PLENARY

THE MARTECH SUMMIT | 12 & 13 November 2024
Convene 155 Bishopsgate London

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

Acquia

TOM BIANCHI

SVP Product & Solution Marketing
Acquia

Acquia

No Customer Left Behind: Digital Strategies to Optimize Your ROI

Tom Bianchi
SVP Product and Solution Marketing

No Customer Left Behind

Today's Speaker

Tom Bianchi

SVP Product & Solution Marketing, Acquia

Acquia

No Customer Left Behind

Agenda

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

Acquia

No Customer Left Behind

The ROI Conundrum

Acquia

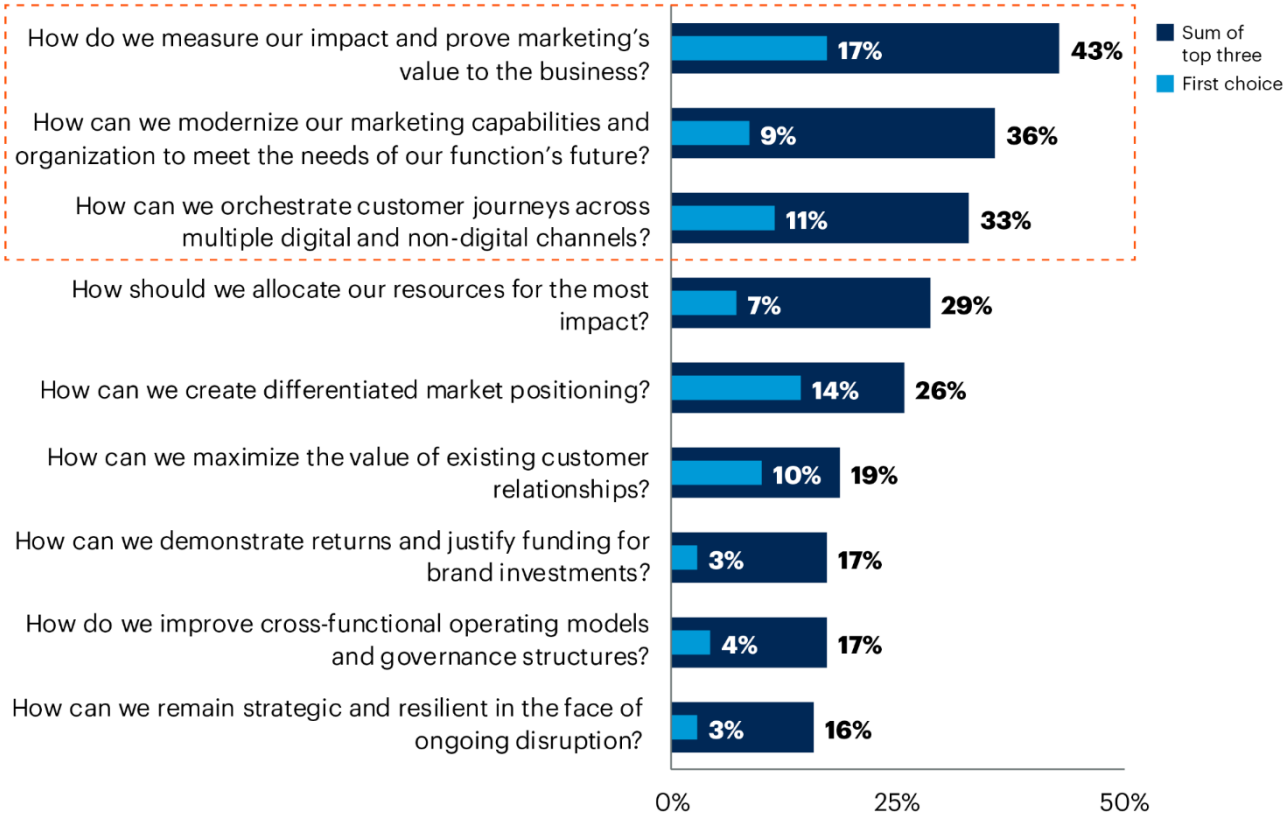
We can’t be obsessed or seduced by data. At the end of the day that emotional response is still a necessity.”

