

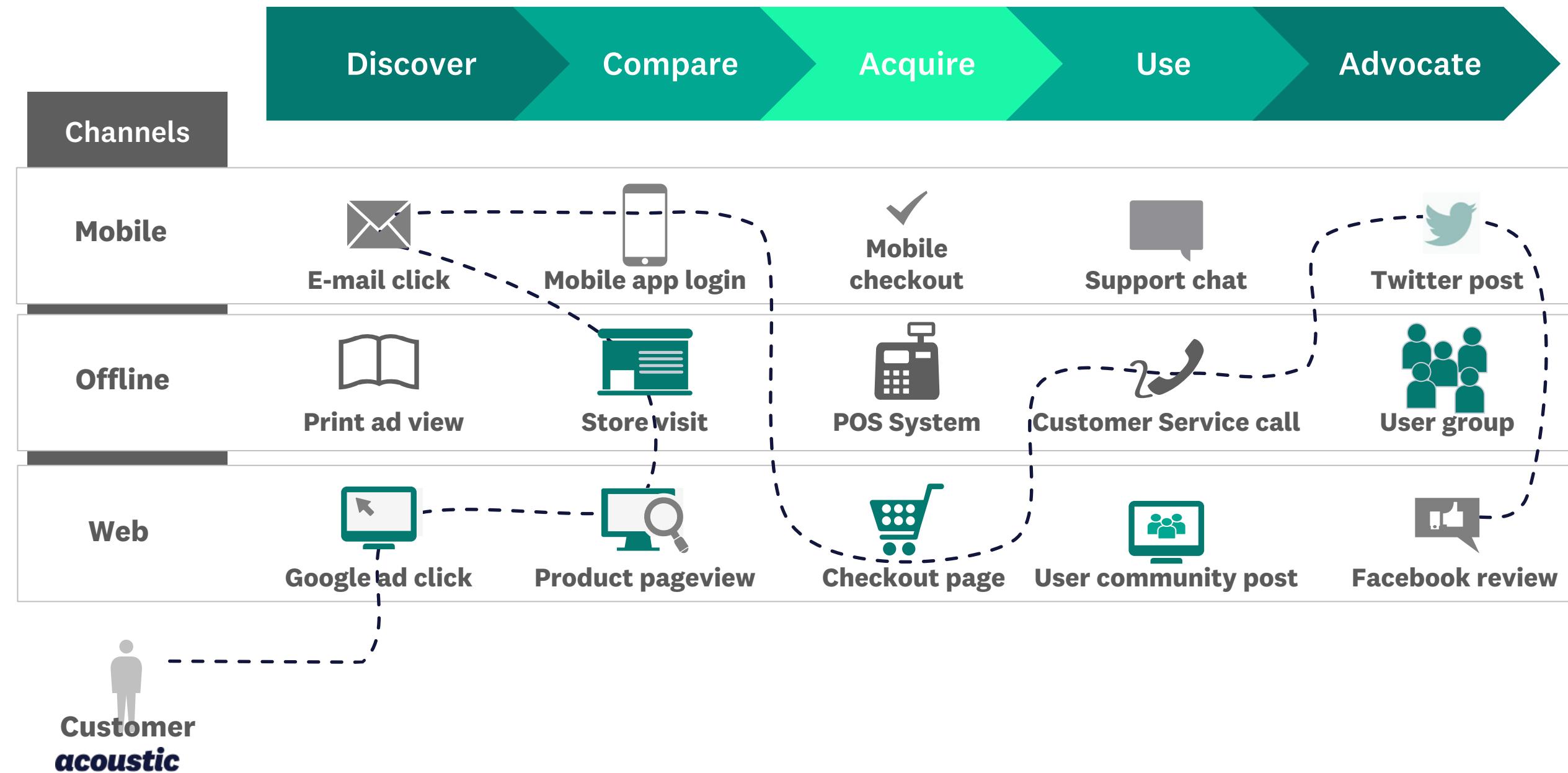
# Acoustic Journey Analytics

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# Ejemplo de un journey de cliente

