Acoustic Journey Analytics

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Latin America Solutions Engineer Leader
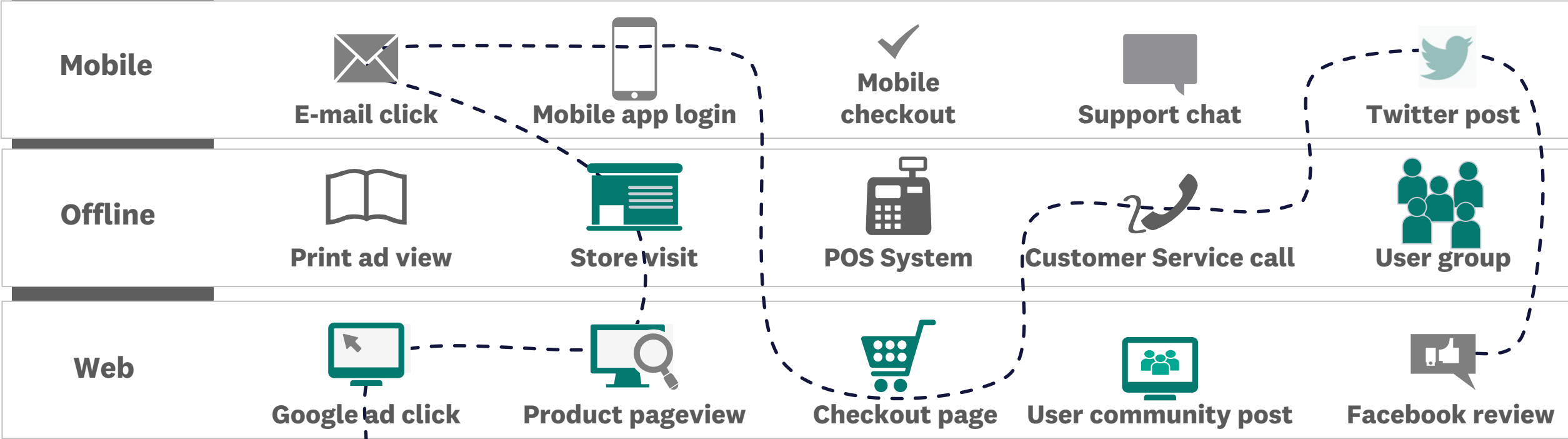
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Ejemplo de un journey de cliente

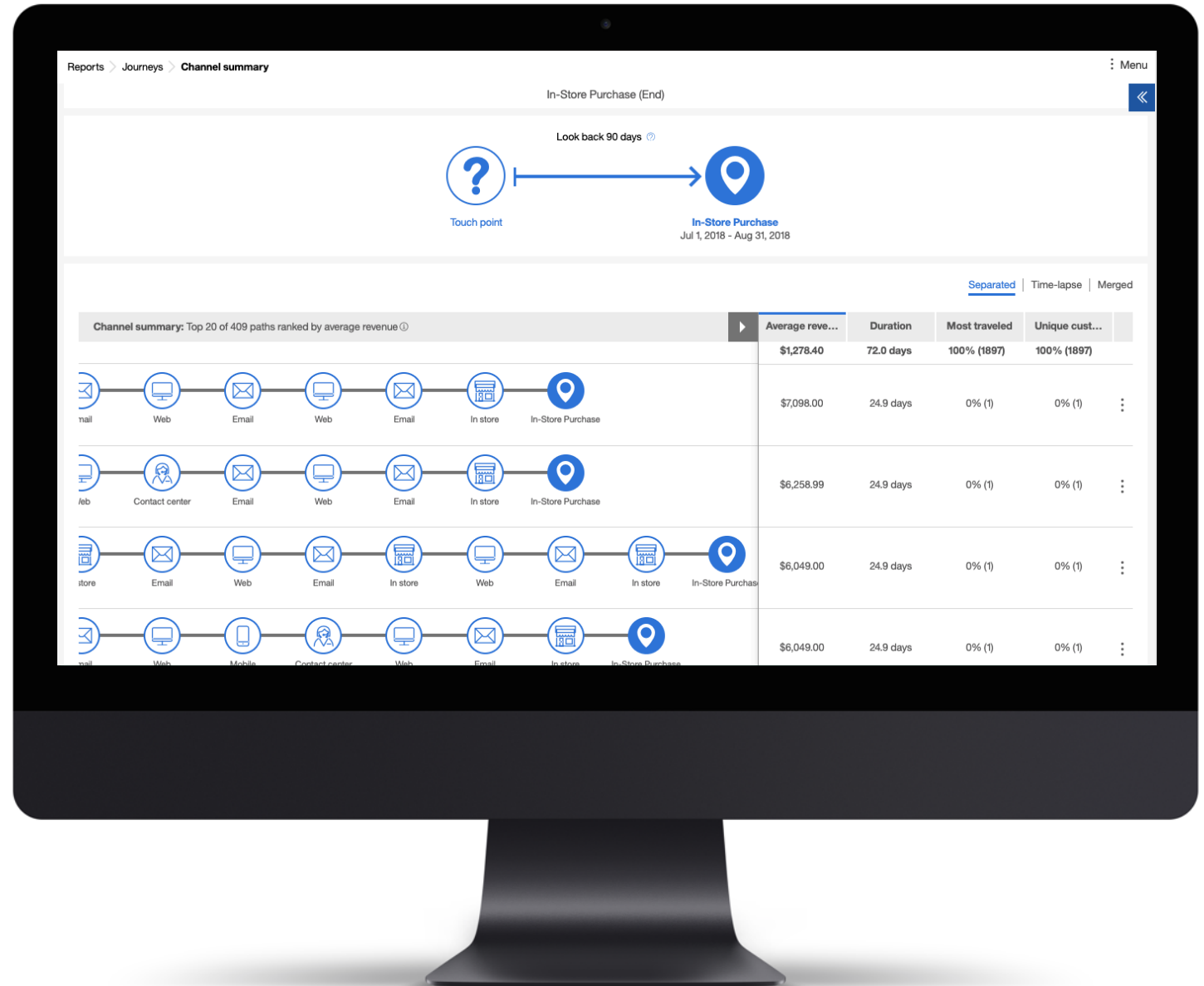| Channels	Discover	Compare	Acquire	Use	Advocate
Mobile	E-mail click	Mobile app login	Mobile checkout	Support chat	Twitter post
Offline	Print ad view	Store visit	POS System	Customer Service call	User group
Web	Google ad click	Product pageview	Checkout page	User community post	Facebook review

