

**The**

**Legacy**

**Trap**

What “good enough” is costing you and how to get out

«(acoustic

# You've got all the tools, but none of the answers.



Your data lives in five different places — and getting it together takes a week



By the time a segment is ready, the moment has passed



You're optimizing campaigns, not consumer relationships



You can't prove marketing's impact on revenue without a custom report

The elephant in the room

**Your budget and time  
are being wasted.  
Everyone knows.  
Nobody says it out loud.**

**23.8%** of marketing budgets go to tech<sup>2</sup>

Teams use 1/3 of what they pay for

**12hrs** lost per employee, per week<sup>1</sup>

Data trapped in disconnected systems

**\$12.9M** average annual cost of bad data<sup>3</sup>

Fragmented stacks are the #1 cause

The shift

acoustic

# Leading brands approach marketing differently



The teams winning right now stopped building campaigns around a calendar. They stopped managing five tools to do one job.

Instead, they built their entire marketing approach around a single question:

What is the consumer signaling right now?

**This is Intent-Driven Marketing, and it's exactly what Acoustic Connect is built for.**

# The only platform that enables you to see intent and act on it instantly



Built from more than two decades of experience with the world's most respected brands, Acoustic Connect unifies behavioral intelligence, AI, and omnichannel execution in one intuitive platform, so your team can act the moment consumer intent forms — without needing IT on speed dial.