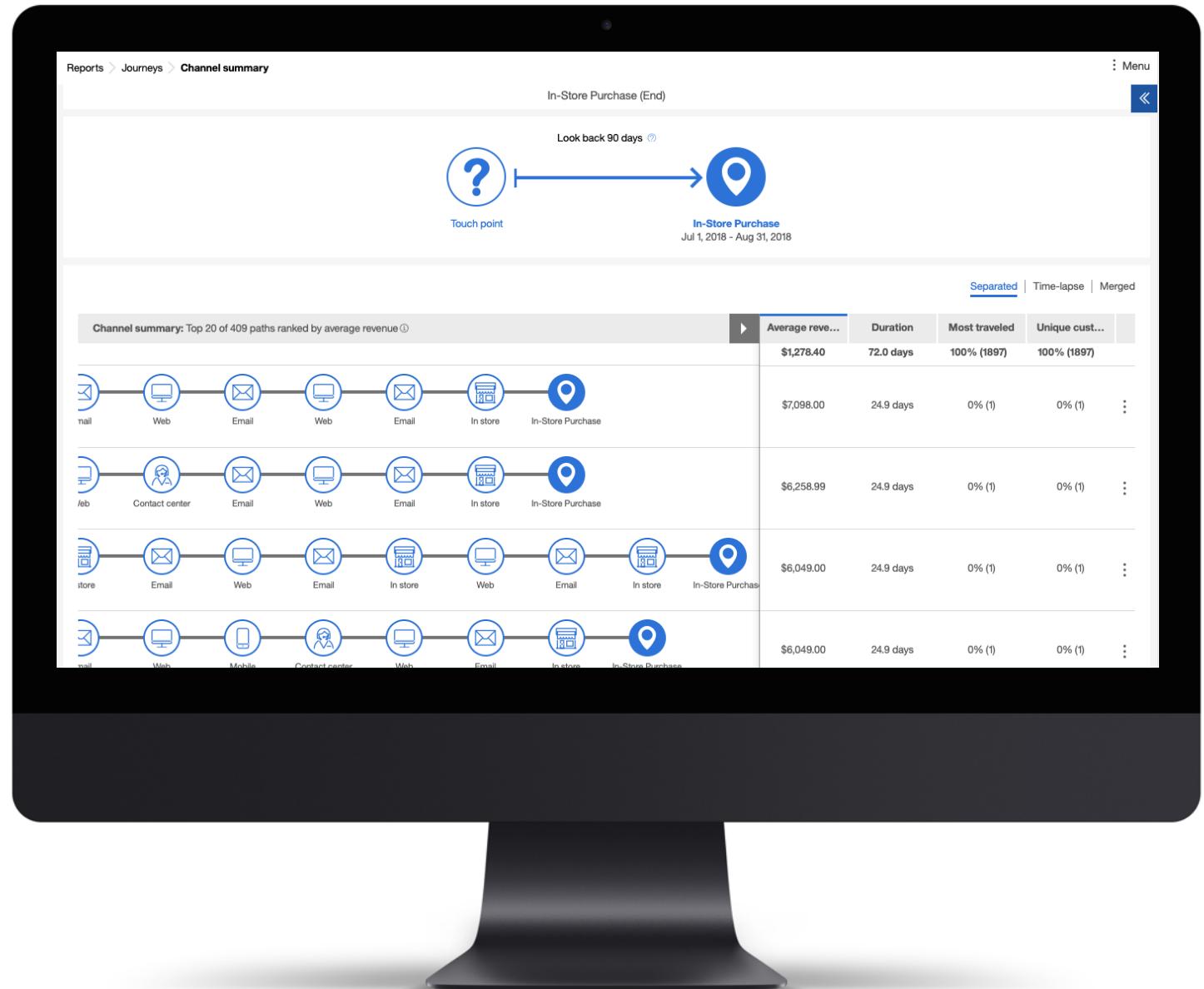




What      How      Why

# Evaluar Journeys (journey analytics)

Entender cómo los  
clients interactúan a  
través de los canales.  
Rankear los journeys  
más performantes.

