

**acoustic** connect™

HARNESS YOUR CUSTOMER ENGAGEMENT POTENTIAL

# The top 8 questions to ask your vendors



## How B2C marketers can weigh the pros and cons of leading MarTech platforms.

Three-quarters of B2C marketing leaders say real-time customer experience data is crucial to their business. Yet less than half know how to capture, understand, and act upon this valuable information.\*

A robust customer engagement platform can bridge the gap between collecting and using real-time data. The best platforms give marketers full visibility into customer journeys and experiences, empowering teams to act on customer behavioral intelligence and create deeper relationships.

But not all platforms are alike. How do you know which one will help you enhance automation, accelerate campaign creation, and deliver powerful results? Start by asking vendors these eight questions.

01

### What type of behavioral data does your platform collect and analyze?

Top platforms will capture and analyze all behavioral data — including marketing, digital, and experience behaviors — across all owned channels. You get a complete view of your customers' experience, all without manual tagging or integration complexities. Look for platforms that let you:

- Build simple, granular segments and automate personalized messages and promotions based on behavioral events, such as marketing, digital, and experience signals.
- See real-time behavioral intelligence from a single interface without extensive data or IT resources, complex data modeling tools, or multiple marketing analytics products.
- Score in-market interest, product interest, engagement, frustration, churn risk, and cross-sell categories. This way you know your customers' interests, engagement, and propensity to churn at any point in time — along with the next steps to take.
- Capture context about the customer journey with real-time behavioral analytics, heat maps, and session replays so you can identify underperforming campaigns, fix poor experiences, or deliver the right offer.



02

## How is behavioral data activated so my team can use it to its advantage?

Seek solutions with user-friendly dashboards that show you channel performance, application, and behavioral analytics, plus insights into details including, but not limited to, general intent, product interest, churn risk, and cross-sell potential. Best-in-class platforms also offer leading-edge data activation capabilities so your team can:

- Create holistic customer profiles using first-party behavioral data, including website interactions, message engagement, and behavioral indexes that show the experience behind each digital interaction for any time period.
- Track changes in customers' interests, experience, buying patterns, and lifetime value to instantly trigger the most relevant message and offers.
- Quickly identify the most optimal and high-value audiences and reengage with customers as they show in-market or drop-off potential.
- Enhance targeting efforts by predicting which audience segments are most likely to churn or convert.

03

## How will your platform help us use customer data to build more effective multichannel marketing journeys?

Email is still the most effective [marketing channel](#), but modern customer journeys take a multichannel approach. Look for platforms that help you meet your customers at the right moment and channel so your team can:

- Capture zero-party data and quickly build campaigns around customers' declared preferences.
- Create stunning, brand-consistent campaigns across email, mobile, push, SMS, and WhatsApp.
- Get a full view of multichannel campaign performance at a glance, from marketing messages to your digital journey.
- Identify underperforming or outperforming campaigns and journeys.
- Apply insights to your campaigns immediately.



04

## How much visibility into the customer journey will my team *really* get?

When a vendor says their solution offers “full visibility,” don’t take their word for it. Instead, ask:

- Will we be able to see each customer’s journey from their first connection all the way through to their final conversion?
- Can we see how customers engage with our marketing messages, channels, website, and app?
- Will we be able to respond to buying signals in real-time?
- Can we create conversational experiences using keywords from customers’ SMS or WhatsApp messages?
- How much tagging and manual data stitching will be involved?
- Do you assess behaviors across the customer journey by session, or do you measure each interaction over time?

05

## How will your platform make my marketing team more efficient?

Artificial intelligence (AI) is the new workplace productivity booster. So, make sure your platform will leverage AI to drive efficiency. Ask if it can help your team:

- Streamline campaign creation by helping marketers write captivating subject lines and compelling email copy.
- Deliver enterprise-grade send rates of up to **75 million emails an hour.**
- Save hours of work by letting your team generate customer insights without an IT ticket.
- Leverage predictive analytics and propensity models to scale segmentation, personalization, and multichannel campaigns simultaneously.

06

## How will your platform help us capture more than open and clickthrough rates?

Image caching by email clients and Apple’s iOS 15 update make open rates less reliable, while email security appliances relegate important emails to customers’ spam folders. Seek platforms that help you overcome these barriers so you can:

- Measure reliable metrics such as website conversions, purchases, and intent.
- Create custom benchmarks based on past campaigns and track performance over time.
- Monitor and optimize customer value with advanced scoring based on customer intent and interest.
- Receive alerts when campaign or journey anomalies occur and act fast to prevent customer churn.



07

## Do you have experts who can help us use our customer data more strategically?

Even the best B2C marketers struggle to optimize their customer data. So, find a vendor with professional services that:

- Train your team on the best sending practices from a frequency, volume, and content standpoint.
- Support building highly personalized templates and testing plans.
- Offer workshops that provide customized roadmaps so you can unlock key insights and create new customer journeys.
- Provide quarterly audits, infrastructure reviews, and customized reports.

08

## Why should we invest in yet another solution?

Sixty-seven percent of marketers say their organizations have too many point solutions with overlapping capabilities.\* But the right end-to-end customer engagement platform will reduce MarTech sprawl and:

- Offer marketing automation, multichannel campaign and journey management, behavioral intelligence, and customer data management all in one platform.
- Integrate seamlessly with your CRM and optimize your existing tools.
- Scale segmentation, personalization, and multichannel efforts without dedicated resources, reducing your total cost of ownership.

# Reach your full customer engagement potential

B2C marketers in e-commerce, gaming, media and entertainment, and travel and hospitality are researching vendors, performing due diligence, and choosing Acoustic Connect.

Built on a cloud-native architecture and powered by Snowflake, Acoustic Connect makes it easier for marketers to build holistic customer profiles and track their behaviors and experiences. With Acoustic Connect, you get multichannel marketing, journey orchestration, customer insights, and customer data management in a single platform, optimizing your first-party data and empowering your team to launch data-driven campaigns faster.

[Learn more](#)