Customer

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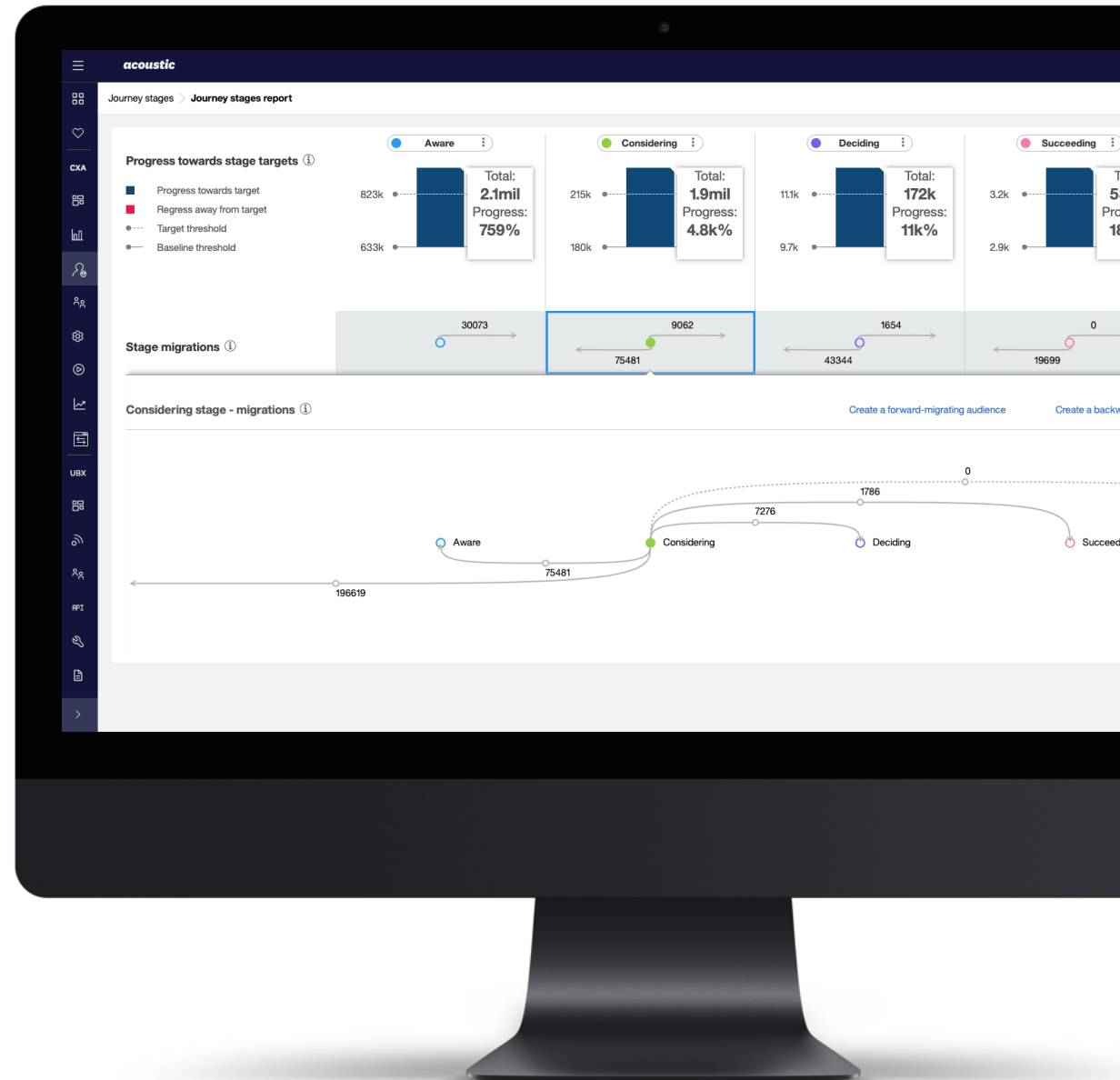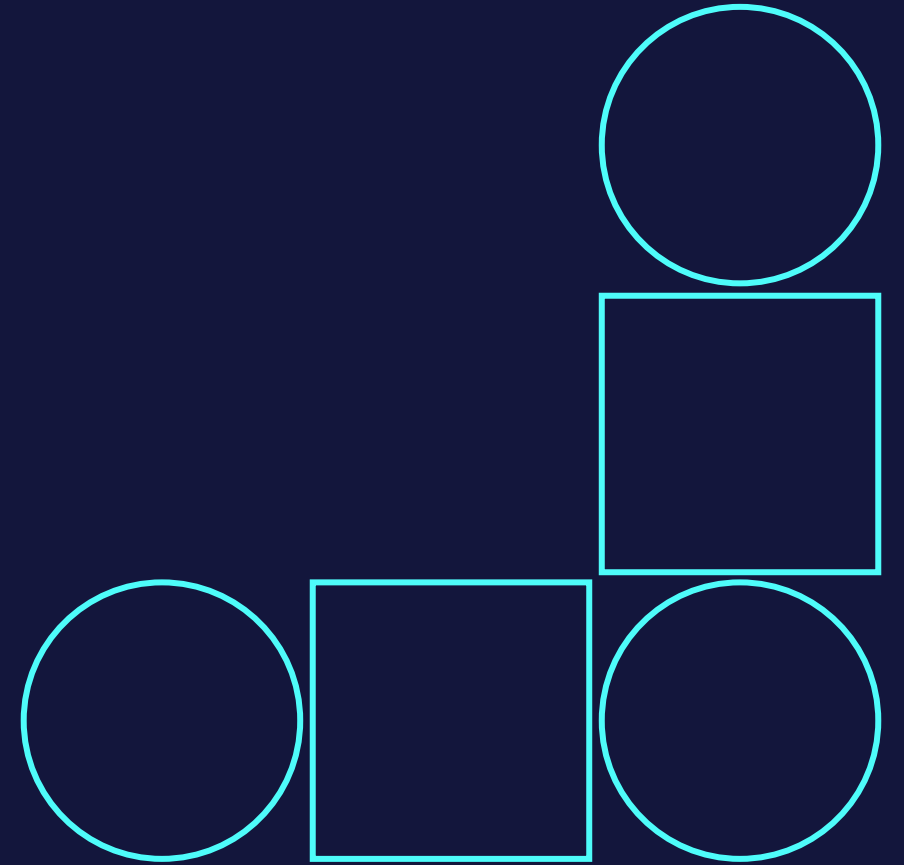