Joseph Tripodi, CMO, Coca-Cola (Retired)

Acquia

No Customer Left Behind

Marketing priorities for 2024



Acquia

No Customer Left Behind

5 Do or Die Digital Strategies

Acquia

1

Boost Conversions

Acquia

No Customer Left Behind

Rising Costs of Digital

28%

Increase in average CPC on Google from 2020 to 2024

Acquia

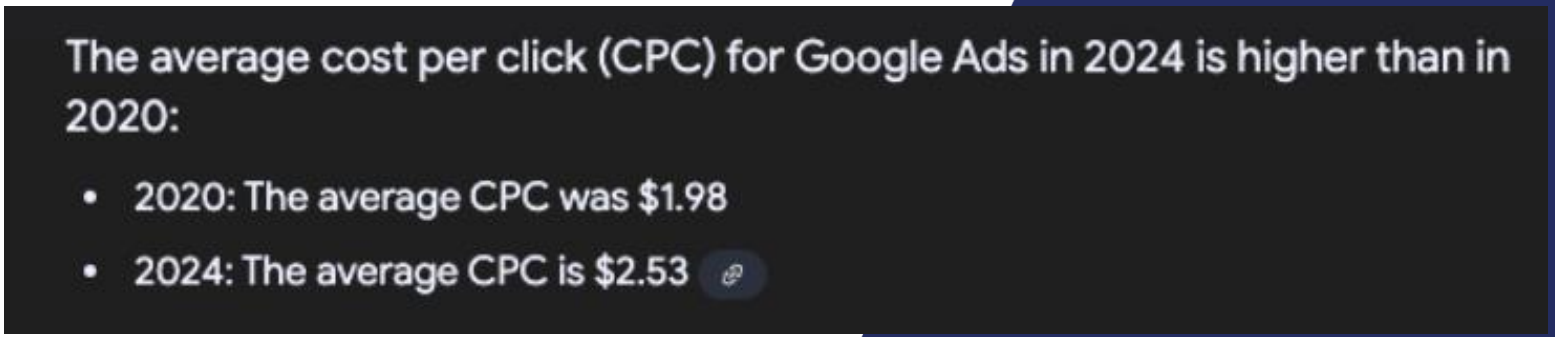
No Customer Left Behind

Google CPC Cost

https://www.wordstream.com/blog/ws/2015/05/21/how-much-does-adwords-cost

No Customer Left Behind

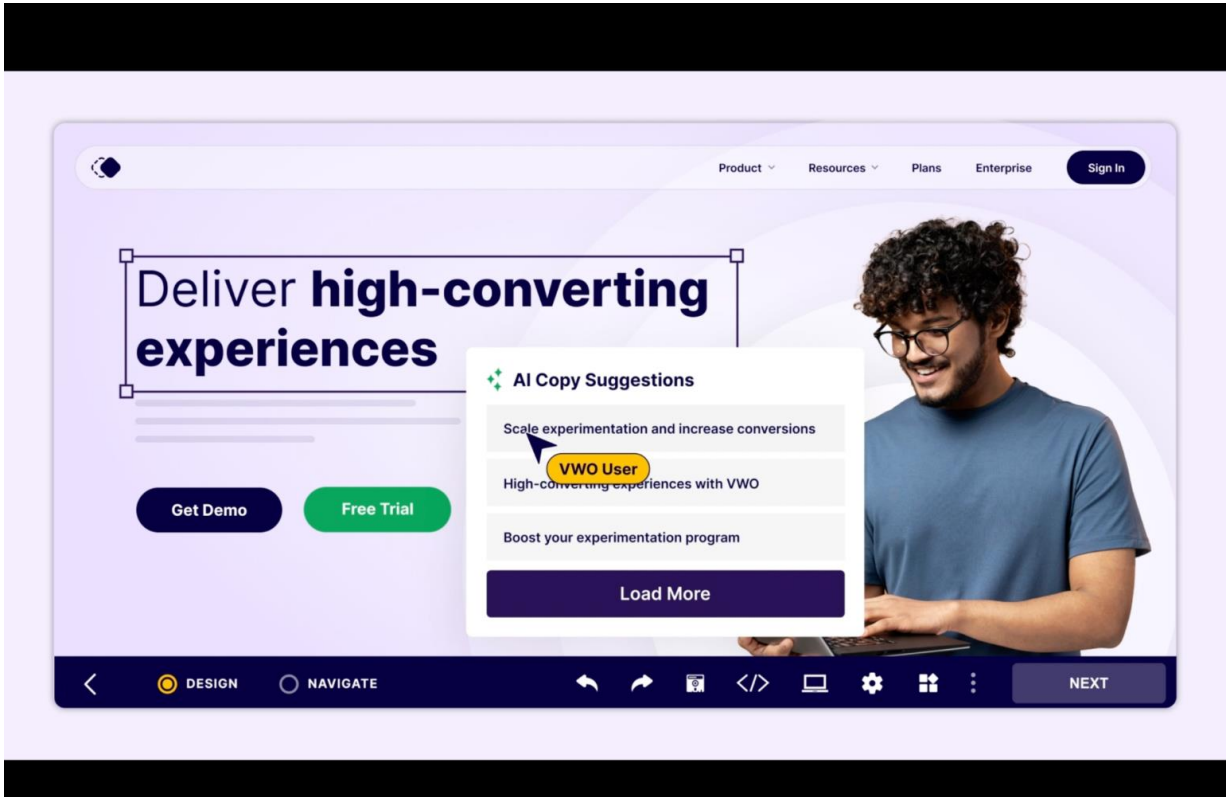
Google CPC Cost



https://www.wordstream.com/blog/ws/2015/05/21/how-much-does-adwords-cost

No Customer Left Behind

Acquia Convert - Testing: A/B

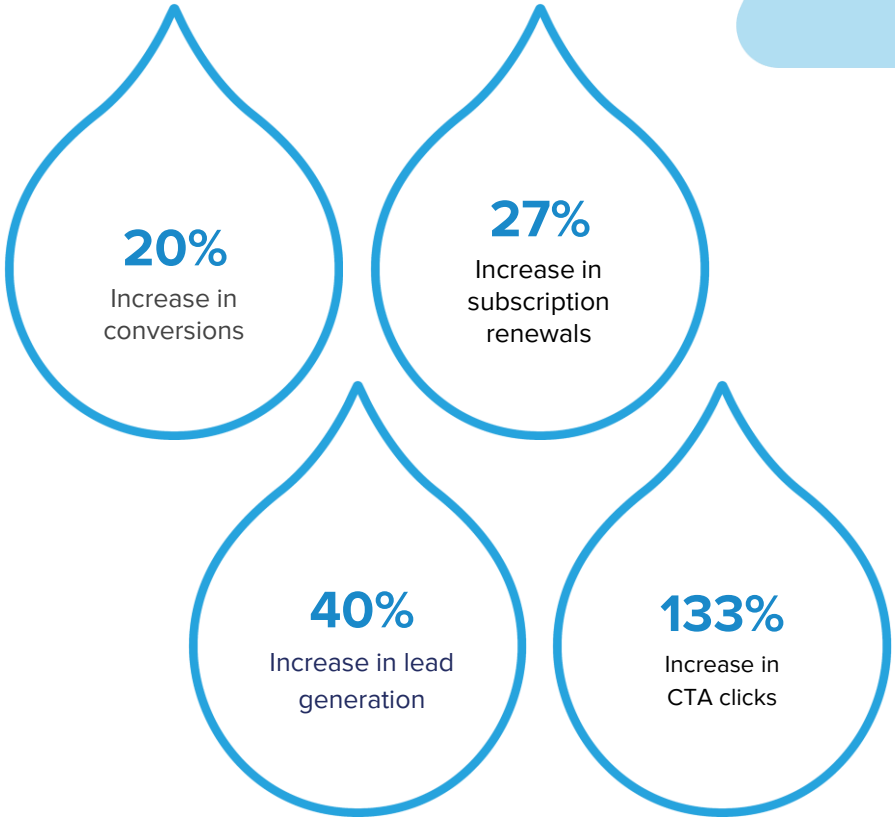


Acquia

No Customer Left Behind

What is the Impact

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



Acquia

2

Protect User Privacy

Acquia

No Customer Left behind

Protect Customer Privacy

40%

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

Acquia

No Customer Left Behind

Google U-turn - What now?

BBC Sign in Home News Sport Weather iPlayer Sound

NEWS

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

Technology

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

GETTY IMAGES

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?

Acquia

What's Working?

Value Exchange

3

Optimize for AI (and Search)

Acquia

No Customer Left Behind

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

Acquia

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.