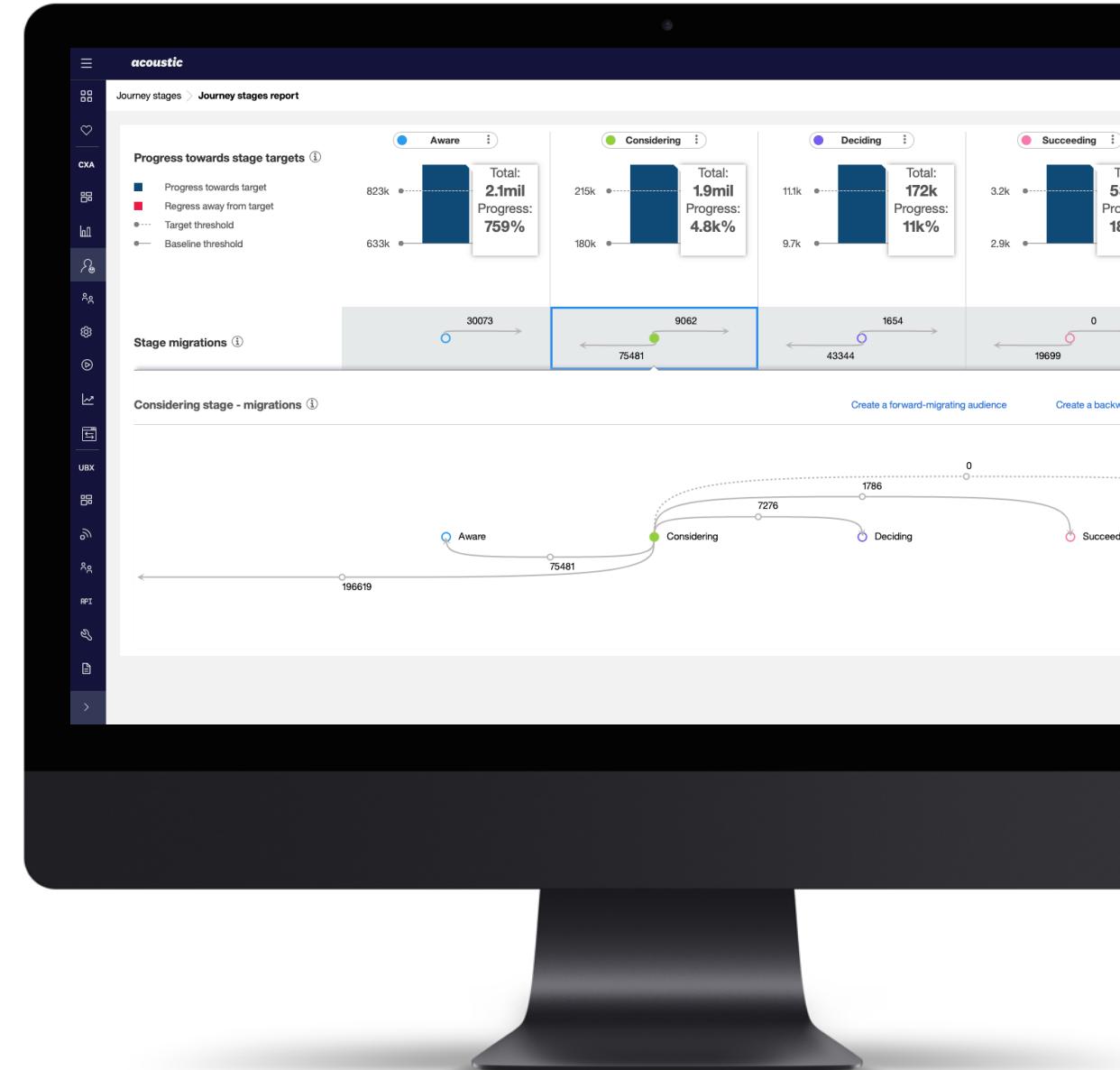




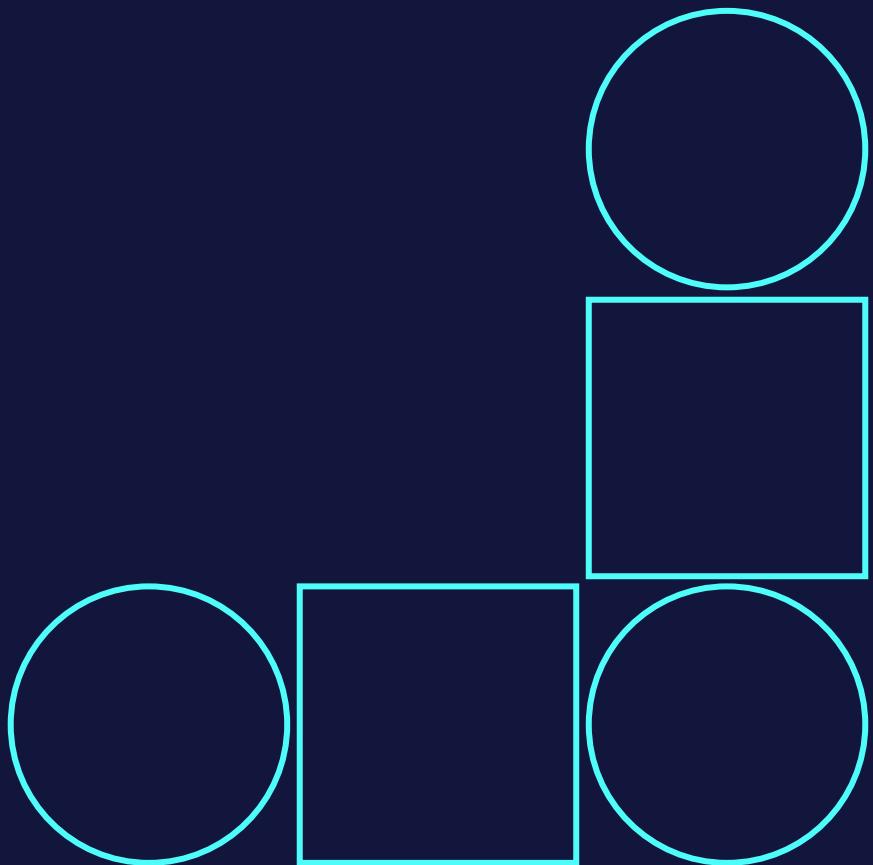
What      How      Why

# Evaluar etapas (journey stages)

Entender en qué etapas del ciclo de vida sus clientes están, y cuáles están migrando hacia atrás y hacia adelante.



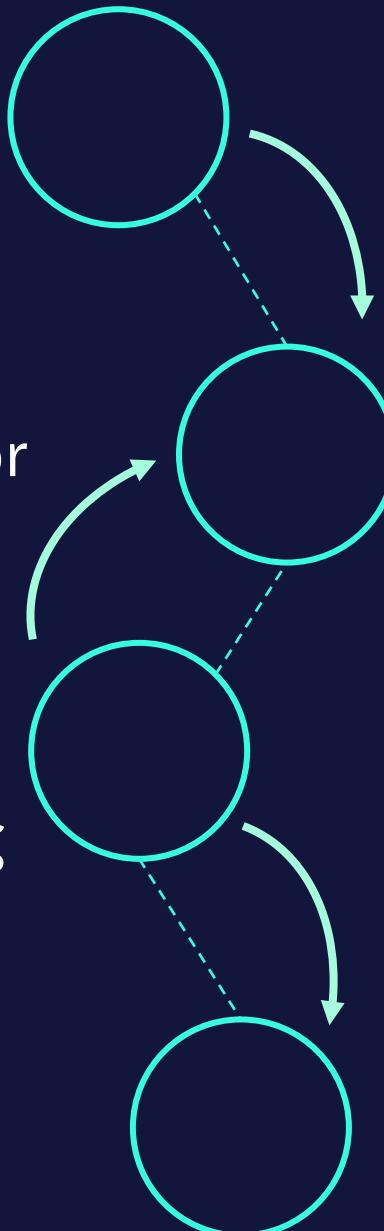
# Acoustic Exchange



# Audiencias

Queries o listas estáticas de individuos que cumplen determinados criterios, como por ejemplo:

