

# Migrating From Legacy Campaign Tools

April 6th, 2021

SPEAKERS



George Phipps Director, Product Marketing ActionIQ



Brad Penwarden Director, Products Munvo



### What are "legacy campaign tools"?



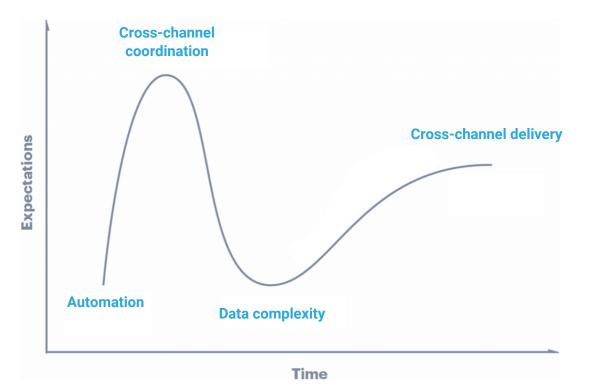
#### **Key Characteristics**

- Contact and Response tracking
- "Segmentation" off data marts
- Scheduling and list generation

- "Message/offer" concepts
- Personalization

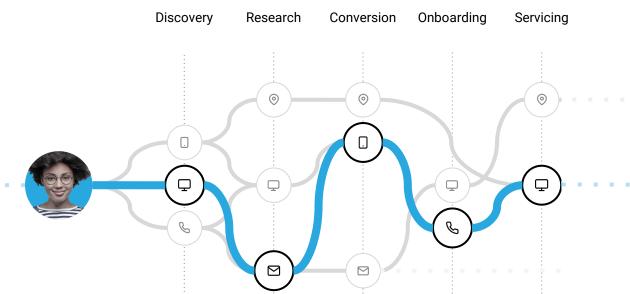


#### The rise, fall & plateau of campaign tools



#### Consumers Are Evolving

Consumers expect omnichannel engagement across their lifecycle with brands.



Evolutio

.

Consume

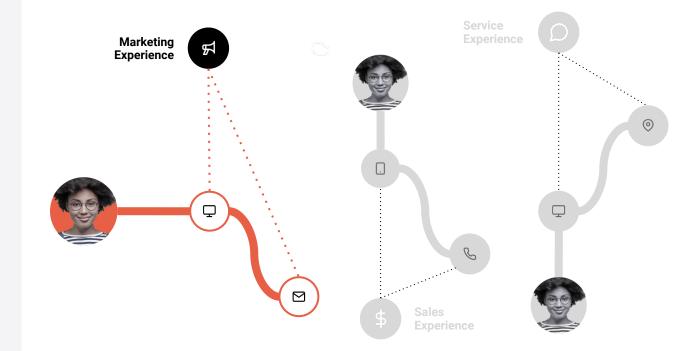
Much mo
New CX (

ACT

ACTIONIQ

#### Consumers Are Evolving

...but campaign tools create frontloaded customer experiences and silo data, decisioning & engagement.





#### Capabilities Lag Market

- X High data latency & no self-service
- X Limited data ingestion capabilities, especially digital data
- X Lacks extensibility & orchestration across channels

#### Impact

- High costs due to manual IT-driven data processes
- Slow time to market due to long campaign cycle
- Lower LTV and higher churn from lack of contextual & relevant comms
- Incomplete view of customer & disconnected CX



## Just migrate off?

Marketing Automation Goals

43%

**Optimizing Productivity** 

41%

Increase Marketing ROI

40%

Improve Campaign Management

Marketing Automation Challenges

56%

Integrating data from sources & systems is a barrier to adoption

59%

Struggle to fully utilize tools

44%

Customer experience and personalization



## How DO successful migrations happen



P1: "Quick Wins"