## MarTech Breakthrough Awards

Best Overall Marketing Automation Platform, 2025

## MarTech Breakthrough Awards

Marketing Automation Innovation, 2024

## SPARK Matrix

Leader in Multichannel Marketing Hubs, 2025

# See the revenue behind your campaigns

You see engagement metrics,  
but never revenue

✉ ESP - Email Campaign Results ✕

👤 CDP - Customer Data ✕

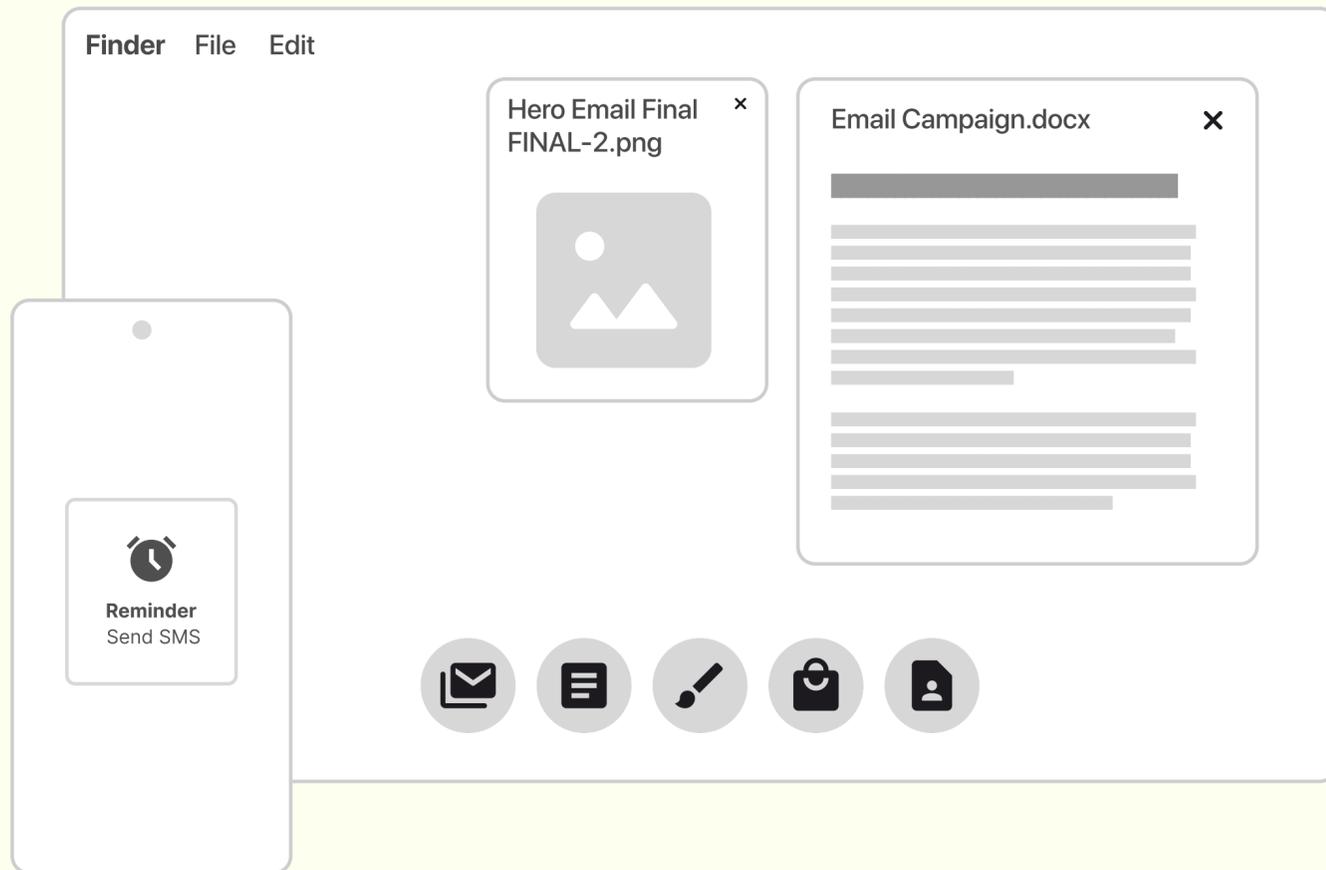
📄 CSV Sheet - Mkt Leads ✕

You know exactly which  
efforts drove every dollar

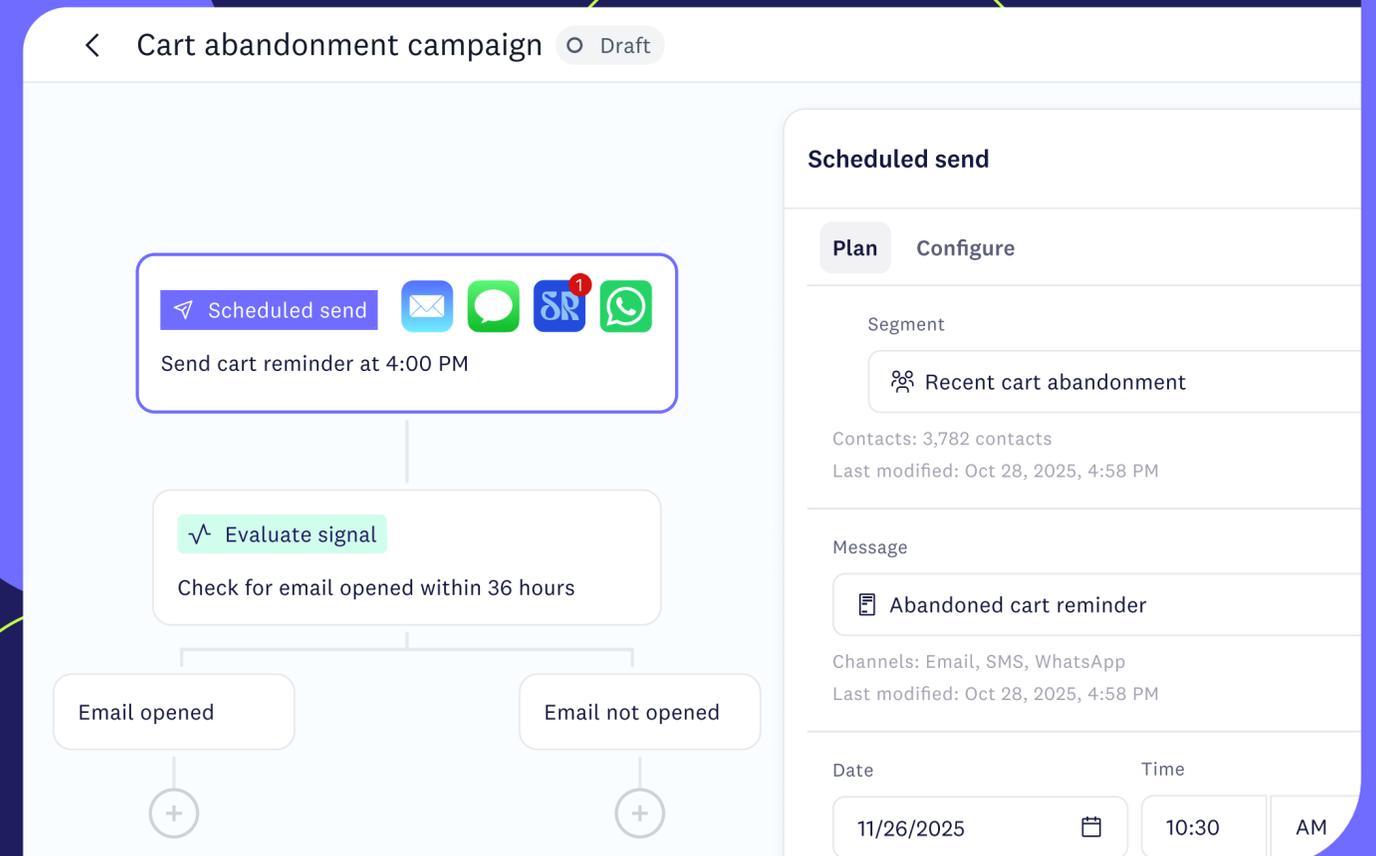
The screenshot shows a customer profile for Jacqueline Parisian (Audience / 6955382). It includes contact information (Email: jacqueline.parisian@gmail.com, Phone: +1 415 273 2823, City: Dallas), demographic information (Age: 38, Birthday: May 18, 1999, Gender: Female), an in-market interest gauge at 54, consent status per channel (Email: Subscribed, SMS: Unverified, WhatsApp: Unsubscribed), and an activity feed showing a confirmed order for a Breville Barista Pro on April 30, 2025.

