



# Migrating From Legacy Campaign Tools

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## SPEAKERS



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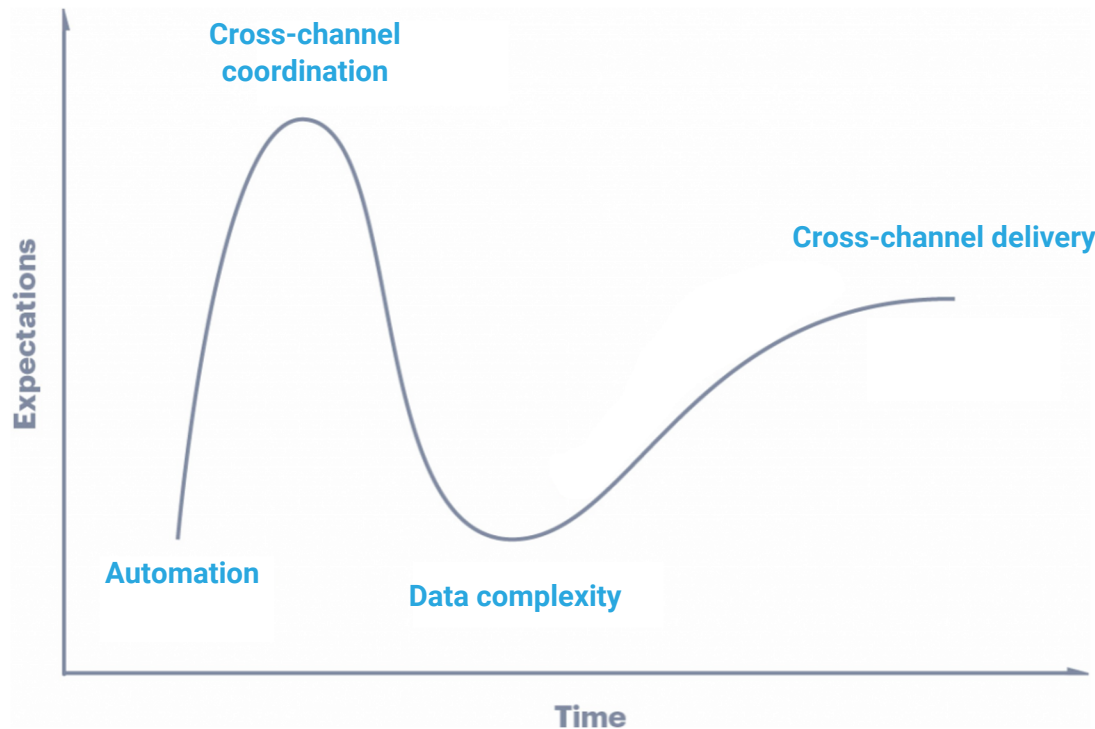
# What are “legacy campaign tools”?



