



# Elevate Your Mobile Strategy with WhatsApp

*Acoustic Marketing Cloud's multichannel capabilities include WhatsApp*

Build seamless and engaging digital experiences with Acoustic Marketing Cloud and the world's most used messaging app, WhatsApp.

## Create

personalized communications through even more channels

## Orchestrate

seamless and personalized journeys easily with email, mobile, SMS/MMS, WhatsApp, and web forms—all with built-in, end-device previews

## Connect

and engage with customers and meet them wherever they are, at every stage of the journey

## Secure, Fast, Business-initiated Messaging



Global messaging availability



Two-way, customer and business initiated communications

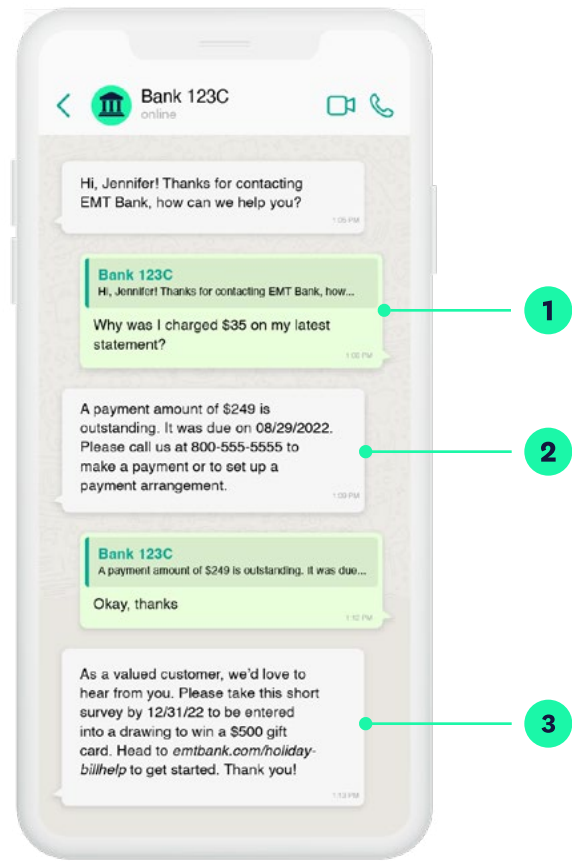


Available on Android, iPhone, Mac/Windows PC

# Sample Engagement

**Scenario:** A customer initiates messaging to a financial institution inquiring about their latest bank statement.

- 1 When an inquiry is made, this begins a customer-initiated conversation
- 2 Multiple inquiries can be made and responded to
- 3 Upon completion, a satisfaction survey request is automatically generated



## Delivery and measurement:

All conversations are measured in 24-hour increments or “sessions.” These 24-hour conversation sessions start whenever the first message is delivered by a business, either in response to a user inquiry, or if a business-initiated message template is delivered. <sup>1</sup>

<sup>1</sup>WhatsApp

# About Acoustic

Acoustic helps businesses close the digital experience gap by giving them a holistic view into the customer experience and enabling them to deliver personalized experiences based on consumer needs and preferences. The Acoustic portfolio of companies helps businesses across industries to grow customer lifetime value with award-winning technology and unbeatable client success teams.



## No Code, No Data Teams

Streamline content and journey orchestration independent of technical resources.



## Open and Connected

Scale with modern, best-of-breed solutions instead of being locked into rigid full stacks.



## Real-time Experience Insights

Enable continuous feedback loop for personalized re-engagement and prioritized optimization.



## Dedicated Customer Success

Service partners ensuring your success, alongside you, every step of the way.