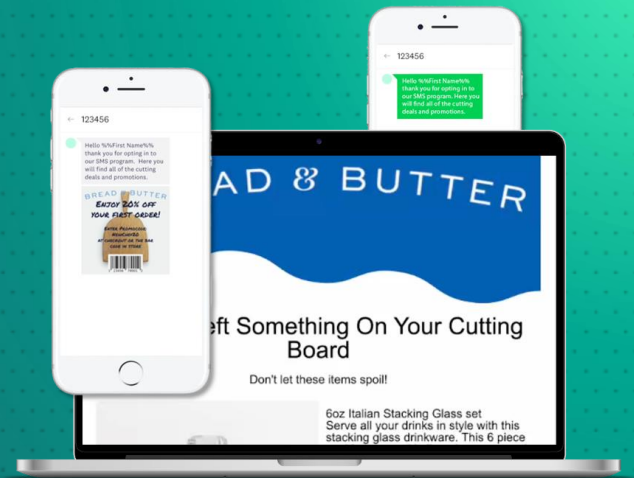# Create high-end, personalized content and run it over multiple channels

Roll out marketing campaigns, fast
Use zero-code UI and enterprise-grade capabilities without relying on external teams for coding and data analytics

Segment by yourself
Independently create granular segmentation from available data sources

Run multi–channel campaigns and journeys in one platform
Create journeys on a variety of channels: email, mobile, SMS/MMS, WhatsApp, and more

Composer Capabilities

Personalized content at scale
Multichannel Composer supports the needs of all marketing teams to create hyper-personalized content—from simple, rules-based "if-then" scenarios to more complex data-driven content—without involving technical or data teams.

Forms for privacy-first personalization
Create engaging campaigns based on consumer preferences by capturing zero-party data with web form composing capabilities.

Zero-code composer
Rapidly create high-quality, responsive messages across devices and seamlessly re-use content across channels with an intuitive interface, drag-and-drop capabilities, and without coding or developer support.

Independent Segmentation
Create segmentation from data sources such as customer relationship management (CRM), customer data platform (CDP) or data management platform (DMP) solutions – without support from outside teams.

Create a Seamless Experience for Every Customer in One Platform

Acoustic Marketing Cloud makes it easy with experience insights and customer journey orchestration

Marketing Automation
A comprehensive digital marketing tool that enables brands to design and automate campaigns across email, mobile, SMS, MMS, WhatsApp, direct mail, and social.

Segmentation
Build dynamic segments at scale and segment by customer activity, customer history, and customer profile.

Journey Orchestration
Optimize your multichannel journeys in real-time and create a seamless customer journey in a simple drag-and-drop template.

Content Management
Build, repurpose, manage, and deliver a seamless content experience across all channels in a single platform.

Unified Data Management
Consolidate data into a single source of truth to gain a 360° view of your customers, while easily sharing data with other sources—such as a CDP.

Marketing Analytics
Get the insights you need to drive audience activity and perfect their cross-channel journeys.

> *"Multichannel Composer has helped our team be more efficient and effective by giving us the ability to easily manage campaign creation in-house, without relying on outside design or coding resources. With the drag-and-drop capability, we can quickly and easily create campaigns with our existing team."*
>
> Mary Ruxton
> *Direct Marketing Manager, Lakeland*

Acoustic makes it easy to connect with customers wherever they are, in the moments that matter

Visit us at **acoustic.com** to learn more.

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