- Clientes inactivos
- Lista de contactos de los individuos con mayor scoring
- Listas de supresión
- Clientes con alto riesgo de churn
- Clientes de alto valor



# Eventos

Comportamientos e interacciones capturadas a través de puntos de contacto con el cliente, como por ejemplo:

- Email: sends, opens, clicks, bounces
- SMS: interacciones, envíos
- CRM: leads, oportunidades
- Mobile App: open, installs, struggle
- Web: compra, product view, búsqueda

Subscribe to events

Path view

Table view

Sort by Path

92 Publishers

Destinations 86

Search

 Personalization  
Acoustic

18

 Google Analytics  
Google

15

 Analytics  
Acoustic

19

 Salesforce  
Salesforce

5

 MediaMath  
MediaMath

4

 Adobe Analytics  
Adobe

14

 AppsFlyer  
AppsFlyer

14

 Survey Monkey  
Survey Monkey

3

Search

 Experience Analytics  
Acoustic

17

 MediaMath  
IBM

1

 Salesforce  
Salesforce

1

 Fresh Relevance  
Fresh Relevance

2

 Personalization  
Acoustic

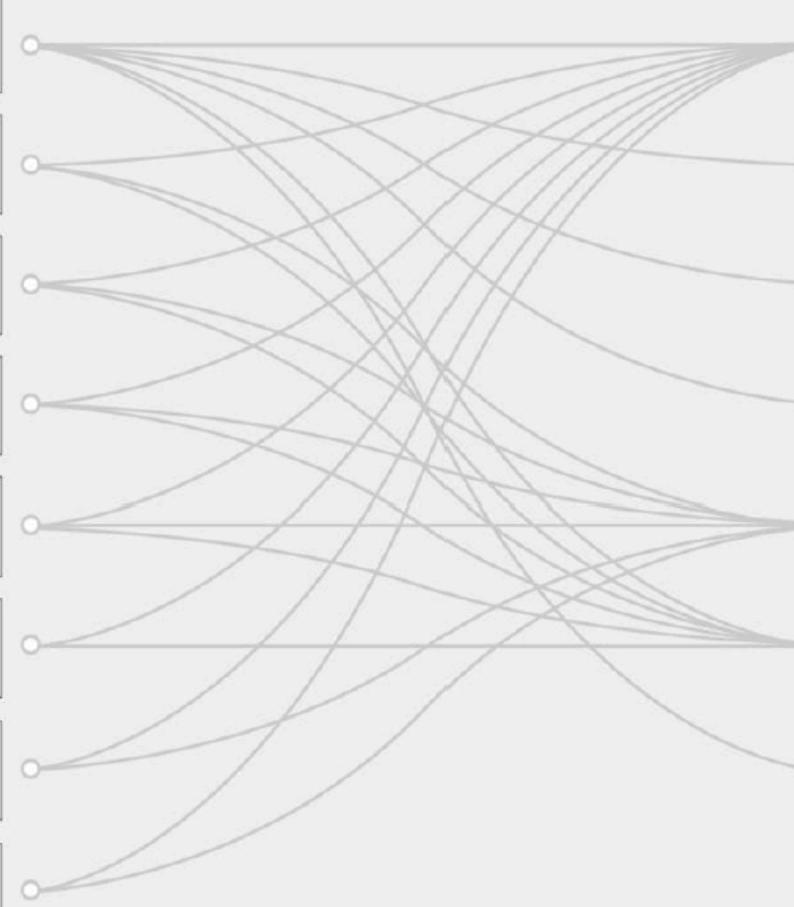
34

 Campaign  
Acoustic

28

 Exchange Solutions  
Exchange Solutions

3



# La Biblioteca de eventos dinámicos de Exchange provee una vista dinámica de cada uno de los eventos reconocidos por Exchange

## Email

- Email Bounce
- Email Click
- Email Open
- Email Opt Out
- Email Send

## SMS

- Clicked SMS
- Multi-step SMS Interaction
- SMS Interaction
- SMS Opt In
- SMS Opt Out
- SMS Send

## CRM

- Cancelled Lead
- Developed Opportunity
- Lead
- Lost Opportunity
- New Lead
- Opportunity
- Qualified Lead
- Qualified Opportunity
- Won Opportunity

## Paid Media / Ad Tech

- Accepted Offer
- Matched Identity
- Recommended Offer
- Rejected Offer
- Viewed Offer

## Mobile

- App open
- App push disabled
- App push enabled
- Application installed
- Application session ended
- Application session started
- Application uninstalled
- Mobile Push Send
- Mobile Wallet item installed
- Mobile Wallet removed item
- Mobile Wallet View
- Phone number clicked
- Rich content opened
- Unspecified app click
- URL Click

## Web

- Browse Abandonment
- Browse Abandonment Item
- Cart Abandonment
- Cart Abandonment Item
- Cart Purchase
- Cart Purchase Item
- Add Cart Item
- Conversion
- Conversion Abandonment
- Entry Page
- Form Error
- Product Page Action
- Product View
- Read Review
- Registration
- Searched Site
- Video Completed
- Video Launched
- Video Paused
- Video Played
- Web Element