## Key Characteristics

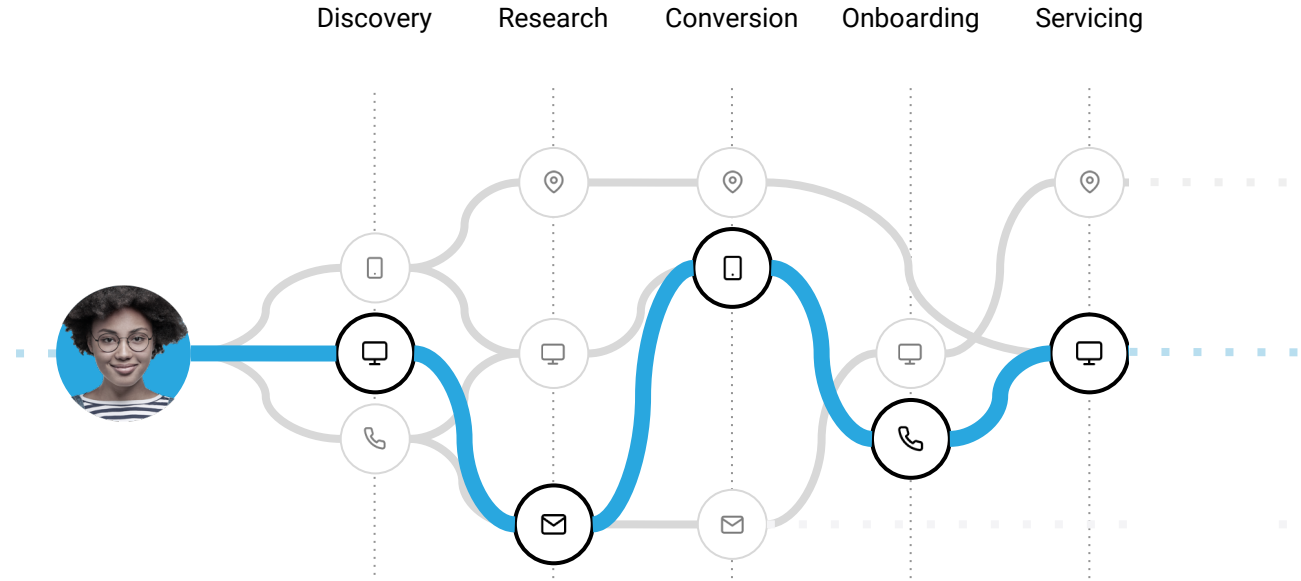
- Contact and Response tracking
- “Segmentation” off data marts
- Scheduling and list generation
- “Message/offer” concepts
- Personalization

# The rise, fall & plateau of campaign tools



# Consumers Are Evolving

Consumers expect omnichannel engagement across their lifecycle with brands.



