Acoustic: The Powerful New Market Challenger to Adobe

This report highlights the benefits of Acoustic Marketing Cloud as reported by Forrester

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Content

About this Report

Providing a view which outlines how Acoustic Marketing Cloud is a challenger brand to Adobe Experience Manager (AEM)

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The Acoustic Difference

Acoustic is an independent marketing cloud with the open platform needed for success in a dynamic business and marketing world.

Acoustic has reimagined marketing technology by lessening the burdens of repetitive tasks and equipping marketers with powerful technology that is simple and easy to use. This innovation gives marketers more time to think bigger and put themselves back into the work, while also enabling them to aim higher and bring humanity back into marketing.

Acoustic serves an international client base of more than 3,500 brands, including Fortune 500 companies, providing digital marketing, marketing analytics, content management, personalization, mobile marketing, and marketing automation solutions.

For more information, visit www.acoustic.com.
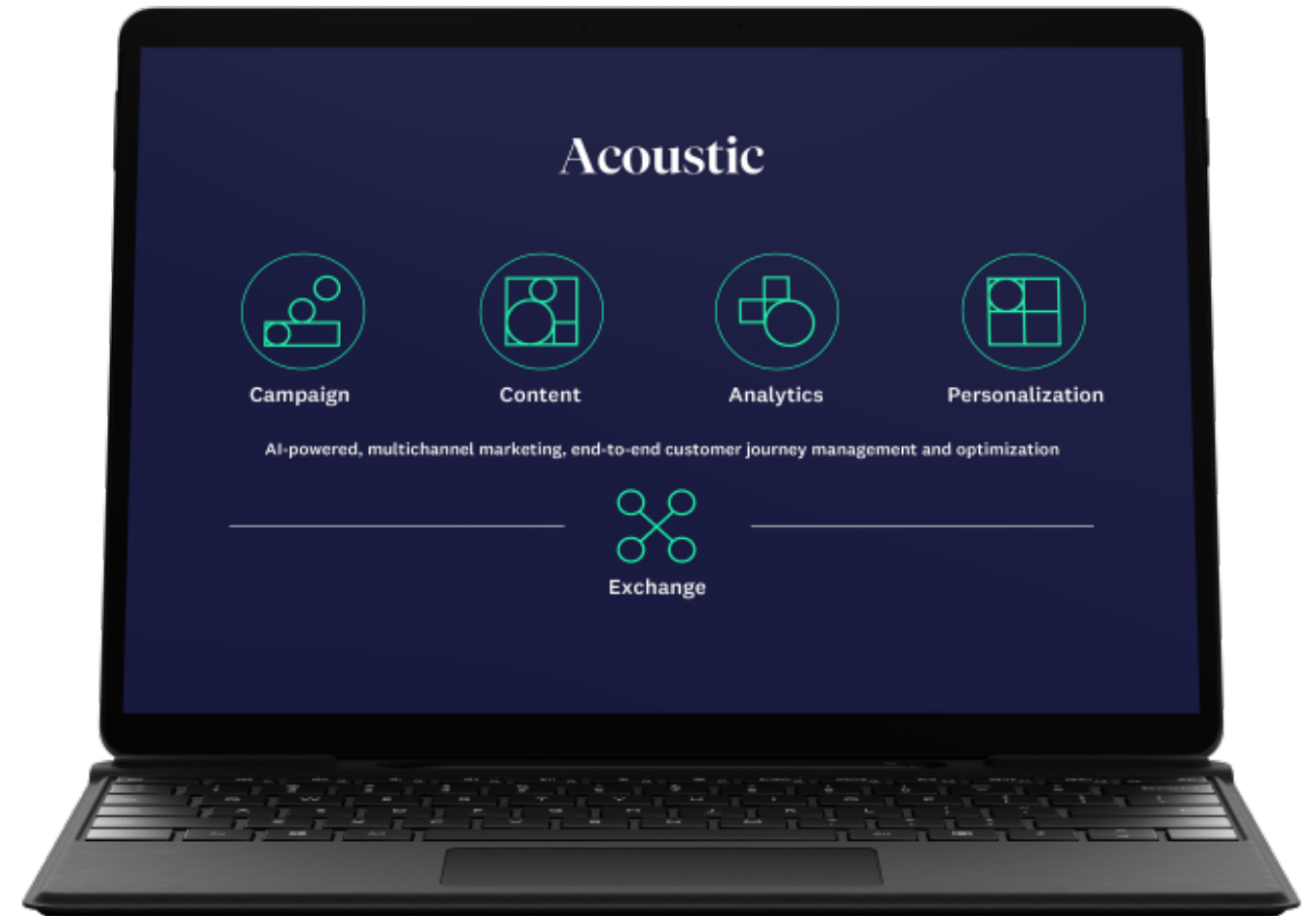
What is Acoustic Marketing Cloud & Why is it Unique?