## Social

- Claimed a coupon
- Connected to social
- Disconnected from social
- Facebook Comment
- Facebook Liked Page
- Facebook Liked Post
- Facebook Post
- Instagram Comment
- Instagram Followed
- Instagram Liked Post
- Redeemed a coupon
- Twitter Favorited
- Twitter Followed
- Twitter Mentioned
- Twitter Replied
- Twitter Retweeted
- Twitter Shared
- Twitter Tweeted
- Viewed a coupon

## Location

- Dwell at a Zone
- Entered a Zone
- Exited a Zone

## Contact Center

- Assigned Case
- Automation Trigger
- Cancelled Case
- Customer Case
- Live Chat
- Message Analysis
- Opened Case
- Resolved Case
- Self Service
- Talked to Agent
- Updated Case

## Struggle

- App Crashed
- App Session Closed
- App Session Opened
- Form Field Dwell Struggle
- Form Field Repeat Struggle
- Form Field Validation Struggle
- User Struggle

# El servicio de identidad de Exchange aloja y transfiere data que identifica a cada cliente en los diferentes canales

1

SMS Interaction Event  
Userid\_1: 434234

Device Id: 2342-3322-2A34

★ Username: myUserName

Phone: 555-123-4567

2

Email Open Event  
Userid\_2: 633432

★ Username: myUserName

email: myemail@acoustic.co

3

Product Page View Event  
Userid\_3: 234234

Cookie: AB\$@DADF

★ Username: myUserName



UBX ID: 203840984

1. Userid\_1: 434234  
Device ID: 2342-3322-  
2A34

Username:  
myUserName

Phone: 555-123-4567

2. Userid\_2: 633432  
email:

myemail@acoustic.co

3. Userid\_3: 234234  
Cookie: AB\$@DADF

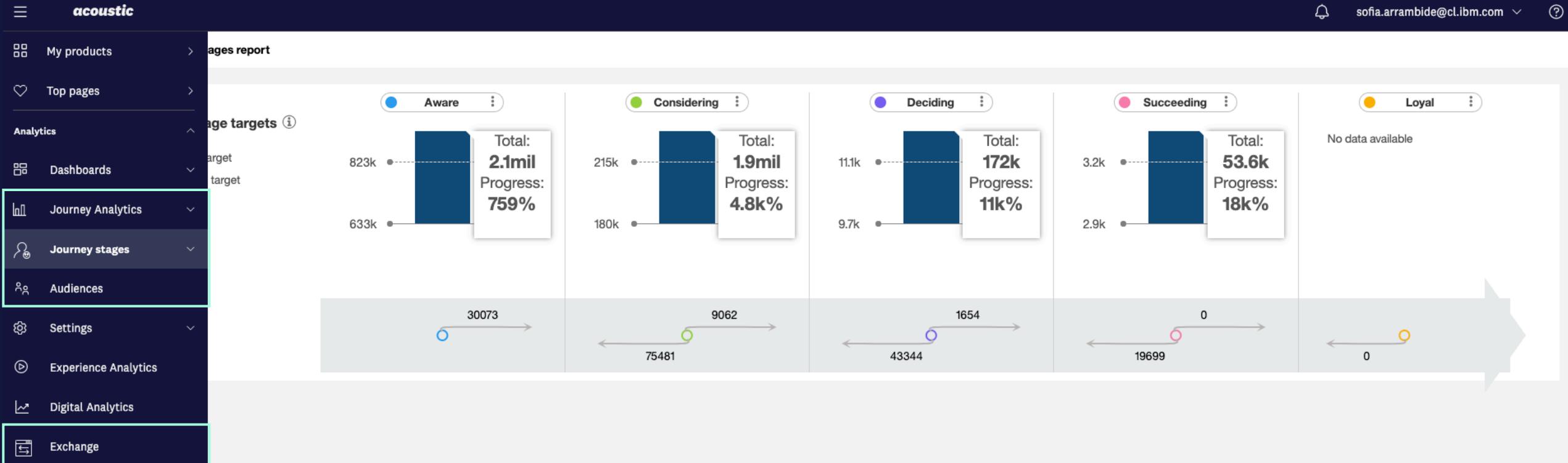
# 85+ (y creciendo)

## Integraciones en Exchange

Estas integraciones se conectan de forma transparente a las soluciones de Acoustic para crear una visión holística y real-time de cómo sus clientes interactúan con una marca.



# Journey Analytics (Live) Demo





Some slides in case you couldn't see the  
demo!

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Journey Analytics > Journeys > Channel summary

Finaliza en carro abandonado

Look back 14 days ?

**Touch point** → **Cart Abandonment**

Apr 24, 2020 - May 8, 2020

**Separated** | Time-lapse | Merged

Channel summary: Top 20 of 204341 paths ranked by unique customers ?

	Unique customers	Average revenue	Duration
100% (472139)	\$18,725.95	7.4 days	...
6% (28,227)	\$59.90	5.1 hrs	...
3% (12,666)	\$220.08	3.9 days	...
3% (12,605)	\$212.81	9.9 days	...

Web → Web → Web → Cart Abandonment

Web → Web → Web → Web → Cart Abandonment

Email → Web → Web → Web → Cart Abandonment

Interactions: Starting → Cart Abandonment

End interaction: Cart Abandonment

Look period: 14 days - backwards

Metrics: Unique customers

All customers

Interactions

Starting → Cart Abandonment

Cart Abandonment

Apr 24, 2020 - May 8, 2020

Look period

Metrics

Top journeys

Unique customers

# Build Journeys with starting and/or ending interactions

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Journey Analytics > Journeys > Channel summary

Finaliza en carro abandonado

Look back 14 days ?