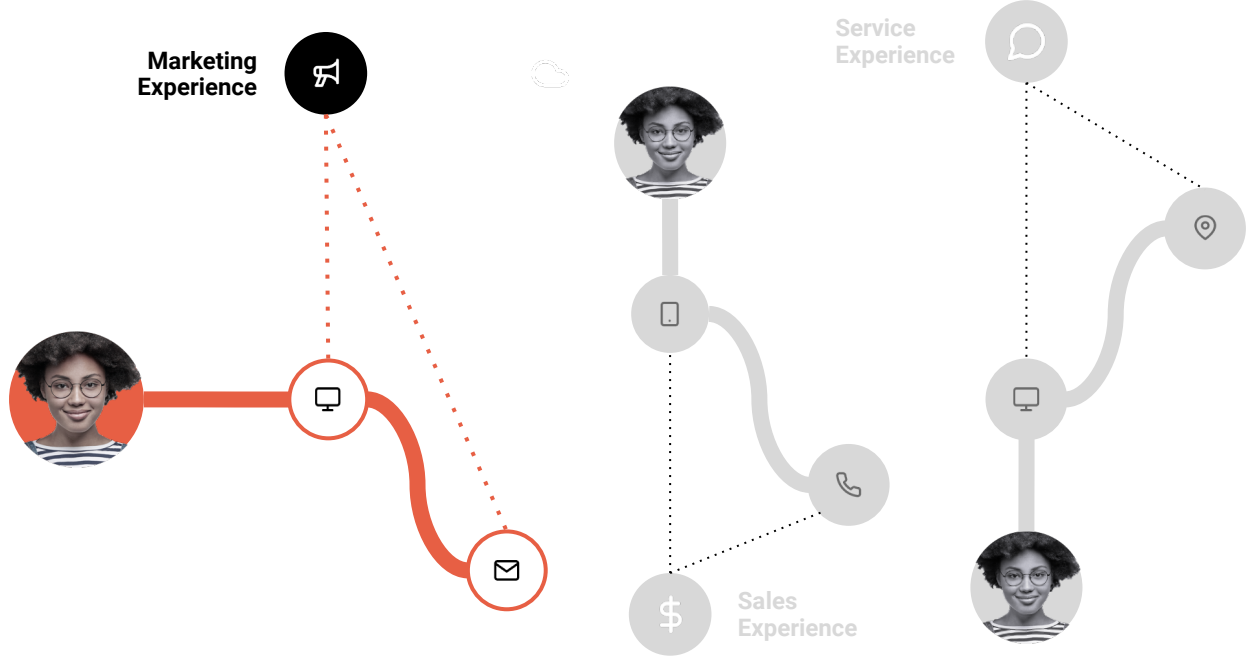
ACT

Evolution

- Consumer
- Much mo
- New CX

# Consumers Are Evolving

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



# Capabilities Lag Market

- ✗ High data latency & no self-service
- ✗ Limited data ingestion capabilities, especially digital data
- ✗ 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

-Ascend2 "Marketing Technology Strategy" (August 2015)  
-Adestra "State of Marketing Automation Benchmarks for Success" (2017)  
-Communiqator and SmartInsights "Managing B2B Marketing Automation" (2019)

# 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

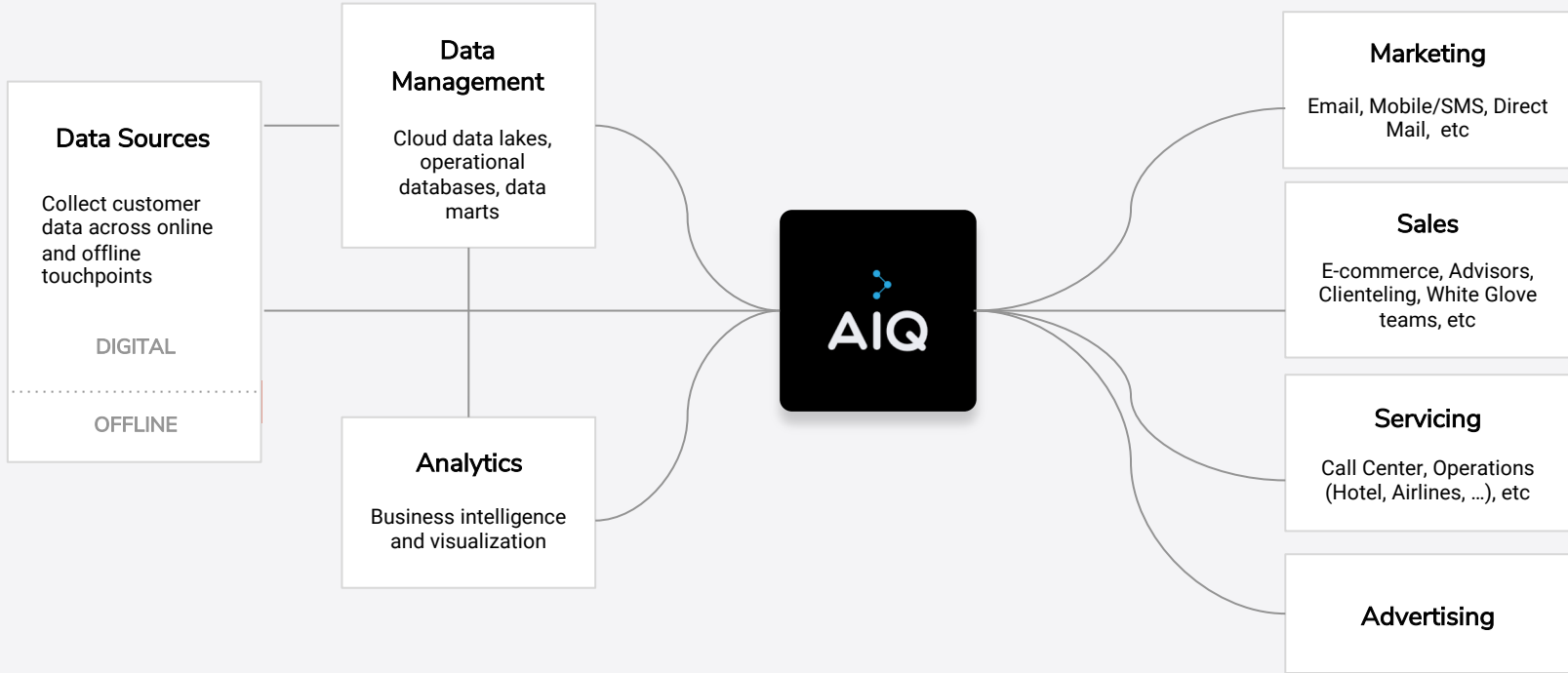
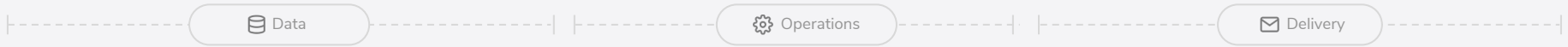


