

**acoustic** connect™

# 6 reasons to add insights to your automation collection



Thanks to automation tools, teams can efficiently perform repetitive marketing tasks such as creating and deploying emails and SMS notifications. But to ensure maximum effectiveness, you should integrate behavioral data — such as channel preferences, drop-off points, and buying intent — and other insights directly into your suite of automation tools. Let's explore further how behavioral data can revolutionize your marketing efforts.

01

## Elevate your engagement through automated message send based on behavior-triggered events

Integrating behavioral insights into your automation suite enables you to easily identify where your site visitors are most likely to drop out of the customer journey. This information reveals an opportunity for a triggered message — also known as an automated message — which can be sent when a specific engagement event criterion is met. When a visitor abandons your site after exploring multiple products in a category, for example, a triggered follow-up message would reference that category with product suggestions, personalizing what would otherwise be a generic automated message.

In the latest research provided in Acoustic's 2024 Marketing Benchmark Report, triggered messages are appreciably more effective than automated messages — with a clickthrough rate (CTR) of 3.2% in North America. This is more than triple the CTR of scheduled emails in the same region. The difference in CTR comes down to how much more personalized the triggered message is to the needs of the recipient at that moment, thanks to the integration of behavioral data. In fact, a business can even use behavioral and real-time data, such as interest and intent, to help create and refine automated messages for greater relevance and effectiveness.



02

## Improve segmentation effectiveness with the inclusion of event-driven and real-time data

Segmenting your customers by demographics and firmographics is one way to improve response to your marketing messages. Layering in additional behavior and events insights can bolster engagement even more. One time-tested method is RFM analysis, which segments customers based on the recency, frequency, and monetary value of their purchases with you. Not only does this behavioral segmentation method improve customer retention rates and lifetime value, but it also helps you to effectively allocate marketing spend to higher-value customers.

RFM analytics and similar segmentation tactics previously entailed laboriously creating spreadsheets to complete analysis. However, the automatic, instant incorporation of real-time data into your automation collection — rather than manual importation — enables faster, more efficient analysis. Just as important, this integration enables you to create ad hoc messaging for select segments to highlight areas of special interest to your audience. For instance, if you need to clear your warehouse of widgets, you can send additional SMS notifications only to those who have bought or researched widgets in the past, increasing sales without risking losing uninterested customers due to irrelevant engagement attempts.

03

## Incorporate data insights into automation tools to eliminate the need for additional help from tech and analytics teams

One might expect that a company's marketing/marketing ops team would be responsible for providing the customer data and analytics needed for effective marketing. Yet that's the case at roughly half of the businesses surveyed for Acoustic's State of Customer Engagement report. And at many of those organizations, marketing shares the task of gathering and analyzing data with other departments.

As a result, the marketing team cannot quickly react to shifts in customer behavior and adopt new strategies. By the time the marketers receive the data insights, it can be too late to effectively act on them. By enabling marketers to access data and dashboards in real-time, they can highlight trends as they occur and possibly mitigate issues faster.

04

## Integrate insights to simplify calculating channel attribution and the ROI of marketing programs

We all know how important it is to be able to show a return on investment (ROI) on demand to justify marketing programs. But being able to easily calculate ROI whenever you want also enables you to quickly shift budgeting from less effective programs

and channels to more profitable ones. Then you can reap even greater returns on your spending and build confidence with stakeholders who know how to meet your customers' needs.



05

## Detect UX issues as they arise with integrated insights

With so many choices available to consumers, companies can't afford to lose sales to a bad user experience (UX). But sometimes, you don't know there is an issue impacting your potential customers until long after the loss of conversion. This is where having a MarTech stack that captures event-based behavioral data can help you identify and remediate issues faster than traditional data captures.

For instance, traditional data insights may be able to capture that someone was clicking consecutively on your page — rage clicking if you will — but by the time you're able to get that data and address the issue, that customer is long gone. With a tool like Acoustic Connect, you're able to set event-based triggers so that an email is sent to the consumer apologizing for the issues — buying you time to address the problem before you've lost the sale. In addition to proactive engagements, you're also able to see where the issue is on your website, enabling a faster fix and helping you quickly identify UX issues.

06

## Access insights to enhance your ability to quickly identify new opportunities at any point in the customer journey

In an example scenario, a significant number of visitors to your site are filtering by price and scanning the products in the lowest-price bucket before leaving without a purchase. This could suggest an opportunity to offer more items in that price range, send those users savings-focused messaging, or ensure those visitors' product recommendations fall into the lowest-price bucket.

An additional metric that can help identify new opportunities is monitoring the key terms being leveraged by users in your search bar. This knowledge could help improve your merchandise

mix to expand your product offerings. Seeing customers repeatedly visit a product page without making a purchase might signal the need for an additional trigger message to close the deal. Only when the marketing team can access real-time data insights alongside their automation tools can they see and seize such opportunities.

Incorporating insights into your automation collection provides you with the marketing data essential to winning new customers and retaining those you have. More importantly, it enables you to act on those insights more quickly and efficiently.

Learn more about how **Acoustic Connect** can enable you to incorporate needle-moving data into your automation tools.

Get a demo