Touch point → Cart Abandonment

Cart Abandonment  
Apr 24, 2020 - May 8, 2020

Separated | Time-lapse | Merged

Channel summary: Top 20 of 204341 paths ranked by unique customers

All time intervals are shown as averages

5.1 hrs

3.3 hrs

1.2 hrs

Web Web Web Cart Abandonment

6% (28,227) \$59.90 5.1 hrs

3.9 days

3.7 days

Web Web Web Web Cart Abandonment

3% (12,666) \$220.08 3.9 days

Journey channel analysis

Audience

All customers

Interactions

Starting → Cart Aband...

End interaction

Cart Abandonment

Apr 24, 2020 - May 8, 2020

Look period

14 days - backwards

Metrics

Top journeys

Unique customers

Switch to the time-lapse view to understand the relative duration between channels within the path

The screenshot shows the acoustic Journey Analytics platform. The top navigation bar includes the acoustic logo, a menu icon, a notification bell, the user email 'sofia.arrambide@cl.ibm.com', and a help icon. The left sidebar has a dark theme with various icons for CXA, Audience, Interactions, End interaction, Look period, Metrics, Top journeys, and Unique customers. The main content area displays a 'Journey Analytics > Journeys > Channel summary' report titled 'Finaliza en carro abandonado'. It features a diagram with a 'Touch point' (question mark icon) leading to a 'Cart Abandonment' (location pin icon) with the date range 'Apr 24, 2020 - May 8, 2020'. Below this is a 'Channel summary' table for 'Merged' paths:

	Unique customers	Average revenue	Duration
100% (472139)	\$18,725.95	7.4 days	
6% (28,227)	\$59.90	5.1 hrs	
3% (12,666)	\$220.08	3.9 days	
3% (12,605)	\$212.81	9.9 days	

The right sidebar contains sections for Journey channel analysis, Audience (All customers), Interactions (Starting, Cart Aband...), End interaction (Cart Abandonment, Apr 24, 2020 - May 8, 2020), Look period (14 days - backwards), and Metrics (Top journeys, Unique customers).

Or to the merged view which combines all of the paths in the report to show when and how paths converge and diverge from each other.