Evaluar etapas (journey stages)

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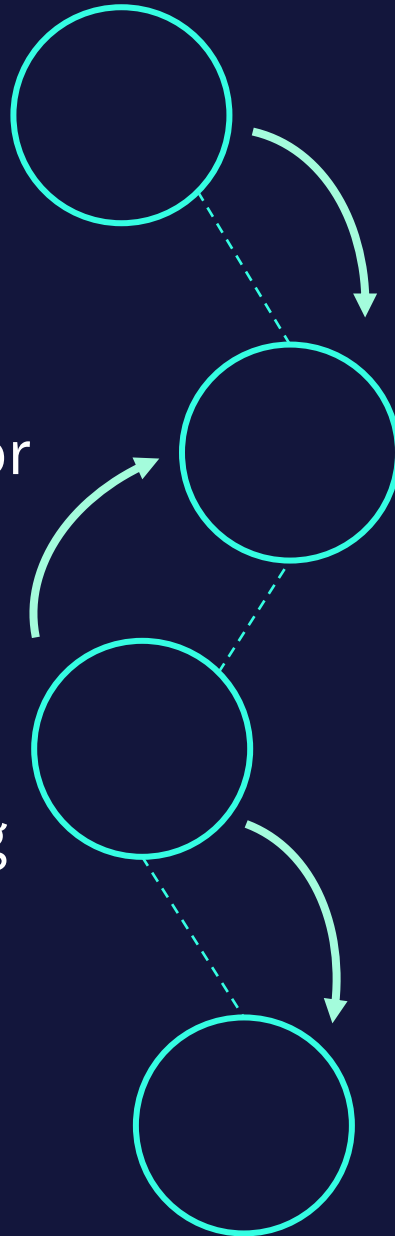