# Create the journey desired, not the one your stack demands

You plan one journey, and your tech stack turns it into five workflows

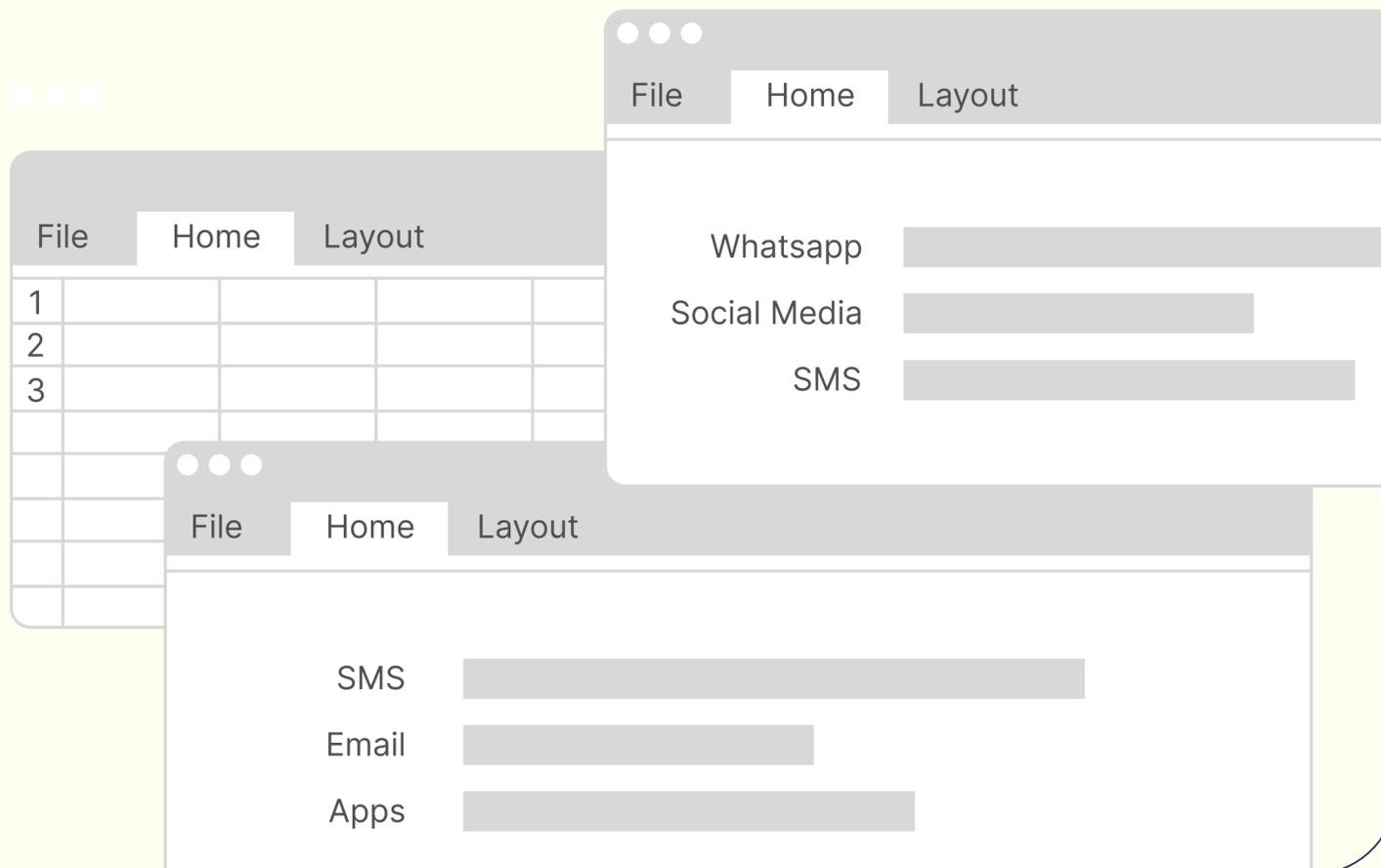


You build the journey once and every channel is covered, automatically

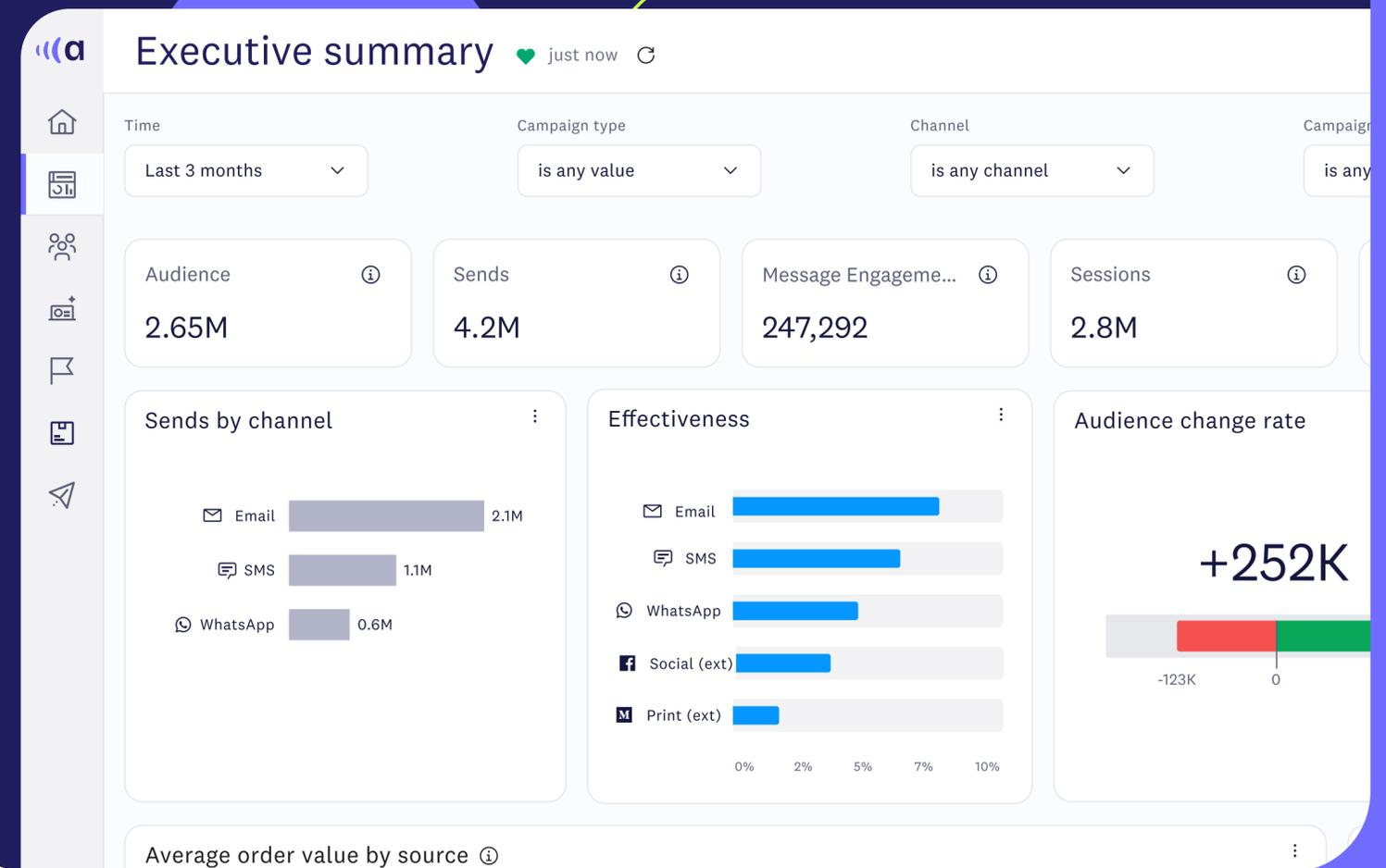


# Turn consumer signals into insights instead of more noise

Multiple MarTech tools lead to disconnected data and unclear next steps



One platform eliminates the data stitching and guesswork



# Build consumer relationships, not just reach

Personalization that's really just batch-and-blast in disguise

March 2026

Monday Tuesday Wednesday Thursday Friday

Email Offer x

Push Offer x

SMS Reminder x

Social Media x

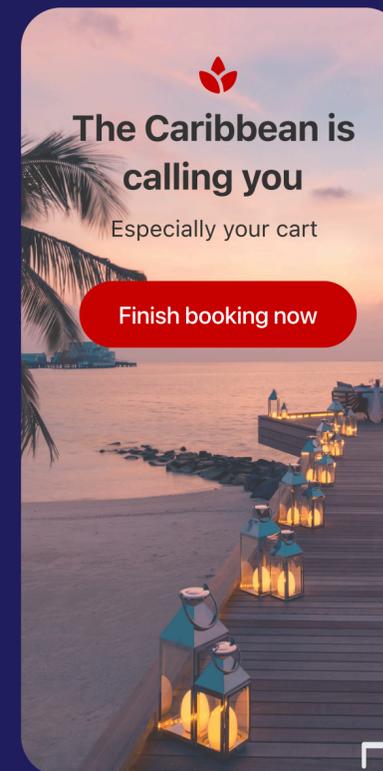
Send DM x

Follow Up x

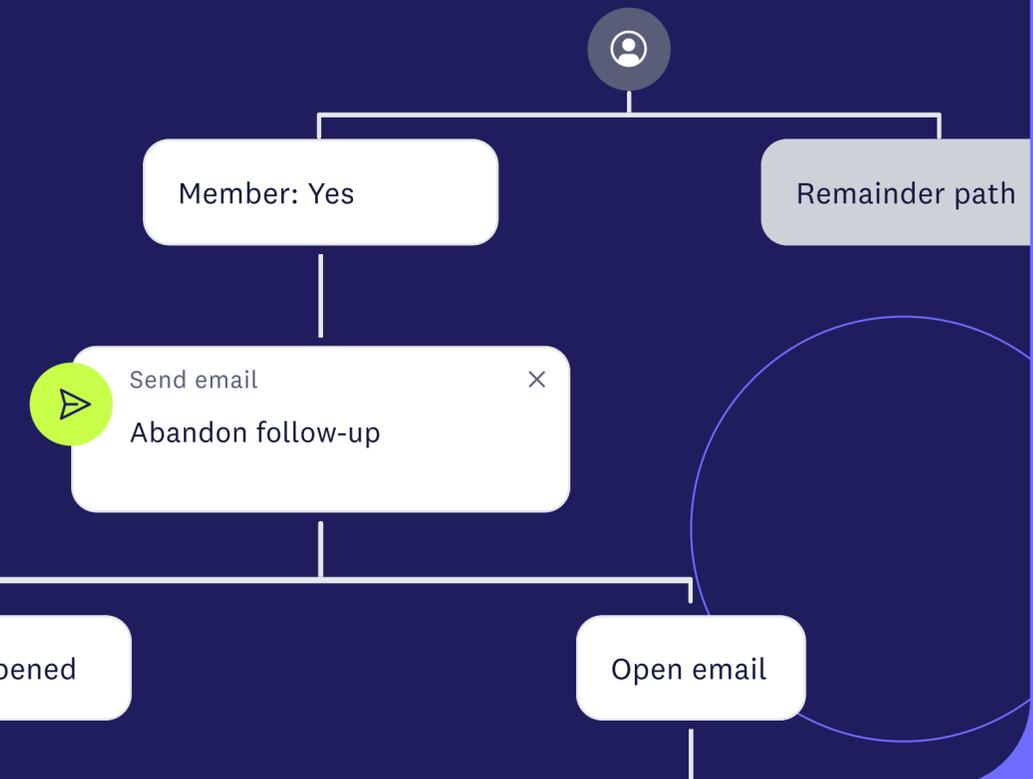


Reminder  
Follow Up

Personalization that responds to what consumers are doing right now



Trigger  
Cart abandonment