Acoustic helps you connect, meaningfully.

Marketing builds relationships between a brand and its consumers. And that's Acoustic's mission.

With the aim to take care of tasks that can slow you down, Acoustic lets you focus on the more important things—emotions, motivations and experiences.

The Acoustic Marketing Cloud, is a modern, integrated, AI-powered platform for multichannel marketing and end-to-end customer journey management.

"While much money has been pumped into martech, CMOs are still frustrated as they can't get their jobs done seamlessly and frictionlessly.

We have a line of sight in the next 6-9 months where we'll be able to pull away because we will give marketers ease of use and seamlessness across core offerings and will have partners supporting us. This should pull us away from the other marketing clouds."

– Dennis Self, CEO, Acoustic.

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How does Acoustic Marketing Cloud help businesses navigate challenges & deliver on business objectives?

No two customer journeys are exactly alike.

Yet, marketers are expected to personalise customer experiences for maximum engagement and conversion.

This is nearly impossible to achieve. Data is siloed and most tools are difficult to use. Marketers understand that customer experience is key for consumers across all industries, and that no two customer journeys look the same. Many companies have been gathering a lot of valuable data over the past few years but don't have the right tools or resources to make true sense of the data to build a holistic view of the customer.

Additionally, data that is collected across the enterprise is often disconnected and different tools lead to dramatically different conclusions based on the performance of your actual marketing campaigns.

To top it off, marketing teams are given outdated technology so marketers end up spending most of their time managing tools instead of providing actionable insights and building creative marketing programs and campaigns.

Acoustic Marketing Cloud is helping businesses by:

- Simplifying and automating routine tasks to convert customers quicker

- Driving customer engagement across campaigns from all touchpoints and journeys, including mobile, web, social, and content

- Boosting customer retention & loyalty revenues with actionable insights

- Gaining deeper insights to save sales and deliver customer experiences as they were designed

- Acoustic has more than 3,500 customers and more than 200 partners worldwide across various industries serving B2C, B2B, and B2B2C markets – and is continuing to grow!

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Which questions should businesses ask when comparing Digital Experience Platforms?

Managing your digital assets (content) to present a consistent and attractive customer experience is a messy process. You should be working on creating a great customer experience, but other tasks often get in the way.

Questions to consider;

- How consistent is the experience for your customers online, across all digital touchpoints?

- As you acquire and store more content from disparate sources, are you able to easily organise and retrieve your content across your various digital platforms?

- As you work with your teams – across the region / globally – are you able to easily share assets across channels and without needed to rely on your developers for help?

- If Marketing / your line of business could manage content simply without having to involve IT, how valuable would that help your business processes?

- Is your front-end tied to how your back-end systems need to work?

- Does the current DXP that you have support your business model as you scale?

- Do you need to be able to control the scope and budget of your content storing solution without unexpected spiralling costs?

- Are you able to realise a faster time to value?

How does Acoustic respond to the marketing stack needs of business users?

Marketers are looking for tools that enhance their role of engaging with customers, they want simplicity, connectivity and ease of use without having to invest endless time and resources within the toolset to achieve outcomes, they want the tools to work for them.

"Open, simple, integrated, modern, best-of-breed and connecting - these are the things we're thinking about to make it easier for the CMO and marketing functions of these companies."
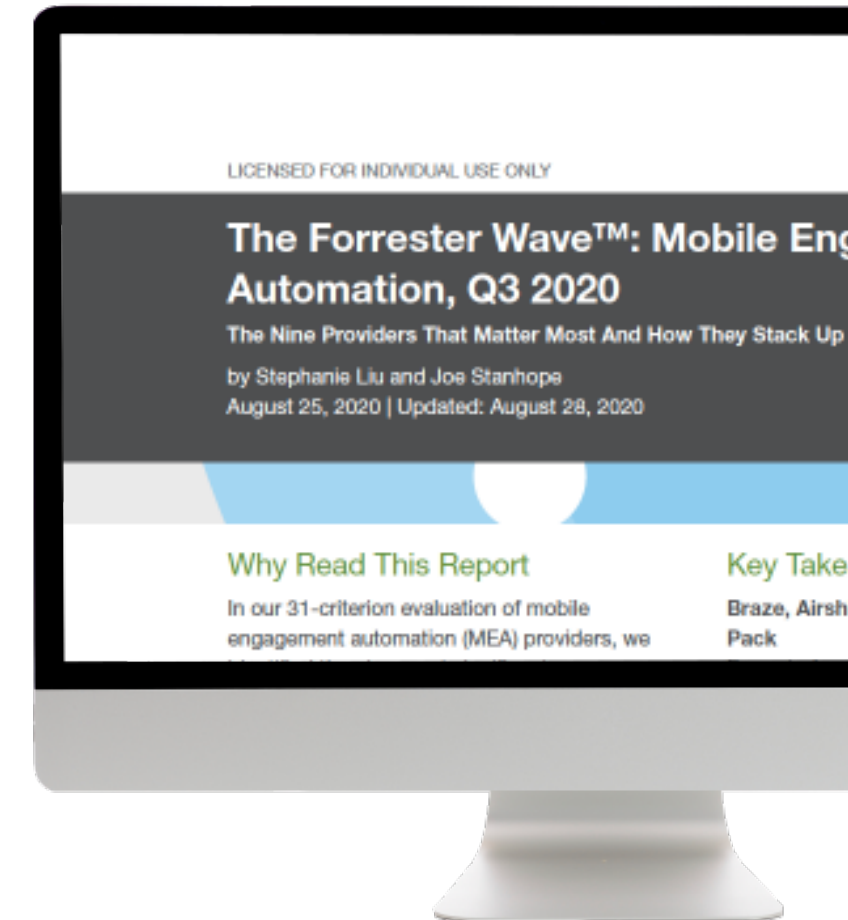
– Dennis Self, CEO, Acoustic.

