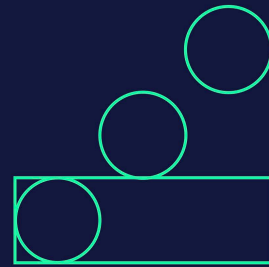


Acoustic Campaign

Formerly Campaign Automation



Product Overview

Features

Pricing

Build smarter campaigns

SCHEDULE A CONSULTATION

Campaign is an AI-powered, SaaS-based digital marketing platform that puts the power of data insights in the hands of the marketer to design more effective campaigns that exceed customer expectations. Use behavioral data from any source to create consistent campaigns across email, web, mobile push, SMS, social, group messaging and more. Best of all, leverage Marketing Assistant to work smarter and faster.

Automated Programs

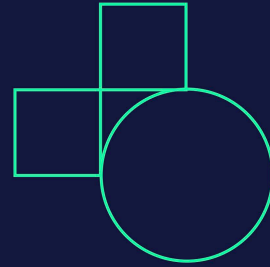
Message Composer

Mobile Marketing

Location Marketing

Acoustic Analytics

Formerly Customer Experience Analytics



Product Overview

Features

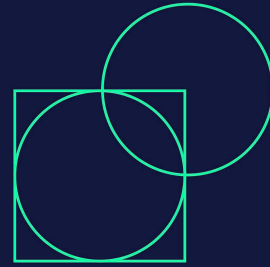
Supercharge your customer analytics with AI

SCHEDULE A CONSULTATION

Create a differentiated, AI-powered customer experience impactful enough to capture market share and enable you to exceed your business goals. Analytics is a bundle of distinct products that helps marketers make smarter customer experience decisions based on insights into behavior across touch points and channels. Only Acoustic gives you clarity into end-to-end journeys and their effectiveness while also giving you the ability to visualize the actual customer experience occurring across your digital channels. This macro-to-micro view gives you both the "what" and the "why" behind performance. The end result is the insight you need to optimize journeys to boost conversion and maximize profitability.

Acoustic Experience Analytics

Formerly Tealeaf



Product Overview

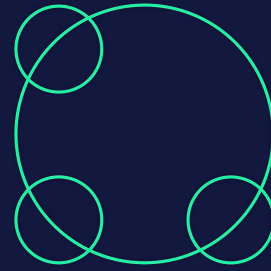
Features

Make customer
experience your
competitive
advantage

How can you serve your customers better than your competition without understanding them? The world's most trusted behavioral analytics engine helps businesses create a digital presence that engages customers and keeps them coming back. Experience Analytics is an AI-powered behavioral analytics product that helps marketers and application owners create a digital world customers can't wait to use.

Acoustic Lifecycle Promotion

Formerly DemandTec Promotion



Product Overview

Lifecycle promotion management

SCHEDULE A CONSULTATION

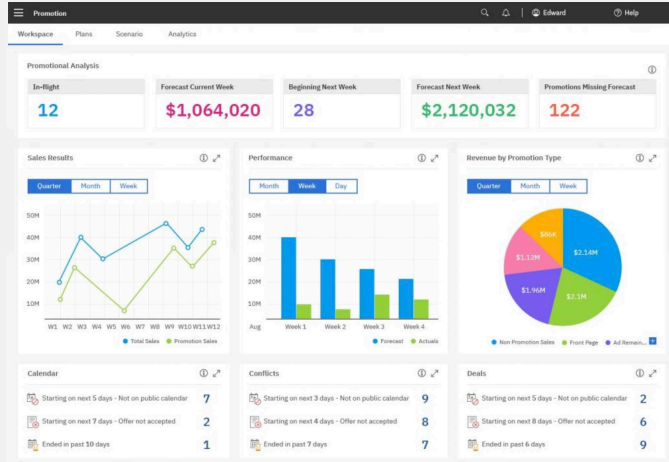
Our Lifecycle Promotion Management products provide an integrated trade promotion management platform that helps retailers quickly build promotions while reducing complexity and automating processes to maximize benefits. Designed for today's fast-changing requirements, the solutions help you ensure accountability for vendor negotiations, forecasting, planning, managing, optimizing and measuring promotional effectiveness. Our Lifecycle Promotion Management products leverage advanced consumer demand management science to develop, forecast, manage and automate promotional offers, placements

manage and automate promotional offers, placements and activities to maximize benefits such as increasing total store impact across categories.

Promotion Dashboard

Optimization Analysis

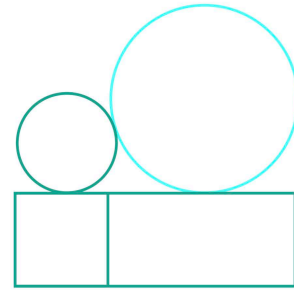
Quickly understand promotion performance and forecasts.



Pricing and Promotion

Quantify consumer behavior to help you make predictive merchandising, pricing and marketing decisions that boost sales, profitability and loyalty.

SCHEDULE A CONSULTATION



Key Capabilities

Deal management

Improve the online deal management experience with extensive features tailored for manufacturers and brokers.

Pricing strategy task automation

Execute pricing strategies quickly with automated tasks that enforce compliance with pricing goals.

Cross-channel price optimization

Pinpoint the optimal price across channels to help achieve sales, volume, profit and price image goals.

