



**acoustic** connect™

# 8 ways to turbocharge customer engagement

Here's how to grab customers' attention in a crowded marketplace

## Make customer connections count

Customers are receiving a steady flow of marketing messages and increasingly tuning them out. As a result, costly marketing campaigns fall short every year. The good news? It's possible to break through the logjam and transform this challenge into a competitive advantage. Add rocket fuel to customer engagement by embracing these **eight best practices**:

### 01. Evolve your data collection methods

When customers willingly share their data, there are fewer issues surrounding data privacy. This builds trust and promotes brand loyalty, thus encouraging customers to share even more data. Considering that 47% of the companies Acoustic surveyed indicated they lack customer journey analytics, relying on effective first-party data collection methods is advisable. This data includes past purchases, behavioral analysis from an app or website, social media engagement, survey information, loyalty program activity, and previous requests for content or information about a product or service.



#### **Best practice**

Move away from cookies and adopt first-party data as the foundation for your marketing efforts.

## 02. Identify the critical signals

As of 2023, only 36% of marketing executives are focused on the entire customer lifecycle. But with advanced analytics and artificial intelligence (AI), you can understand the full customer lifecycle and detect individual behavioral cues. You can plug in first-party data to identify customer desires, needs, and requirements. This capability is now fueled by powerful predictive modeling and AI that anticipate behavior and help you deliver the right message at the right moment — on the optimal channel.



### Best practice

Review your analytics tools regularly to ensure you're leveraging the latest capabilities.

## 03. Put data to work more effectively

The marketing landscape is dynamic, and success hinges on the ability to gather insights, personalize experiences, and react swiftly to the dynamics of the marketplace. Yet only 19% of companies have fast cross-channel integration in place. Deploy agile, flexible, and scalable cloud systems and position them at the center of data-driven marketing. But don't stop there. It's crucial to incorporate automation and integrate AdTech and MarTech systems across all your channels. This way, you are equipped to fully utilize the web, apps, email, social media, and SMS.



### Best practice

Select scalable and integrated tools to coordinate all marketing activities.

## 04. Personalize content

Mass marketing programs based on a handful of personas inevitably fall flat. While this approach is appealing because it's quick, easy, cheap, and built to scale, the outcome is predictable. Messages fail to resonate because they're out of sync with the recipients' preferences, needs, and interests. This isn't surprising when you consider that only 32% of organizations\* can easily analyze customer behavioral signals. However, with the right behavioral data being captured, there is potential to craft targeted and meaningful messages that are appropriate for the specific buying stage — and reach recipients when they are most receptive.



### Best practice

Personalize the customer experience by using behavioral insights and data.



## 05. Deliver messages at precisely the right time and place

In today's information-overload economy, crafting the perfect message is just half the battle. It's also critical to ensure that the message arrives at the right moment. AI and predictive analytics can help. When you understand a customer — and you're able to pick up their specific behavioral cues — you can ratchet up receptivity and results. Enhanced engagement and a higher rate of conversions usually follow.



### Best practice

Make the message matter by delivering it when and where a person is receptive and ready to act on it.

## 06. Focus on quality assurance and validate results

A MarTech platform isn't a one-way street for sending messages; it's a dynamic ecosystem that thrives on continuous optimization. Market trends shift, customer needs evolve, and what worked yesterday might not resonate today. The takeaway? It's vital to continually gauge performance, integrate and tweak tools, and respond to constantly evolving market trends.

A way to address this is to leverage an advanced MarTech framework, like Acoustic Connect, that allows data aggregation from multiple data sources. Marketers can more efficiently identify the right data points to connect with each contact, segment audiences, and track and analyze performance across channels to ensure customers have a seamless path forward when they engage with the brand. The result is data-driven decision-making that operates at digital speed.



### Best practice

Continuously evaluate and incorporate behavioral data into the customer journey and adjust your marketing strategy as needed.

## 07. Get marketing teams in sync

Digital marketing is a complex and fast-changing space. It's critical for teams to stay connected and in sync throughout campaigns — and across product and customer lifecycles. Today's environment introduces a nearly infinite array of possible touchpoints. While technical marketing knowledge remains important, it's crucial to ensure that teams understand how to use resources effectively. This includes critical collaboration tools, workflows, and processes that support a holistic, customer lifecycle-driven approach.



### Best practice

Develop continuous education and training programs that support cross-functional collaboration.

## 08. Elevate engagement

Brand awareness and great messaging are merely starting points for marketing. Elevate your marketing campaigns through a more advanced and effective customer engagement strategy. First-party data collection and AI deliver a powerful way to segment your audience and deliver the right messaging at the right time. Suddenly, you're able to carry on personalized interactions and anticipate future needs.

With the right MarTech platform, you can advance beyond generic marketing blasts. You're equipped to connect and engage with your audience — and drive engagement, loyalty, and business growth. The proof is in the numbers: According to a commissioned study conducted by Forrester Consulting on behalf of Acoustic in January 2024, 56% of marketing executives say that boosting capabilities and incorporating behavioral marketing results in improved marketing performance.



### Best practice

Invest in a MarTech stack that enables easy adoption of new capabilities — like AI and first-party data collection — to elevate your engagement strategy.

## Learn more

Discover how you can achieve more relevant, engaged, and long-lasting connections with customers. Acoustic's award-winning technology helps you maximize customer lifetime value.

Learn more about how you can unlock customer engagement potential by downloading our study, **Strengthen Customer Retention and Engagement with Behavioral Data.\***

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