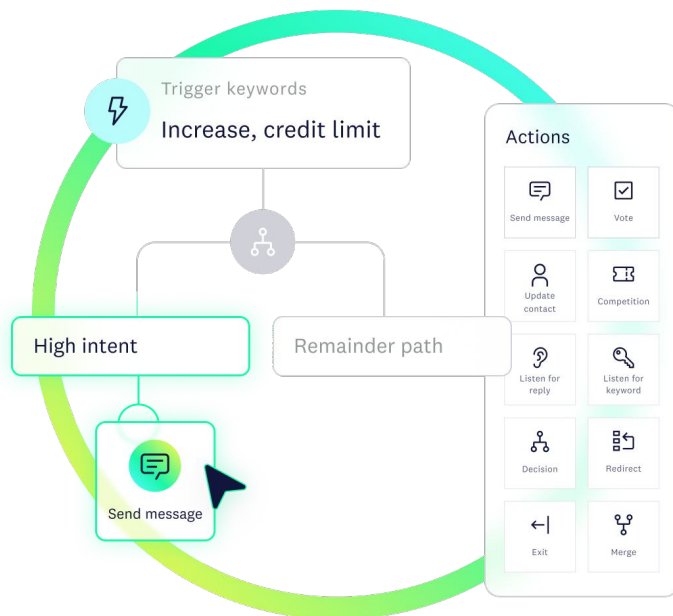


# Journey orchestration

Connect with customers at the right time, with a personalized message, on their preferred channel.



As a marketer, you're expected to be everywhere, know what message to send, and respond to customer signals to provide a great experience in the moment. With thousands, and sometimes millions of customers, is that even remotely possible? With Acoustic Connect's journey orchestration capabilities, you can automate interactions over multiple channels according to the customer's preference and consent and create intricate multistep journeys. But it gets better. The triggers that Acoustic Connect allows you to apply go beyond generic "if-then" rules. It leverages individual customers' intent, behaviors, and experiences on your website or app as triggers. This means you can deliver highly relevant and engaging content and offers, in an automated fashion, at the exact time when purchase intent is high.



## Send perfectly timed messages

Send real-time, personalized, channel-agnostic messages that resonate with customers in the moments when engagement is highest.



## Respond to customers' purchase intent

Use behavioral data to create and automate intent-triggered journeys that deliver engaging offers at the right time.



## Automate channel selection based on customer preference

No need to create separate journeys for email, SMS, and WhatsApp. Just build the journey once and let customer preference and consent dictate the channel.



## Boost efficiency

Simplify marketing execution by leveraging Acoustic Connect's straightforward drag-and-drop journey orchestration canvas and intuitive UX.

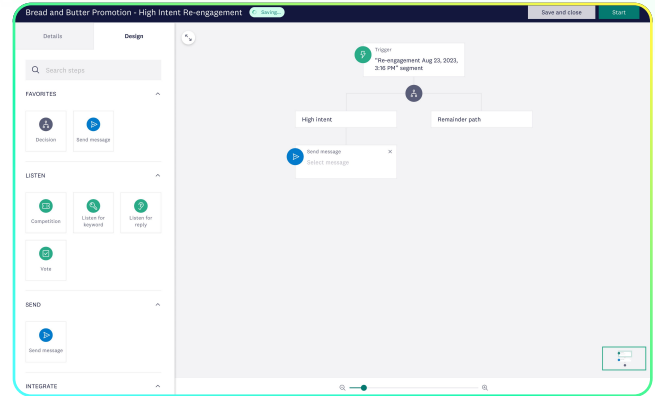
Learn more about everything you can achieve with Acoustic Connect's journey orchestration capabilities.

Request a demo

“ The platform has helped us to create targeted and personalized marketing campaigns which has led to [a] better engagement and conversion rate. The platform's automation features enable us to create complex, multistep marketing workflows, saving time and ensuring consistency in our communication.

**Gartner Peer Insights Review**

- 01 **Journey canvas**  
Generate journeys over Email, SMS, and WhatsApp with an easy-to-use drag-and-drop canvas.
- 02 **Real-time communication**  
Foster two-way interactions with journeys that enable customers to respond to an SMS or WhatsApp message from your brand.
- 03 **Behavioral data triggers**  
Leverage advanced customer behavioral signals like customer intent to purchase or churn.
- 04 **Journey reporting**  
Get full visibility into the customer journey, during and after conversion, including customer intentions.







## Take the guesswork out of marketing

- Trusted by 1,800 brands
- Handles over 120 billion messages annually
- Can dispatch up to 75 million emails every hour

Acoustic Connect is a customer engagement platform that empowers marketers to deliver personalized, behavior-based journeys at every stage of the lifecycle, through email and mobile marketing campaigns. It gives them the ability to own every step of their marketing through customer data management, multichannel marketing, journey orchestration, and insights capabilities.

### Acoustic Connect supports marketers, no matter your industry:

-  **Retail:** Create segments based on intent to purchase specific products, such as spending a certain amount of time reading reviews.
-  **Finance:** Identify issues preventing submissions, such as long or complex forms, broken links, and UI issues.

-  **Travel:** Automatically send a personalized SMS or WhatsApp message when a customer can't find a flight on a specific date.
-  **Hospitality:** Trigger a journey based on customers who have shown interest in specific destinations.

**Ready to create exceptionally personalized communications with customers?  
Learn more about Acoustic Connect today.**

**Learn more**