

# Acoustic User Group México

28/05/2020

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**We're a Leader in 2020 Magic Quadrant for Multichannel Marketing Hubs**

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# Marketing Cloud



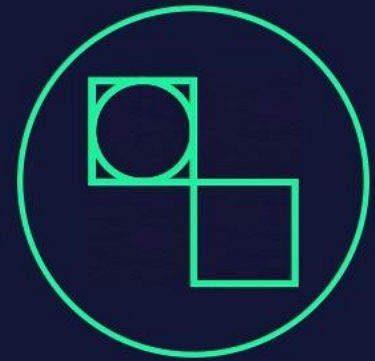
Campaign



Content



Analytics



Personalization



Exchange

# Core areas of investment

## Artificial Intelligence

Help for marketers at every step of the way through AI that is embedded within the workflow

## Modern offerings

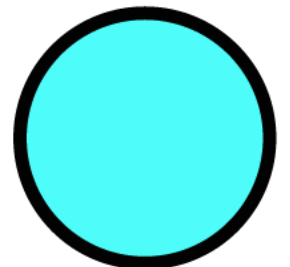
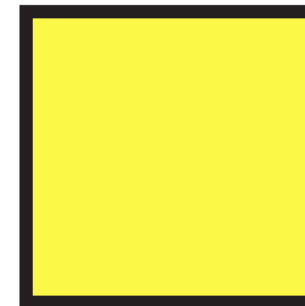
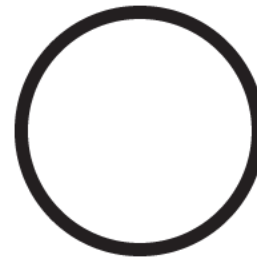
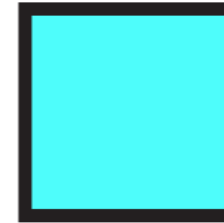
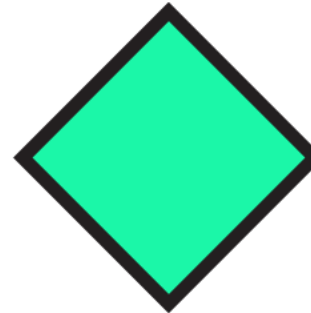
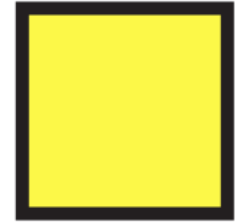
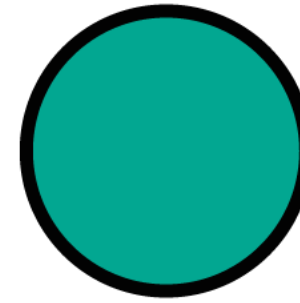
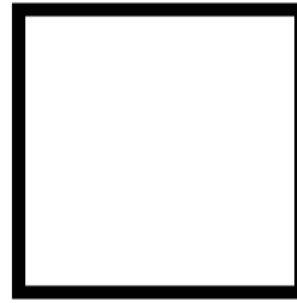
Serve modern marketer needs with user-centric design, micro-services driven architecture and performance / scalability to meet enterprise needs

## Open ecosystem

Help marketers create consistent view of customers and deliver relevant experiences