## Journey channel analysis

### Audience

All customers

### Interactions



Starting Email open

### End interaction

Email open

May 14, 2020 - May 28, 2020

### Look period

14 days - backwards

### Metrics

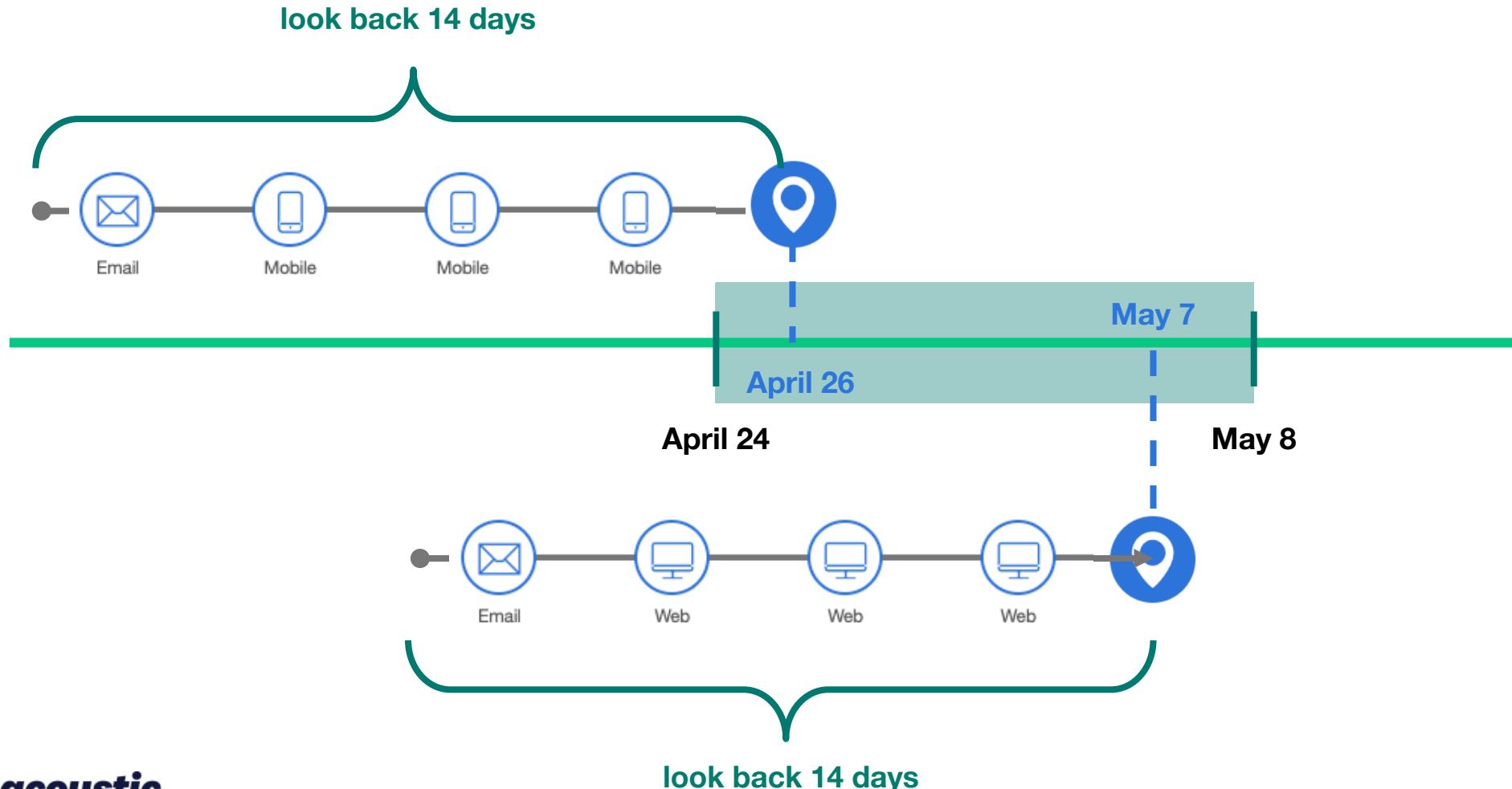
### Top journeys

Unique customers

In this case,

- End interaction was defined: Cart abandonment
- The cart abandonment has to have been triggered between April 24th and May 8th.
- No beginning interaction, so lookback period applies
- Lookback period set to 14 days

look back 14 days



# Channels

# Events

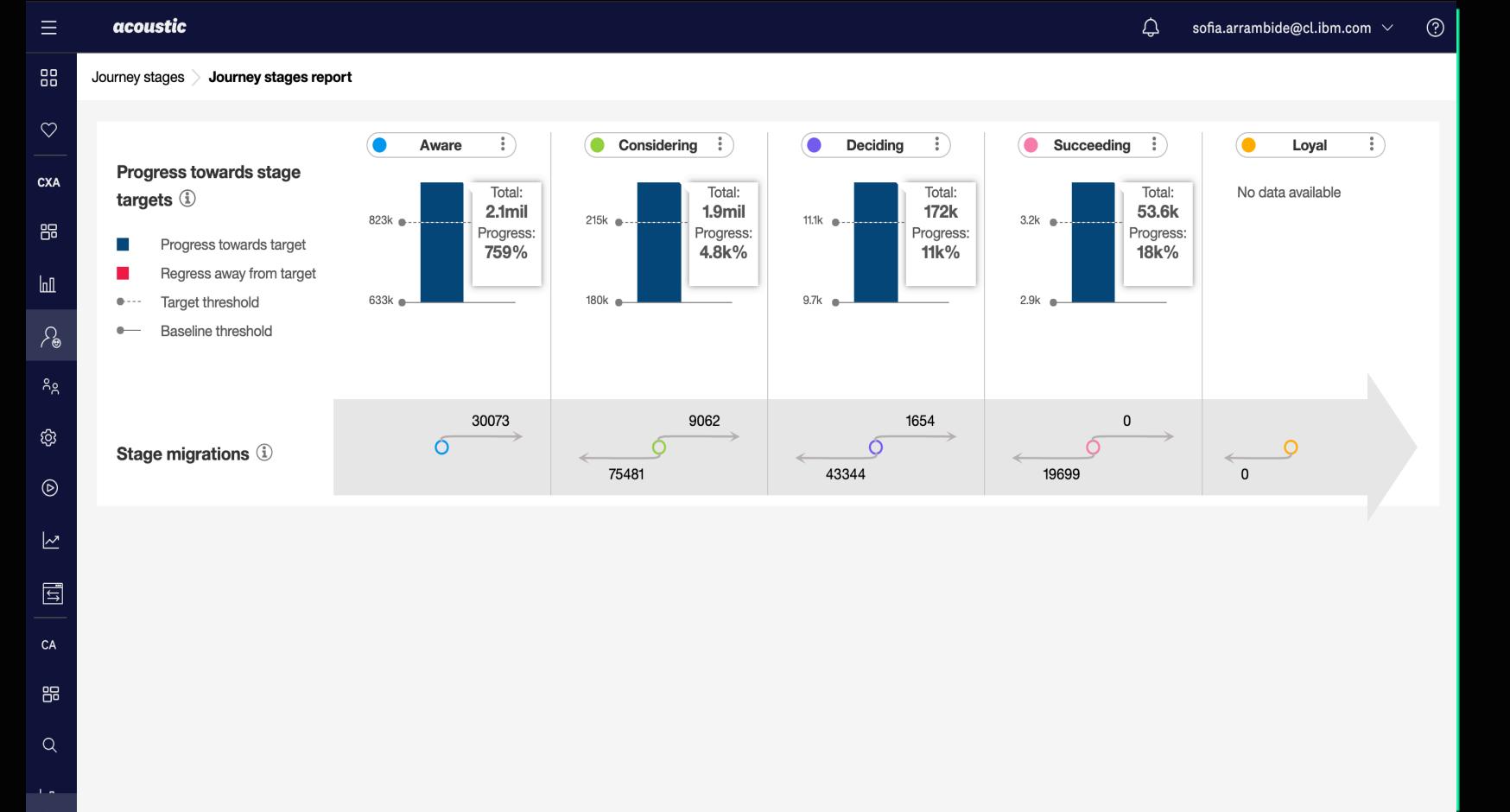
# Attributes

The screenshot shows the Acoustic Journey Analytics interface. On the left, there are three green vertical bars with the text "Channels", "Events", and "Attributes". The main area displays a journey flow titled "Finaliza en carro abandonado" (Completes in abandoned cart). The flow starts with three "Web" nodes followed by a "Cart Abandonment" node. A callout indicates "6% (28,227) Unique customers". Below the flow are six circular charts representing different user behaviors: "App session closed" (97%), "Form field repeat struggle" (8%), "User struggle" (8%), "Entry page" (2%), "Session exit page" (2%), and "Page view" (2%). At the bottom, a table lists the "Top 20 repeat struggles within the Web channel".