Understanding your Ongoing Investment

|	acoustic	Adobe Experience Manager
Setup	Instant Provisioning - Born in the cloud SAAS	Implementation & provisioning cost
Future Growth	Elastic micro-services scale seamlessly with growth	Additional capacity costs
Ongoing management	Freedom of choice on Front-end means no dependency on specialised "Acoustic Skills"	AEM SME's required
CDN	CDN included and seamlessly integrated for delivery of content and APIs	Additional CDN purchase required
Support	Freedom of choice on Front-end means no dependency on specialised "Acoustic Skills"	AEM SME's required
Future Development	Freedom of choice on Front-end means no dependency on specialised "Acoustic Skills"	AEM SME's required

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Expert Opinion: The Acoustic Report Card

Marketers want a marketing cloud that lets them do their best work. Acoustic has that.

Grade	Publication	Comment
Leader	Gartner Magic Quadrant **CRM Lead Management**	*"Reference customers gave Acoustic above-average scores for lead process management"*
Leader	Gartner Magic Quadrant **Multi-channel Marketing Hubs**	*"Enterprise B2B and B2C marketers seeking strong customer segmentation, marketing channel support and AI-driven insights should consider Acoustic"*
Leader	The Forrester Wave **Cross-Channel Campaign Management (EMSS Modules), Q3 2019**	*"Firms with digital CCCM needs should consider Acoustic"*
Leader	The Forrester Wave **Mobile Engagement Automation, Q3 2020**	*"Enterprises looking to marry email and mobile messaging capabilities should consider Acoustic"*

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The Forrester Wave™: Mobile Eng
Automation, Q3 2020
The Nine Providers That Matter Most And How They Stack Up
by Stephanie Liu and Joe Stanhope
August 25, 2020 | Updated: August 28, 2020

Why Read This Report
In our 31-criterion evaluation of mobile engagement automation (MEA) providers, we