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Acoustic Exchange

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, envios
- CRM: leads, oportunidades
- Mobile App: open, installs, struggle
- Web: compra, product view, búsqueda

Dashboard   **Events**   Audiences   Endpoints

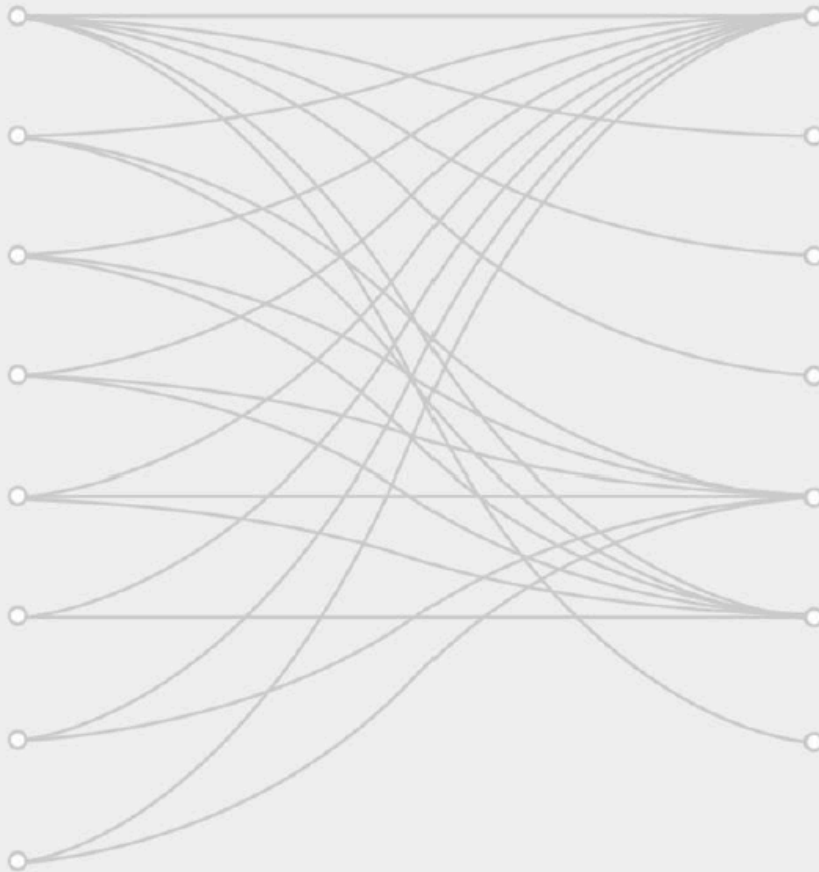📢 Subscribe to events | Path view | Table view | Sort by Path ∨

92 Publishers   Destinations **86**

🔍 Search   🔍 Search

| *acoustic* | Personalization
Acoustic | 📢 18 | ⋮ |

| 📊 | Google Analytics
Google | 📢 15 | ⋮ |

| *acoustic* | Analytics
Acoustic | 📢 19 | ⋮ |

| salesforce | Salesforce
Salesforce | 📢 5 | ⋮ |

| MediaMath | MediaMath
MediaMath | 📢 4 | ⋮ |

| ◉ | Adobe Analytics
Adobe | 📢 14 | ⋮ |

| ✦ | AppsFlyer
AppsFlyer | 📢 14 | ⋮ |

| ◕ | Survey Monkey
Survey Monkey | 📢 3 | ⋮ |

| *acoustic* | Experience Analytics
Acoustic | 📢 17 | ⋮ |

| MediaMath | MediaMath
IBM | 📢 1 | ⋮ |

| salesforce | Salesforce
Salesforce | 📢 1 | ⋮ |

| ◉ | Fresh Relevance
Fresh Relevance | 📢 2 | ⋮ |

| *acoustic* | Personalization
Acoustic | 📢 34 | ⋮ |

| *acoustic* | 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

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http://exchange-us-1.goacoustic.com/#/taxonomy

