journey.

Results
GAVL is able to make **proactive improvements** to deliver better customer experiences. Further, GAVL gains insight into the ways users discover and interact with their brand that it leverages for **acquisition** and **retention**.
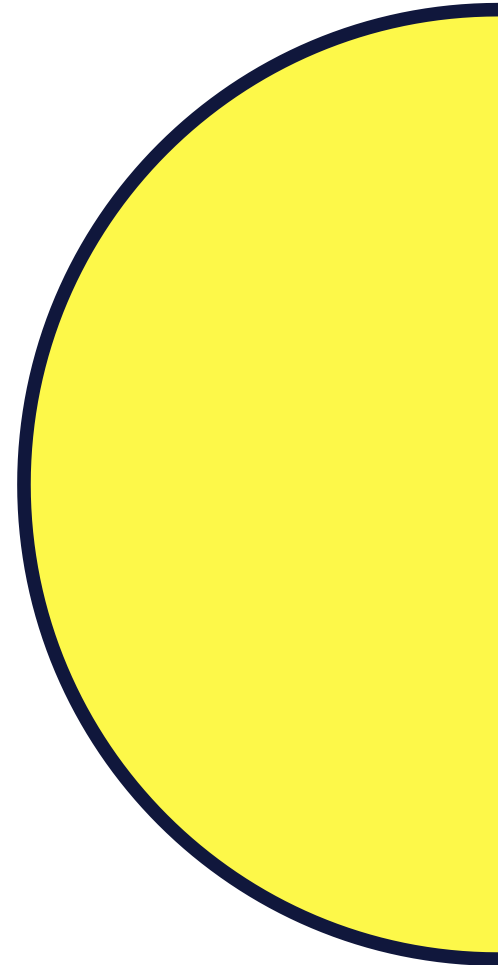
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