# Own your marketing from idea to execution without a single ticket

IT dependency kills your speed to market

IT guy - Slack Message

Hey

I need some help. It's urgent!  
Need to send a campaign TODAY!

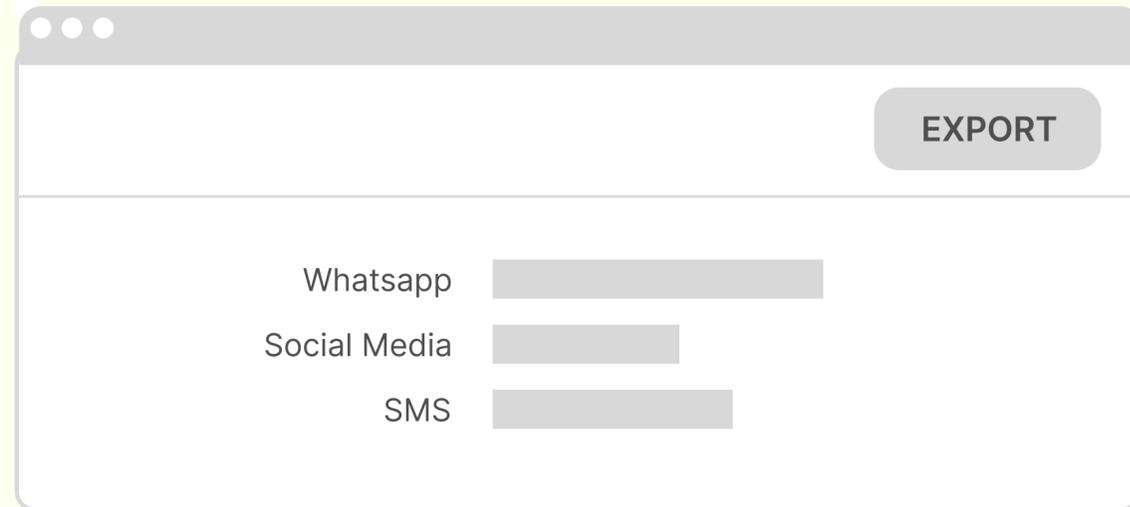
Can you open a ticket?

Your team launches the campaign today

The screenshot displays a marketing automation interface. At the top, a filter is set to 'Has Cart abandonment'. Below this, the 'Frequency' is configured as 'more than 3 time(s)'. The 'Timeframe' is set to 'within the last 30 days(s)'. A 'Product ID' dropdown is set to 'at least one of the following' with a 'Select' button. A 'Behavioral attributes' panel is open, showing options like 'Average order value', 'In-market interest', 'Lifetime items ordered', 'Lifetime order count', 'Most recent category int...', 'Most recent product int...', 'Typical order value', and 'Lifestage'. On the right, a 'Reach by channel' section shows a donut chart with '62K contacts selected' and progress bars for 'Email', 'WhatsApp', and 'SMS'. The 'Email' channel is currently selected.

# See product intent and convert it before it fades

Insights expire before your team can act



Insights are actionable with one deck

A screenshot of a comprehensive product analytics dashboard. The interface includes a "Products" header with filters for "Categories" and "Logical groups". A "Product summary for 30 days" section shows metrics like "Cart aban..." (3,452, -1.3%) and "Tracked reven..." (283,452, +12.3%). Below this is a search bar "Find products". The dashboard features several product cards, including "Ultra Gentle Cleanser" and "HYDRATING SERUM", each with a "+ Button label" for interaction. A line chart at the bottom shows an "Engagement score trend" with categories "Outstanding", "Satisfactory", and "Neutral".

**"Good enough"  
is a budget  
decision that  
costs revenue**

See Acoustic Connect in action and discover what's possible when your platform works as hard as you do.

Get a demo

