

Customer data management

Enhance your targeting and campaign effectiveness with a 360-degree customer view



Customers interact with brands through multiple touchpoints, but integrating these interactions into a unified customer profile can be challenging. Acoustic Connect's customer data management capabilities equip you with the visibility and control you need to create truly personalized experiences based on customers' intent and real-time behavior. You can get a 360-degree view of your customers, create sharper targeting with advanced segmentation, and increase engagement by reaching customers at the right time.



Personalize customer experiences

Segment your customer dataset based on real-time experience, behavior, and preferences — not just demographics.



Gain visibility to the customer journey

Break down silos, consolidate data, and see how customers really behave with our unified data layer.



Reduce MarTech complexity

See customer behavior, create complex segments, automate journeys, and engage with customers -- all from one platform.



Leverage real-time data

Respond to customer signals in real-time, such as fixing a bad experience or leveraging intent as it occurs, to provide the right offer at exactly the right time.

Learn more about Acoustic Connect's customer data management capabilities.

Request a Demo

- 01 Customer data management** A comprehensive customer data layer that includes both Acoustic Connect and outside data sources.
- 02 Identity resolution** ID-based modelling automatically links contacts by gathering data from multiple sources and identifying links and relationships between contacts across your Audience set.
- 03 Segmentation** Create granular segments to improve targeting with demographic data and real-time, native behavioral customer data, including customer preferences and intent.
- 04 Integration** Seamlessly connect and capture any type of data from various sources.
- 05 Individual contact profile** Get a 360-degree view of each customer, including their recent interactions with your messages, engagements with your digital properties (website or mobile), and their overall behavioral score.

A legacy of innovation at a global scale

- Supports 1,800 customers
- Handles over 120 billion messages annually
- Can dispatch up to 75 million emails every hour

With Acoustic Connect, you can leverage real-time behavioral insights, such as customer intent, frustration, and content and channel preference, to enhance customer engagement and create data-driven, intent-based strategies. When you use Acoustic Connect, you gain total visibility from campaign to conversion, empowering you to create hyper-personalized experiences that lead to lasting loyalty.

Acoustic Connect supports marketers in various ways:

- **Retail:** Create segments based on intent to purchase specific products, such as spending a certain amount of time reading reviews.
- **Travel:** Send a personalized SMS or WhatsApp message when a customer can't find a flight on a specific date.
- **Finance:** Identify issues preventing submissions, such as long or complex forms, broken links, and UI issues.
- **Hospitality:** Trigger a journey based on customers who have shown interest in specific destinations.

Ready to create exceptionally personalized communications with customers?
Learn more about Acoustic Connect today.

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