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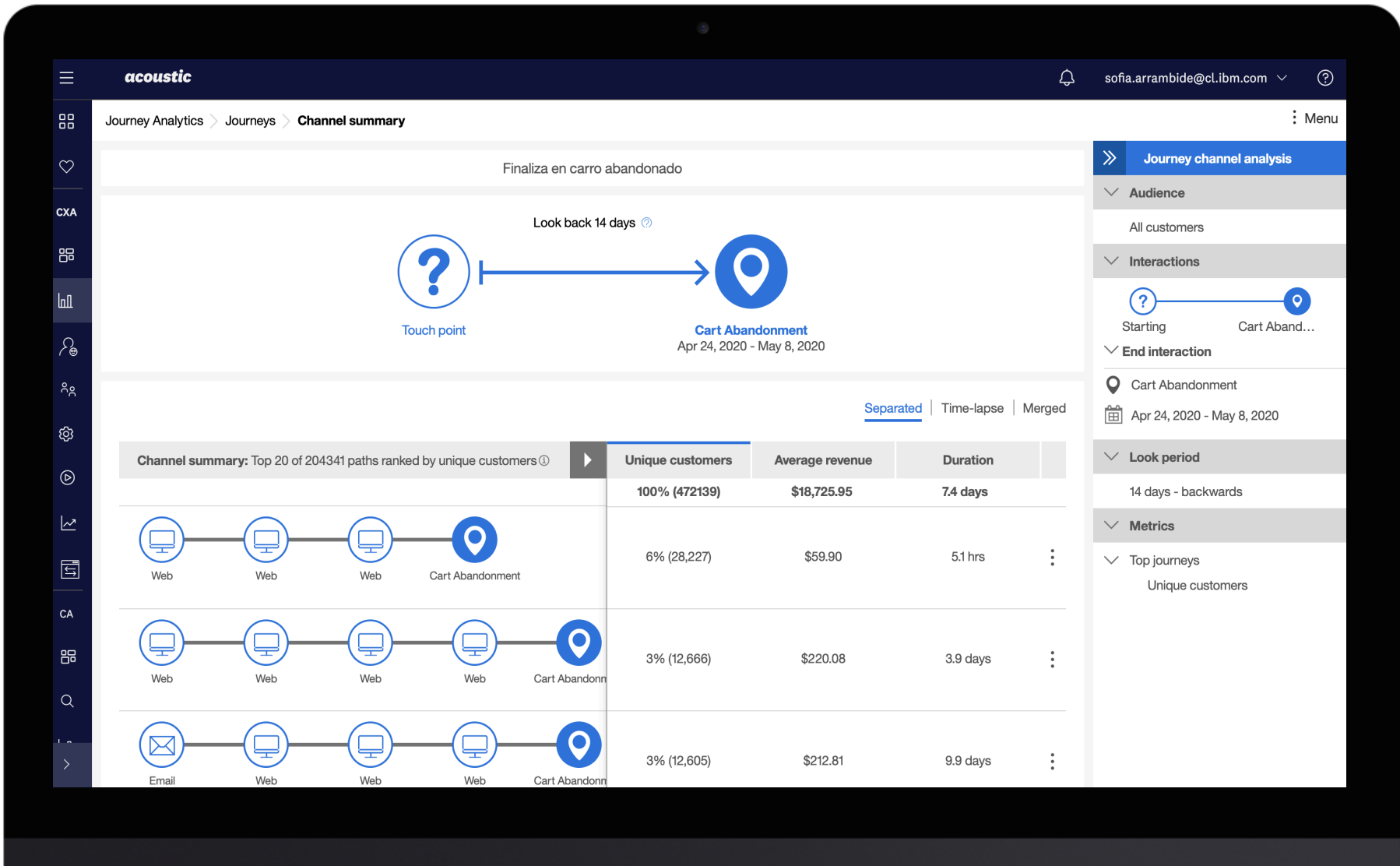