## P3: Transition and expand





1. Transition
2. Sunset legacy
3. Internal champions



# The CX Hub Operationalizes the Stack



# ActionIQ Migrations Completed

<b>Client</b>	<b>Technology Provider</b> \$16B revenue	<b>Mass Media / Publisher</b> \$10B revenue	<b>Department Store</b> \$5B revenue	<b>Fashion Retailer</b> \$4B revenue
<b>Platform</b>				
<b>Challenge</b>	Slow time to market, limited cross-channel capabilities	No cross-BU orchestration; slow time to market	Slow time to market	Limited data ingest; no self-service; limited cross-channel capabilities
<b>Results</b>	<ul style="list-style-type: none"><li>• 4X campaign productivity</li><li>• 2X increase in channels leveraged</li><li>• Predictive segmentation capabilities</li></ul>	<ul style="list-style-type: none"><li>• 3.5X campaign productivity: from 35 day cycle to 10 days</li><li>• \$150K saved by accelerated migration</li><li>• \$350K saved by switching ESP</li></ul>	<ul style="list-style-type: none"><li>• 3X campaign productivity: from 30 day cycle to 10 days</li><li>• 24 channel integrations</li></ul>	<ul style="list-style-type: none"><li>• 74% lower campaign time to market</li><li>• 100% of new campaigns span multiple channels</li></ul>

# Year One Impact: Forrester TEI Report



**\$635K**

License + resourcing savings from replacing legacy solution



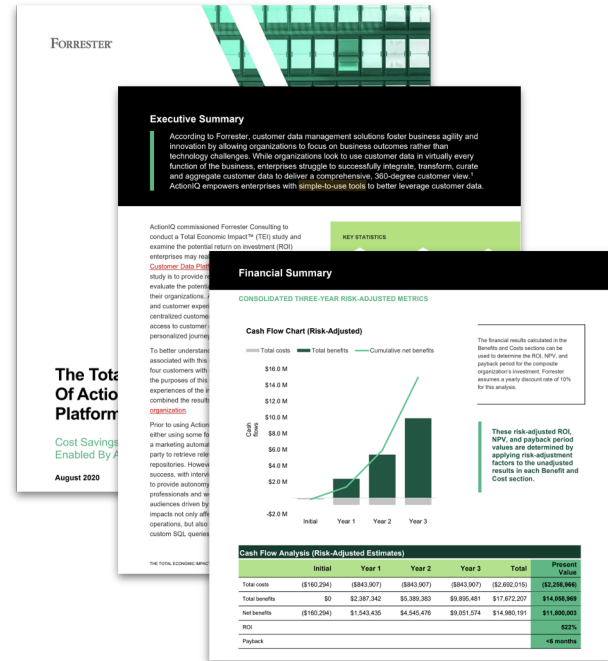
**\$670K**


Incremental campaign revenue



**\$320K**

Efficiency gains for data analysts & marketers in first year





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



Thank you!