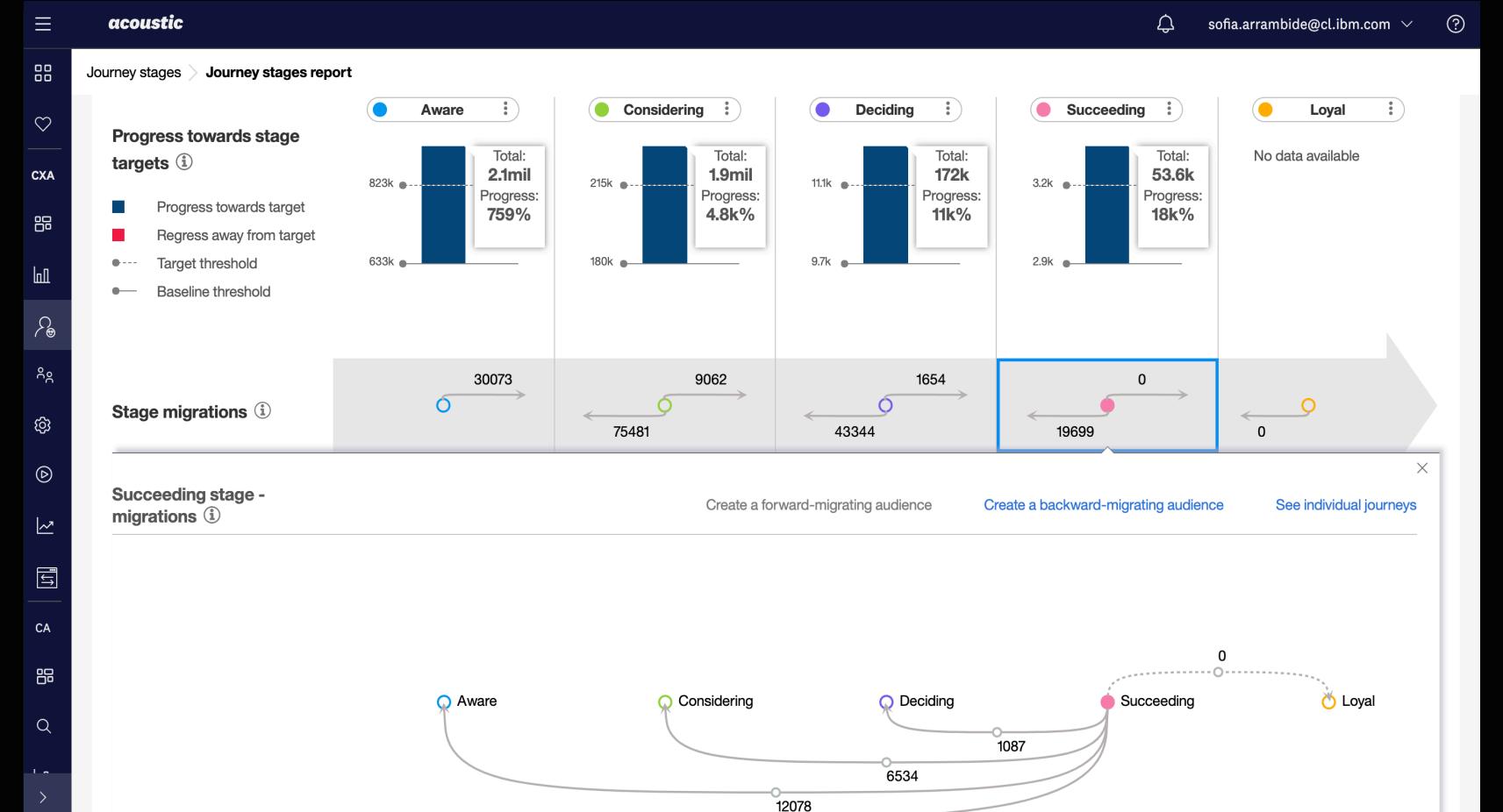
Page ID	Page URL	Form field name	Form field ID	Frequency
/usuario/login-checkout	/usuario/login-checkout	password	name=password	103
/usuario/login-checkout	/usuario/login-checkout		["html",0,"body",0,"div",5,...]	61
/select-shipping	/select-shipping	auto	name=auto	134
/select-shipping	/select-shipping		data-id=shipping-schedule/n...	102
/select-shipping	/select-shipping		data-id=shipping-schedule/p...	82

On the right, a sidebar titled "Journey channel analysis" shows filters for Audience (All customers), Interactions (Starting to Cart Aband...), End interaction (Cart Abandonment), Look period (14 days - backwards), and Metrics (Top journeys: Unique customers).

Drill down from channels, to events, to attributes



Journey Stages allows to understand in which lifecycle stage your customers are currently on



Also, you can see the migrations. Which customers are about to purchase and turned back to looking at products or reading reviews? Create audiences and make them actionable.



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