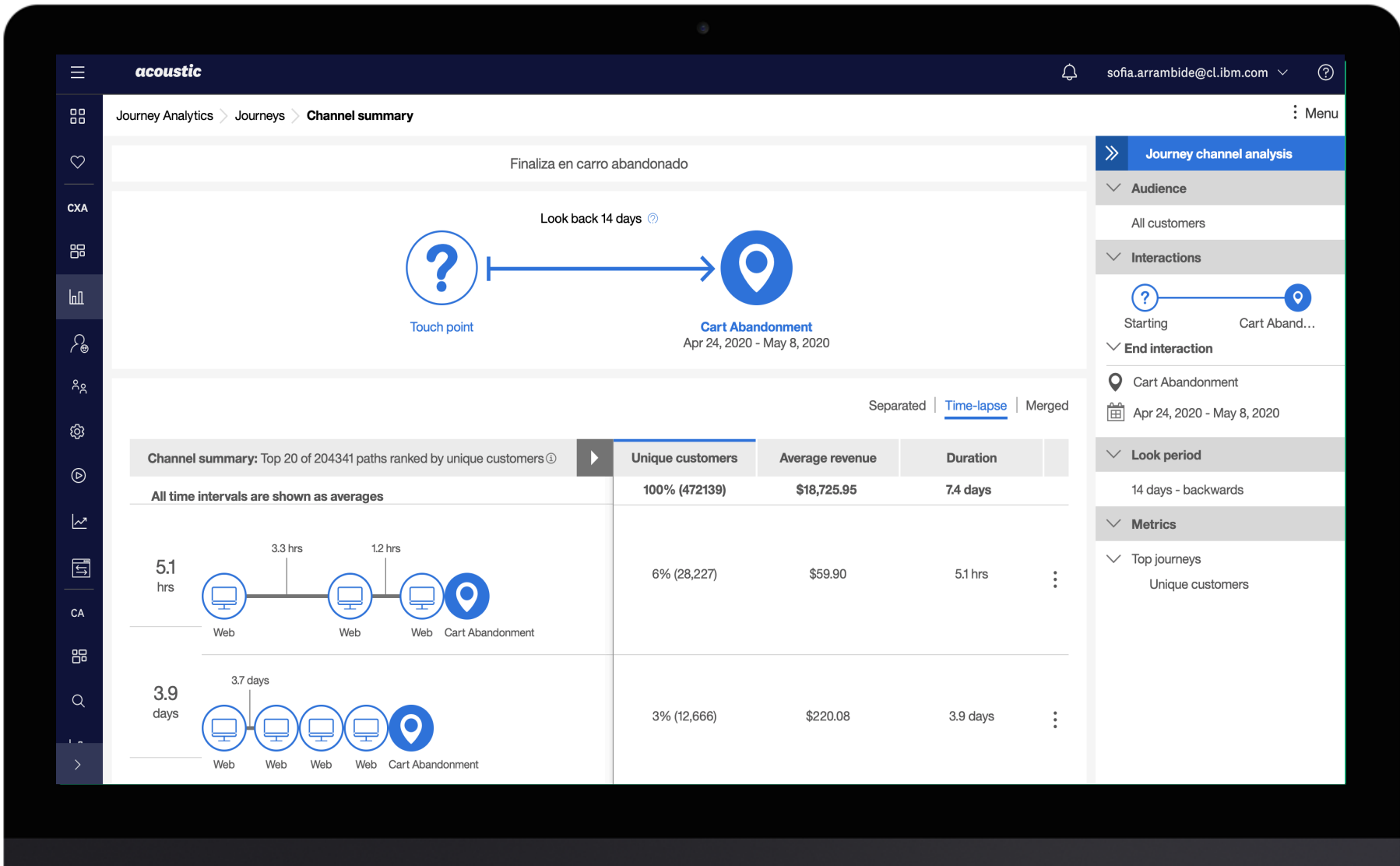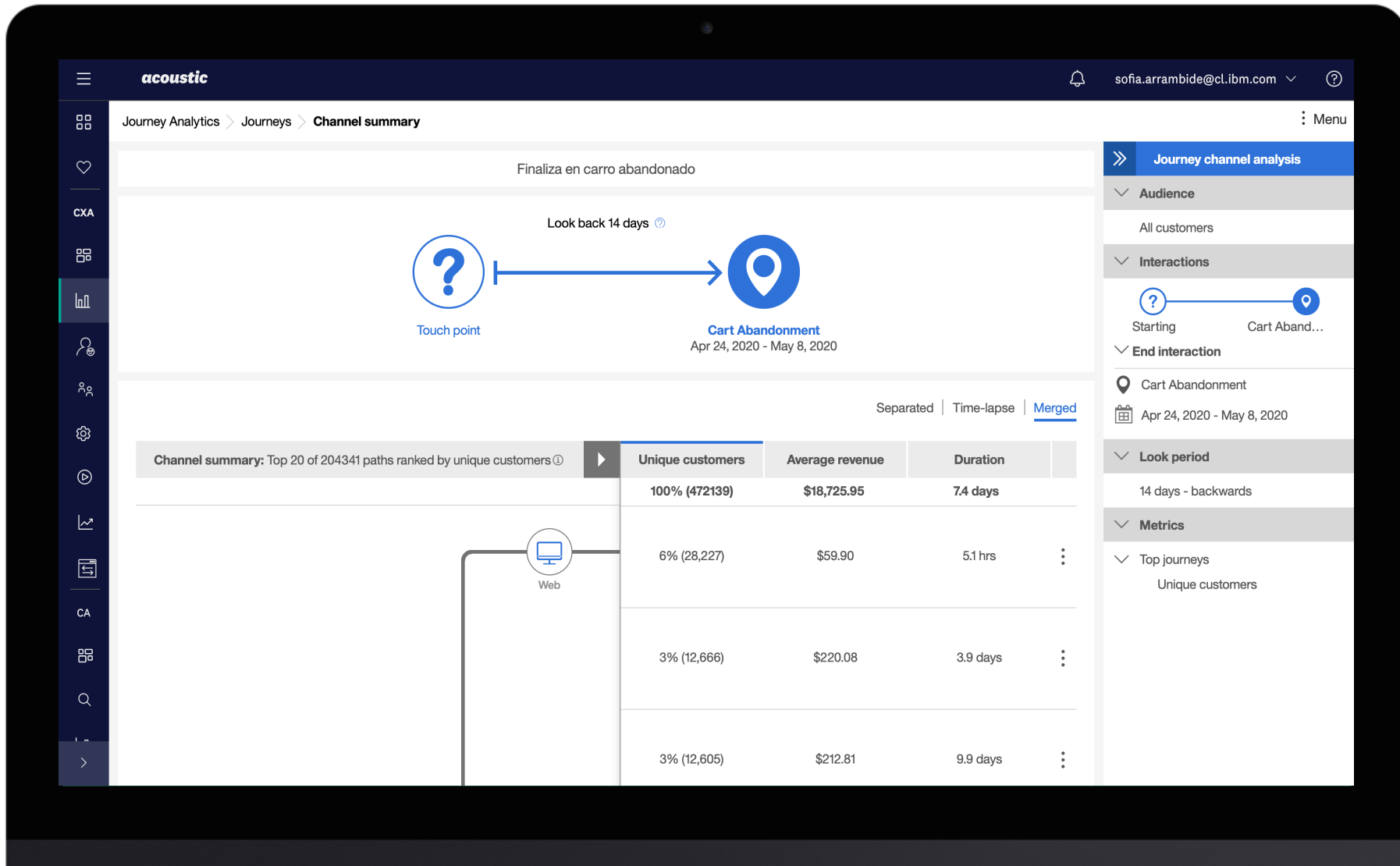
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