Key Take
Braze, Airsh
Pack

How Forrester Rate Acoustic Across Key Metrics

The Forrester Wave™: Mobile Engagement Automation, Q3 2020
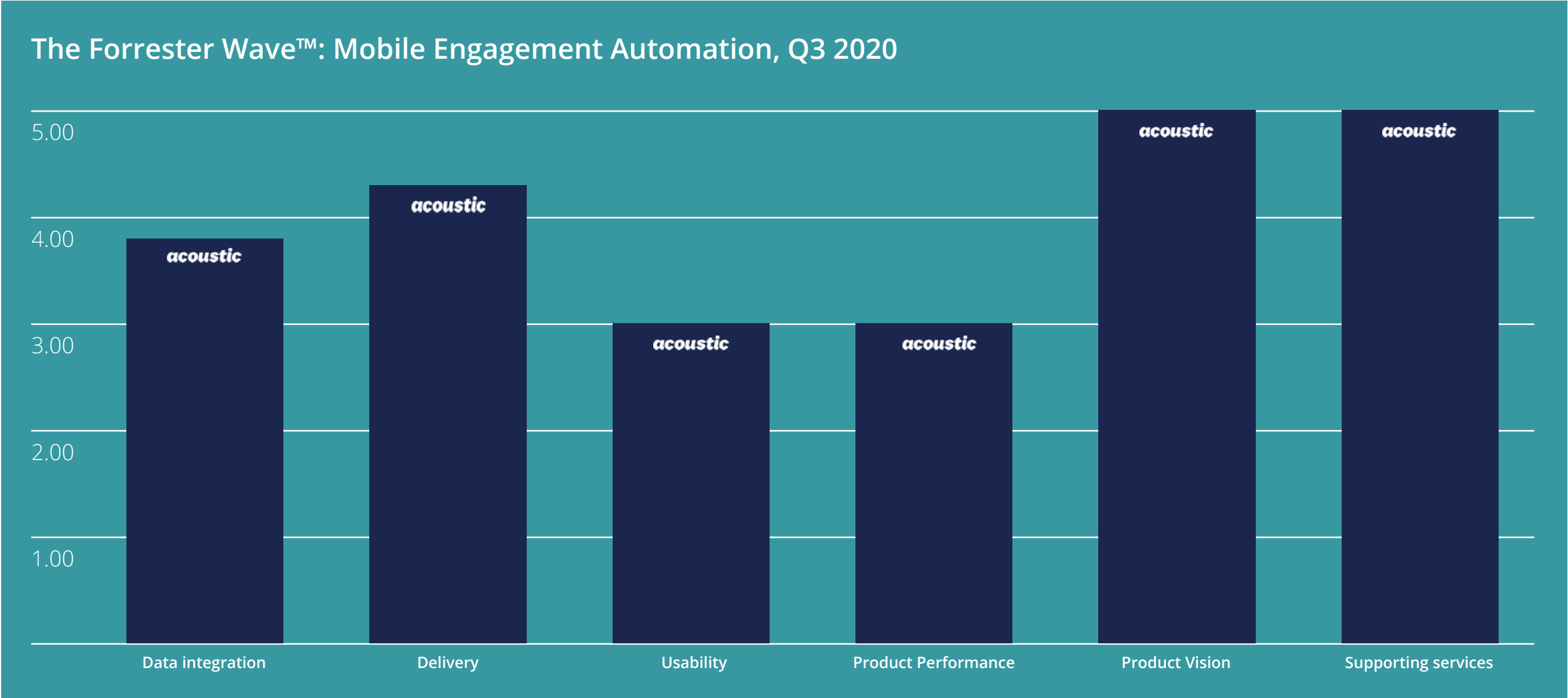
Head to Head: Adobe vs Acoustic

Analysis of Acoustic Marketing Cloud should be based on key deciding factors when selecting a DXP

- Reframe the selection criteria and consider the operating models you're seeking to implement.

- Think about a software solution in the context of total cost of ownership (TCO), the advantages of Acoustic Content over other players in the vendor landscape are evident given its affordable entry point.

- While embedded features and functionality are essential factors in a selection process, customers must consider implementation and ongoing operational costs in their decision-making criteria.
  - What is the average subscription fee?
  - What budget is required to serve the software be it internally or external opex through a Services Partner?

- Broaden the consideration beyond features and functions and consider the operating model you're seeking to implement.

Web Site Tooling

	acoustic Content Sites	Adobe Experience Manager
SaaS	✓	on-prem/ managed hosted/SaaS (new)
CDN	✓ OOB w/ Akamai	Purchase CDN + Adobe Assets
Instant on	✓	✗
Modern intuitive UI/UX	✓	✓
Asset Library	✓	AEM Assets
APIs	✓	✓
Reusable content	✓	✓
Custom components/ blocks	✓	✓

* The Forrester Wave™: Mobile Engagement Automation, Q3 2020

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What should marketers consider when comparing Adobe with Acoustic?

Do you have a dedicated IT team to support with implementation, configuration, and support?

- Adobe locks in customers to using other products to accomplish anything beyond standard marketing automation. For a complete solution, marketers have to buy several Adobe products.

- Acoustic is designed to work with the tools marketers love to use -- even if they're not made by Acoustic. Acoustic Campaign by itself has much of the functionality of a combined solution of Adobe Campaign, Marketo, Experience Manager, and Target.

Do you center your marketing strategy on any single vendor?

- Adobe tools are difficult to implement correctly. And the products require constant attention to ensure accuracy, often requiring expertise to configure and support.

- Adobe charges customers for each integration.

- Acoustic realizes that marketing teams need to use dozens of tools that need to talk to each other and does not charge for individual integrations.

- Gartner says about Adobe: "Marketers risk having to rely on other Adobe applications to drive impact they desire."

- Price: Acoustic Total Cost of Ownership (TOC) is typically less than 50% than that of Adobe

- True SaaS: Born in the cloud, API first and microservices architected

- Complexity and ease of useability: User interface that is designed for the marketer

- End user enablement = happier and more productive employees

- Delivering the best outcome for our clients' customers

- Training and support

- ROI

- Larger development resource pool: Acoustic has no lock-in on front-end tech

- Digital Asset Management included with Acoustic with A.I. tagging of images

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To learn more about how Acoustic can solve your marketing challenges, reach out to the team at Revium

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hello@revium.com.au

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