



Keynote Presentation | [Digital Strategy] No Customer Left Behind: A Digital Strategy to Maximise Your ROI



TOM BIANCHI

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ACOUIC No Customer Left Behind: Digital Strategies to Optimize Your ROI

Tom Bianchi SVP Product and Solution Marketing

Today's Speaker



Tom Bianchi

SVP Product & Solution Marketing, Acquia



- **1.** The ROI Conundrum
- **2. 5** Do or Die Digital Strategies
- 3. Make Your CFO Smile





The ROI Conundrum



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We can't be obsessed or seduced by data. At the end of the day that emotional response is still a necessity."

Joseph Tripodi, CMO, Coca-Cola (Retired)

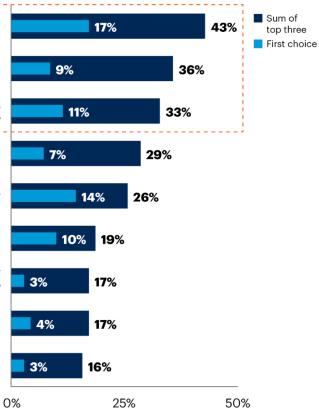
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No Customer Left Behind Marketing priorities for 2024

How do we measure our impact and prove marketing's 17% value to the business? How can we modernize our marketing capabilities and 9% organization to meet the needs of our function's future? How can we orchestrate customer journeys across 11% multiple digital and non-digital channels? How should we allocate our resources for the most 7% impact? How can we create differentiated market positioning? 14% How can we maximize the value of existing customer 10% 19% relationships? How can we demonstrate returns and justify funding for 3% 17% brand investments?

How do we improve cross-functional operating models and governance structures?

How can we remain strategic and resilient in the face of ongoing disruption?



top three

No Customer Left Behind 5 Do or Die Digital Strategies



Boost Conversions



Rising Costs of Digital

28%

Increase in average CPC on Google from 2020 to 2024



Google CPC Cost

| <u> </u> | | |
|----------|---|---|
| Google | average cost per click google 2024 versus 2020 X 🦊 🔅 🤇 | |
| | | |
| | All Images News Videos Web Books Maps : More Tools | 5 |
| | | |
| | Al Overview | |
| | The average cost per click (CPC) for Google Ads in 2024 is higher than in | |
| | 2020: | |
| | 2020: The average CPC was \$1.98 | |
| | 2024: The average CPC is \$2.53 | |
| | | |
| | The cost of Google Ads varies depending on several factors, including: | |
| | The keywords you target | |
| | Your industry | |
| | | |
| | | |
| | Show more 🗸 | |
| | | |

https://www.wordstream.co m/blog/ws/2015/05/21/howmuch-does-adwords-cost



Google CPC Cost

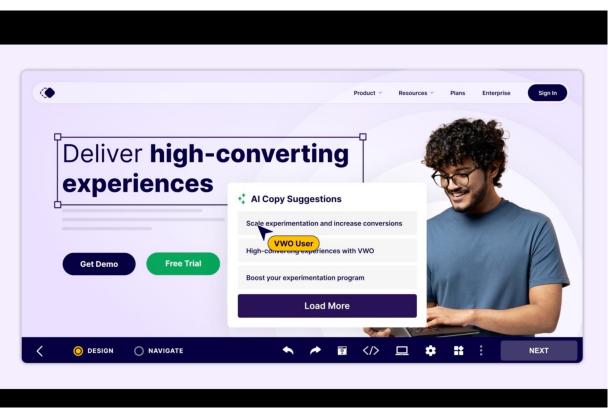
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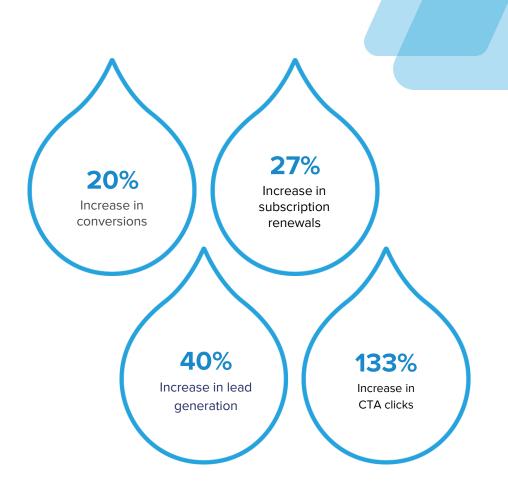
Acquia Convert - Testing: A/B



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What is the Impact

- Higher Conversions
- Improved Renewal Rate
- More Leads
- Increase CTA clicks



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Protect User Privacy

2



Protect Customer Privacy

40%

Of customers say they don't trust brands with their personal data



Google U-turn - What now?

 B
 B
 C
 Sign in
 Home
 News
 Sport
 Sport
 Player
 Sound

 NEWS

 Home
 InDepth
 Israel-Gaza war
 US election
 Cost of Living
 War in Ukraine
 UK
 World
 Business

 Technology
 Education
 Education
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 Education

Google U-turn over long-running plan to ditch cookies



Chris Vallance Technology reporter

23 July 2024 · 🗭 195 Comments

In a surprise move Google has abandoned a plan it first announced four years ago to block third-party cookies from its Chrome internet browser.

Is this really the best for the consumer?

Will this erode customer trust?

What will this mean for advertising costs?



What's Working?

Value Exchange

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Optimize for Al (and Search)

3



Optimize for AI (and Search)

93%

Of digital customer journeys begin with a search.

12%

Increase in search traffic that no longer clicks through, because of AI answers in search engines



No Customer Left Behind Acquia SEO

Get real-time SEO insights and recommendations as you write, ensuring your content is optimized to succeed —even before you publish.