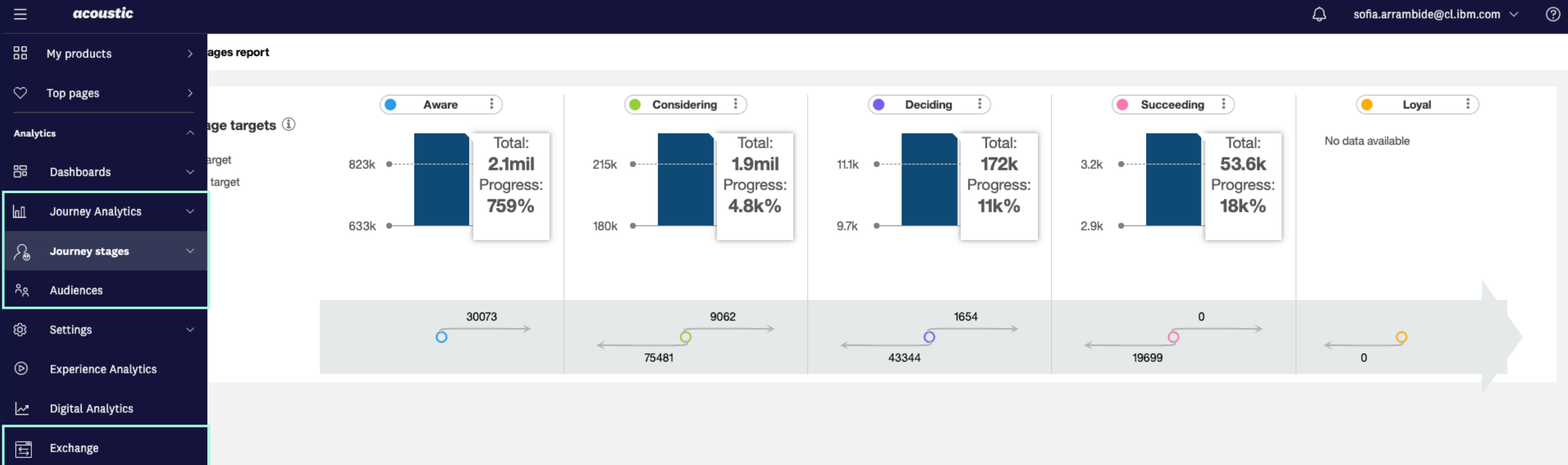
Some slides in case you couldn't see the demo!