- 1. New Use Cases
- 2. Drive ROI
- 3. Learn capabilities

\$

**P2: Optimize existing** 

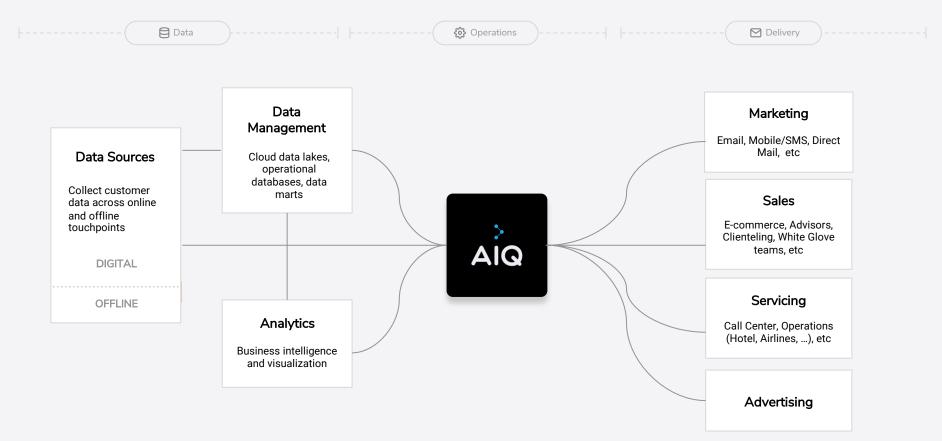
- 1. Optimize use cases
- 2. Integrate
- 3. Cement learning

P3: Transition and expand

, л К

- 1. Transition
- 2. Sunset legacy
- 3. Internal champions

#### The CX Hub Operationalizes the Stack



ActionIQ Inc., Confidential & Proprietary



#### ActionIQ Migrations Completed

Client

Platform

Challenge

Results

**Technology Provider** \$16B revenue

Unica

Slow time to market, limited cross-channel capabilities

• 4X campaign productivity

• 2X increase in channels leveraged

• Predictive segmentation capabilities

Mass Media / Publisher \$10B revenue

Sas

No cross-BU orchestration; slow time to market

 3.5X campaign productivity: from 35 day cycle to 10 days

 \$150K saved by accelerated migration

 \$350K saved by switching ESP **Department Store** \$5B revenue

Unica

Slow time to market

 3X campaign productivity: from 30 day cycle to 10 days

• 24 channel integrations

**Fashion Retailer** \$4B revenue

teradata.

Limited data ingest; no self-service; limited crosschannel capabilities

• 74% lower campaign time to market

• 100% of new campaigns span multiple channels

#### Year One Impact: Forrester TEI Report

# L)

#### \$635K

License + resourcing savings from replacing legacy solution



#### \$670K

Incremental campaign revenue

4-7

\$320K

Efficiency gains for data analysts & marketers in first year

Forrester	Execution Subserves of the strengthene str								
	ActionD communication Forward Converting to conclust a Total Economic Impart" (TEI) study and entropress may read write the travestment (FDD) entropress may read continue Teil that the Transaction (FDD) entropress may read contained that the provides Financial Summary evolution to provides Financial Summary								
	their organizations. / and customer experi- centralized customer access to customer personalized journey To better understan associated with this	CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS Cash Flow Chart (Risk-Adjusted) Total costs — Total benefits — Currulative net benefits				Be	The financial results calculated in the Benefits and Costs sections can be used to determine the RCI, NPV, and parkets carefor for the comparish		
The Tota Of Actio Platform	four customers with the purposes of this experiences of the in combined the result organization. Prior to using Action	\$16.0 M \$14.0 M \$12.0 M \$10.0 M				org	anization's investr sames a yearly dis this analysis.	nent. Forrester	
Cost Savings Enabled By A August 2020	either using some fo a marketing automa party to retrieve rele repositories. Howev success, with intervi to provide autonomy professionals and w audiences driven by	55 55 56.0 M \$4.0 M \$2.0 M					NPV, and po values are o applying ris factors to the	adjusted ROI, syback period determined by k-adjustment se unadjusted ach Benefit and n.	
	impacts not only affe opirations, but also oustom SQL queries	-\$2.0 M Cash Flow Ana		ear 1 Year 2 ljusted Estimal	Year 3				
	THE TOTAL ECONOMIC MPINC		Initial	Year 1	Year 2	Year 3	Total	Present Value	
		Total costs	(\$160,294)	(\$843,907)	(\$843,907)	(\$843,907)	(\$2,692,015)	(\$2,258,996)	
		Total benefits	\$0	\$2,387,342	\$5,389,383	\$9,895,481	\$17,672,207	\$14,058,969	
		Net benefits ROI	(\$160,294)	\$1,543,435	\$4,545,476	\$9,051,574	\$14,980,191	\$11,890,003	
		Payback						<6 months	

'Everything flows' is one of the fundamental concepts in ancient Greek philosophy.



## Thank you!