2

Write Better Content, Faster

Write better content in less time with real-time guidance, from additional keyword opportunities to heading and body copy suggestions, as you write.

Ensure Your Content Resonates

Use AI to assess how well your content answers your audience's questions (based on Google's People Also Ask results) and suggestions on how to improve.

3

Publish with Confidence

Make more informed decisions and align multiple reviewers on content the first time around so it can start driving value and gaining traffic ASAP.

| | URL you want to import (optional) | Google (US / English) 🗢 |
|---|---|---|
| ie to Content Guidance | Ham and Cheese Sandwich – April '23 Blog 🧳 | |
| Primary Keywords to Target | Title tag | ✓ Target topic X Tag length |
| Target one of these keywords with higher search volum instead: 40% of top pages also rank for these keywords | A Perfect Ham and Cheese Sandwich Something About Sandwich | hes |
| Keyword Volume In You ham and cheese sliders 60.5K | Meta description | ✓ Target topic ✓ Tag length |
| Q ham and cheese sliders 60.5K A ham and swiss sliders 8.1K | IN show you the statiest way to which up a classic blam and Cheere | Sandwich, the classic combo. |
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No/Low Code for Speed



Content Creation Challenge

83%

of marketers say their organization is under pressure to deliver marketing content differently to ensure they stand out



Saborvin

Discover the Flavors of Tuscany: A Wine Lover's Journey

— Join us for an unforgettable 4-day wine adventure through the rolling hills of Tuscany, one of Italy's most renowned wine regions. This exclusive journey will take you deep into the heart of the countryside, where time-honored traditions meet modern winemaking excellence. Whether you're a seasoned connoisseur or a budding enthusiast, this trip will immerse you in the rich flavors and cultural heritage of Tuscany's most famous vineyards.

Tour Highlights

- 1st October 2024 4th October 2024
- 4 nights
- · Private tastings, ca 10
- 3 gourmet lunches
- · 2,800 euro
- Chianti
- Brunello di Montalcino
- Montepulciano
- Tuscany
- · Expert wine guide

Book Now!

Book here!

Upon arriving in Tuscany, settle into your luxurious accommodation nestled among the scenic vineyards. The evening begins with a welcome dinner at a renowned local trattoria, where you'll enjoy authentic Tuscan cuisine paired with some of the region's finest wines. This is your introduction to the bold flavors and vibrant culture that will define your journey.



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Sack to site Administration / Content ☆ Shortcuts Q Go to Announcements Content 🖈 + Add content + Import with AI Media Content Blocks Scheduled content Overview Moderated content Title Content type **Published status** - Any -V - Any -V Filter Title ----Content type -Author Status F Updated \uparrow Operations The Magic of Mosel Wine Tour admin Published 09/16/2024 - 16:28 Edit 🗸 The Dark (and Delicious) Side of Tempranillo Wine Tour admin Published 09/16/2024 - 10:30 Edit 🗸 Vivinos Location 09/16/2024 - 07:00 Edit 🗸 admin Published Building a blog using Drupal 09/14/2024 - 09:35 Edit 🗸 Blog post admin Published Starshot: a journey beyond the horizon Blog post Published 09/14/2024 - 09:35 Edit 🗸 admin Action: Apply to selected items No items selected - Select - \checkmark

Drupal Agent Chatbot

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Acquia Customer: KitKat





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Build Accessible Digital Experiences

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Acquia 2024 Survey Report: Consumer Experiences & Perspectives on Digital Accessibility

Participants

US, UK and Australia



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User Experience Research Results

89%

encounter accessibility issues that make it hard to interact

These experiences most often leave users feeling frustrated (71%), disappointed (58%), and angry (24%).



CMO Connect: No Customer Left Behind

The State of Accessibility



Gartner

McKinsey & Company McKinsey & Company



EU Disability Act - June 2025

57M

People have some sort of disability that affects their ability to use a website



No Customer Left Behind Make Your CFO Smile



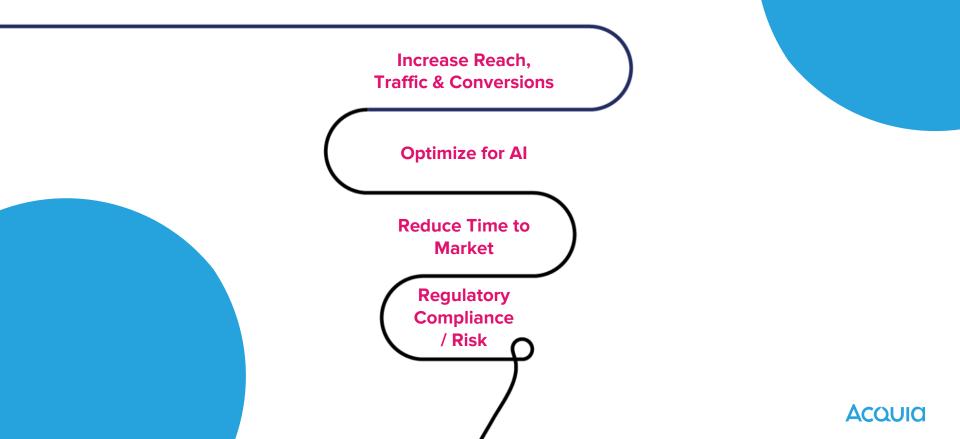
The Revenue Gain of Accessibility

\$3.9M

in potential increased evenue due to accessibilit



ROI = A Truly Productive Customer Journey



Let's not leave any customer behind and maximize our marketing spend





Digital Experience Optimization



Free Scan!



Thank you!