# Doubling down on AI

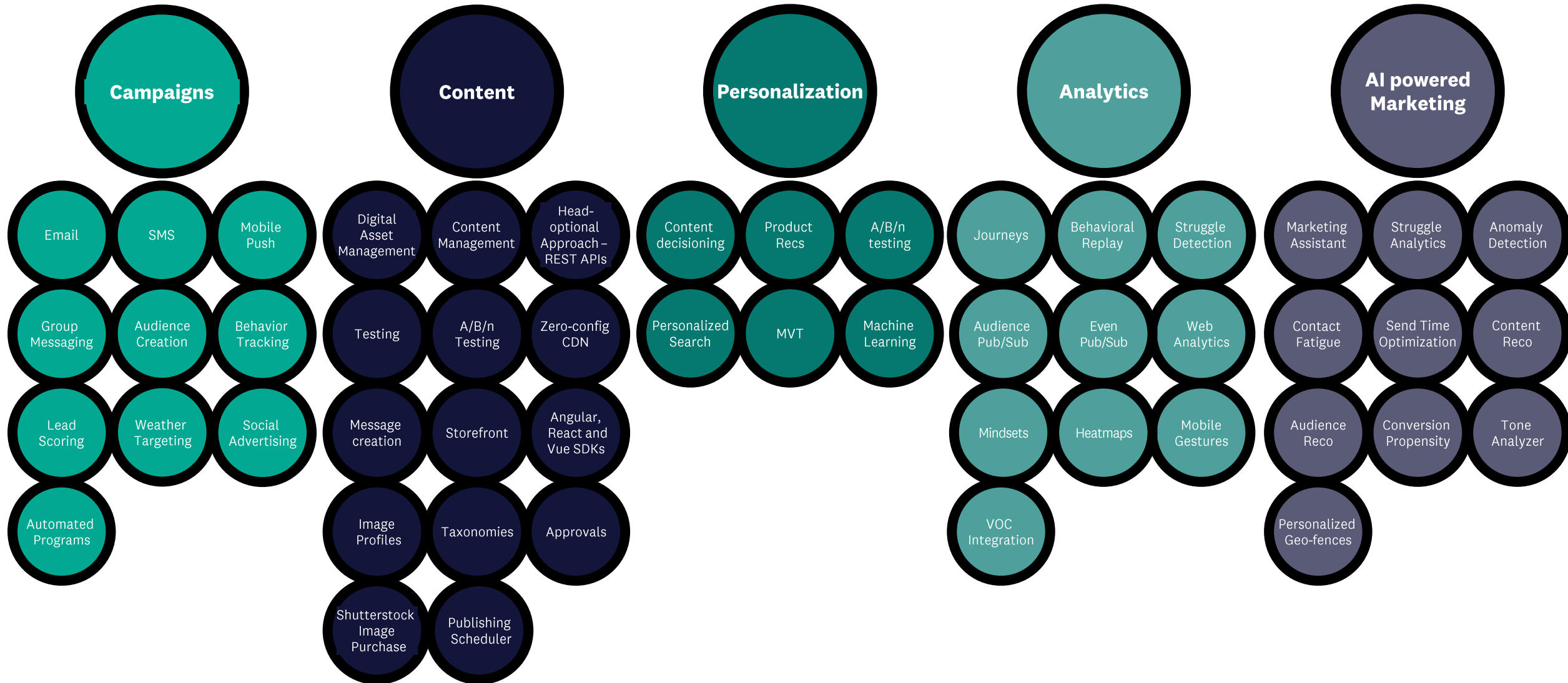
More than just Watson –  
we plan to expand our use of native  
and 3rd party AI dramatically



# AI-powered capabilities currently in development

Subject content analysis & recommendations	Journey stage progression	Journey outcome pattern recognition
Propensity analysis	Segment migration	Struggle to outcome pattern recognition
Predict campaign performance	Segment look-a-like analysis	improved struggle detection
Campaign performance recommendations	Segment comparison analysis	Enhanced anomaly detection
Audience targeting	Advanced content reco's	Smarter tagging and video tagging
Automatic audience flows	Advanced content optimization	Smart image renditions/cropping
Advanced channel and time optimization	Advanced personalized search	Finding similar images
Advance auto segmentation	Speech to text support	Asset repository intelligence / insights
Cohort analysis	Picture search	Recommend actions
Subject content analysis & recommendations	Journey stage progression	Journey outcome pattern recognition

# A modern, flexible platform.



# Getting back to thinking bigger.

We're reimagining marketing technology by lessening the burden of repetitive tasks. By connecting it all in one single view. And by giving you more time to do what really matters. Thinking bigger and putting yourself back into the work.





# Speakers

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**Felipe Pizarro**

Director Regional, Acoustic



**Erinne Mejia**

Manager, Product Portfolio, Acoustic



**Nick Mollberg**

Worldwide Technical Lead, Acoustic



**Sofía Arrambide**

Technical Sales Manager, Acoustic



**Leandro Peralta**

VP, Latin America, Acoustic



**Leo Castro Brotto**

Director, Igni

# Agenda

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**12:00-12:10**

**Bienvenidos**

Felipe Pizarro | Acoustic

**12:10-12:35**

**Qué hay de nuevo en Acoustic Campaign**

Erinne Mejia | Acoustic

**12:35-13:00**

**Optimización de tu website con Experience Analytics**

Nick Mollberg | Acoustic

**13:00-13:20**

**Journey Analytics y la experiencia del usuario**

Sofía Arrambide | Acoustic

**13:20-13:30**

**Cierre y Q&A**

Leandro Peralta | Acoustic

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