1 Write Better Content, Faster

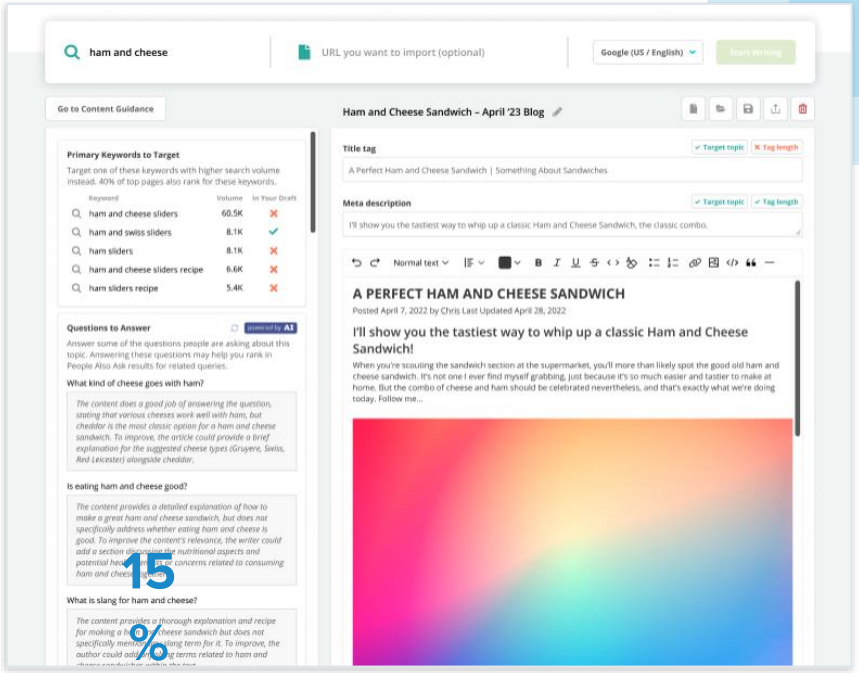
Write better content in less time with real-time guidance, from additional keyword opportunities to heading and body copy suggestions, as you write.

2 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.



15% reduction in paid media spend thanks to site improvements

54% increase in traffic from SEO & site health improvements

25% increase in content published with the same workforce

Acquia

4

No/Low Code for Speed

Acquia

No Customer Left behind

Content Creation Challenge

83%

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

Acquia

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.

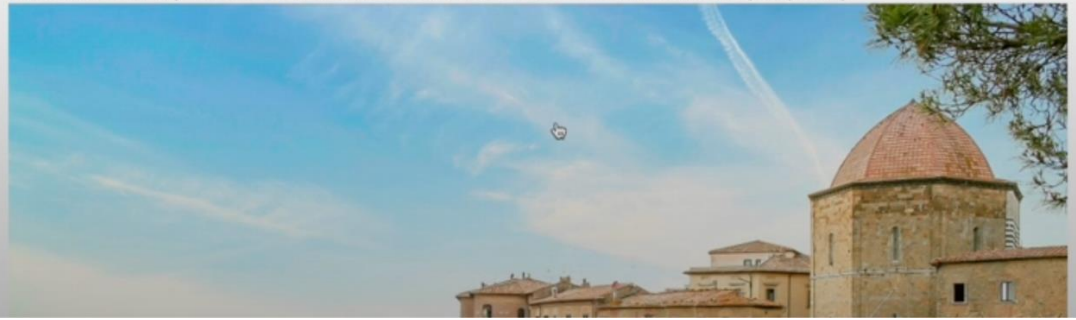
Tour Highlights

- 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.