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Build Journeys with starting and/or ending interactions

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

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.
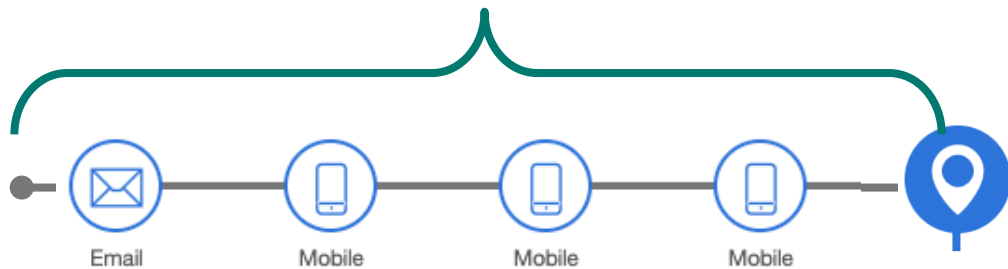
Journey Stages allows to understand in which lifecycle stage your customers are currently on
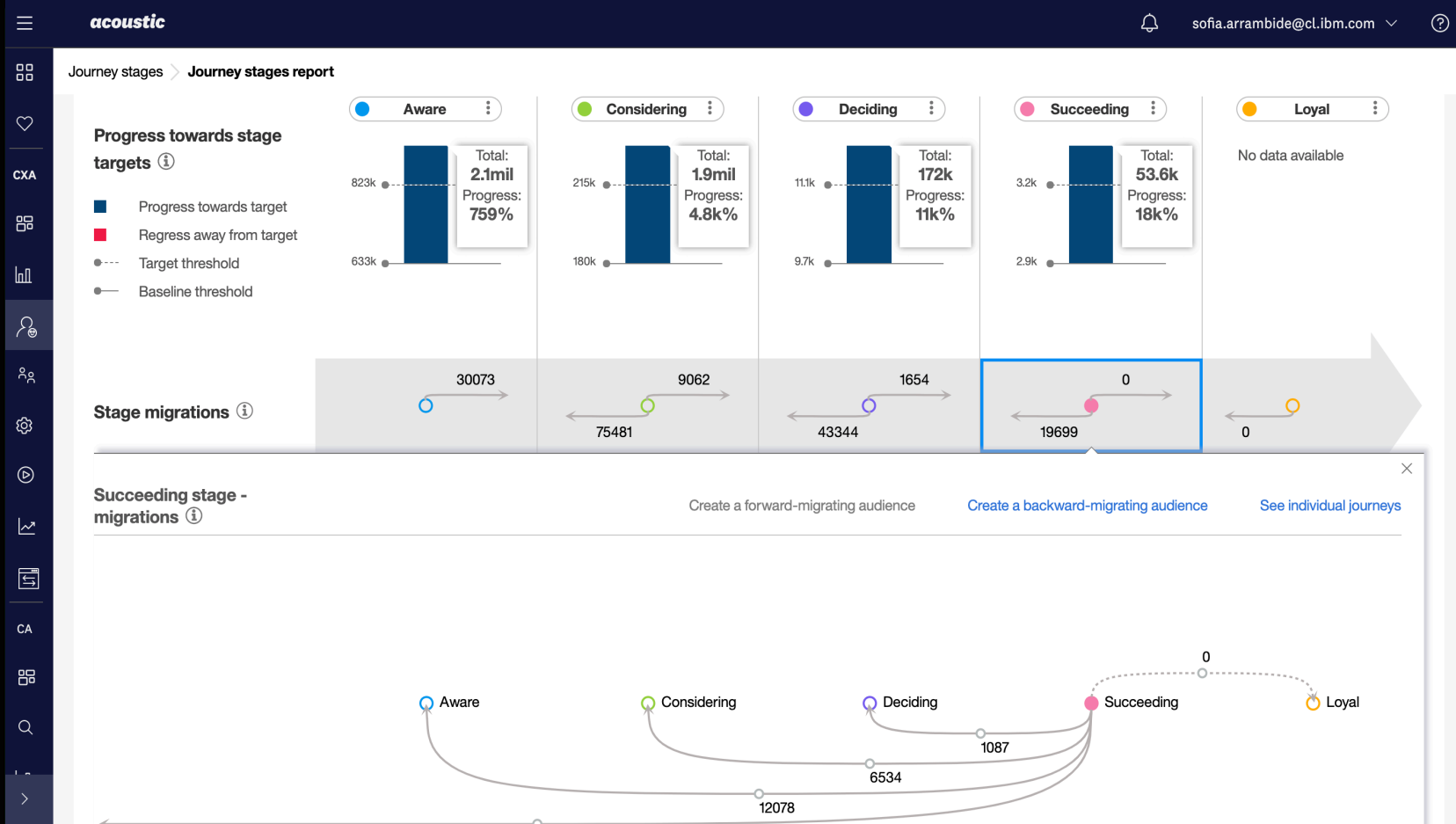
Also, you can see the migrations. Which customers are about to purchase and turned back to looking at products or reading reviews? Create audiences and make them actionable.