Acquia

Content

+ Add content + Import with AI

Content Blocks Media

Overview Moderated content Scheduled content

Title | Content type | Published status

- Any - | - Any - | Filter

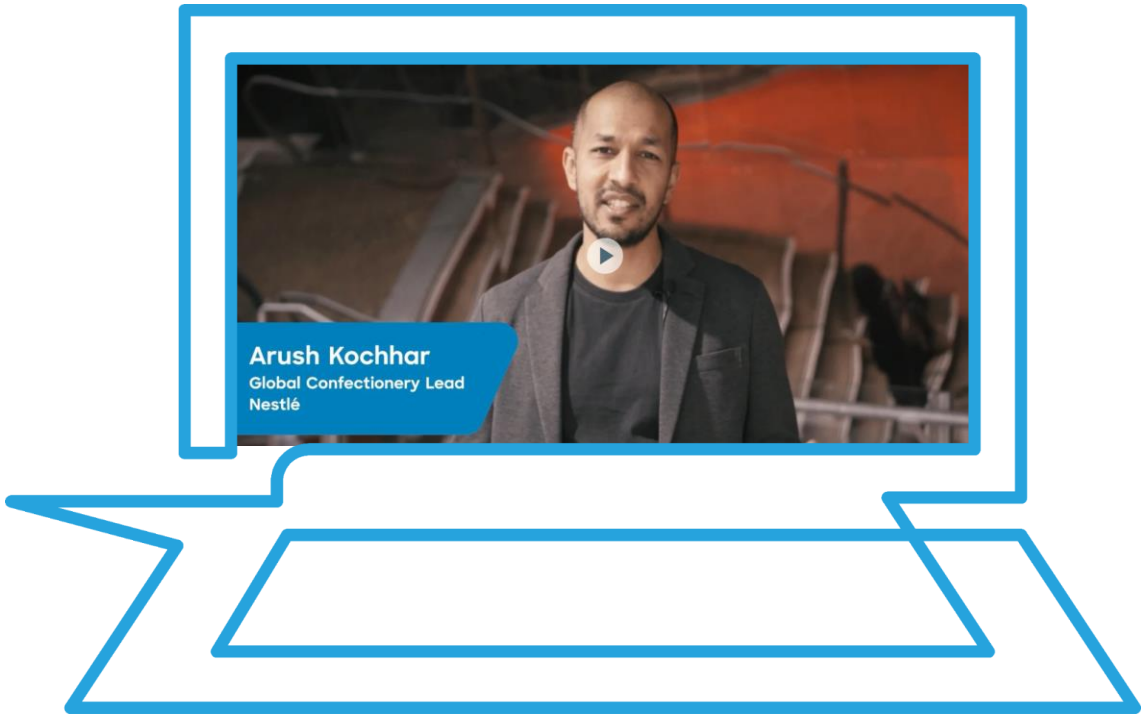
Title	Content type	Author	Status	Updated	Operations
The Magic of Mosel	Wine Tour	admin	Published	09/16/2024 - 16:28	Edit
The Dark (and Delicious) Side of Tempranillo	Wine Tour	admin	Published	09/16/2024 - 10:30	Edit
Vivinos	Location	admin	Published	09/16/2024 - 07:00	Edit
Building a blog using Drupal	Blog post	admin	Published	09/14/2024 - 09:35	Edit
Starshot: a journey beyond the horizon	Blog post	admin	Published	09/14/2024 - 09:35	Edit

No items selected Action: - Select - Apply to selected items

Drupal Agent Chatbot

No Customer Left Behind

Acquia Customer: KitKat



Acquia

5

Build Accessible Digital Experiences

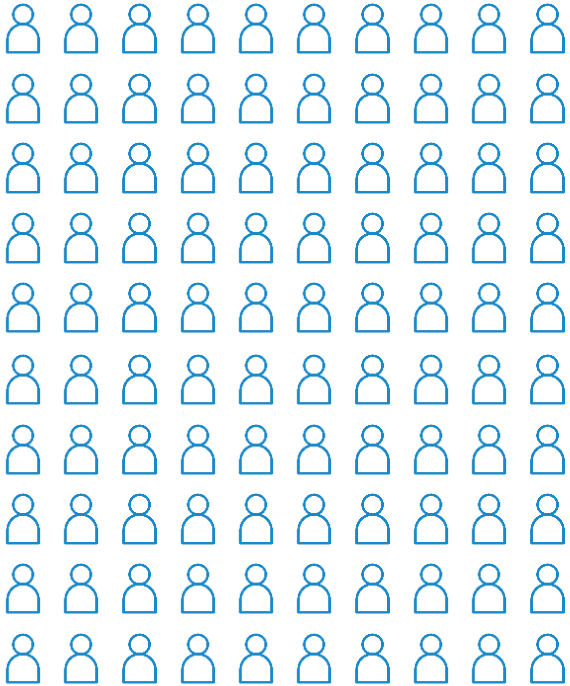
Acquia

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

1200

Participants

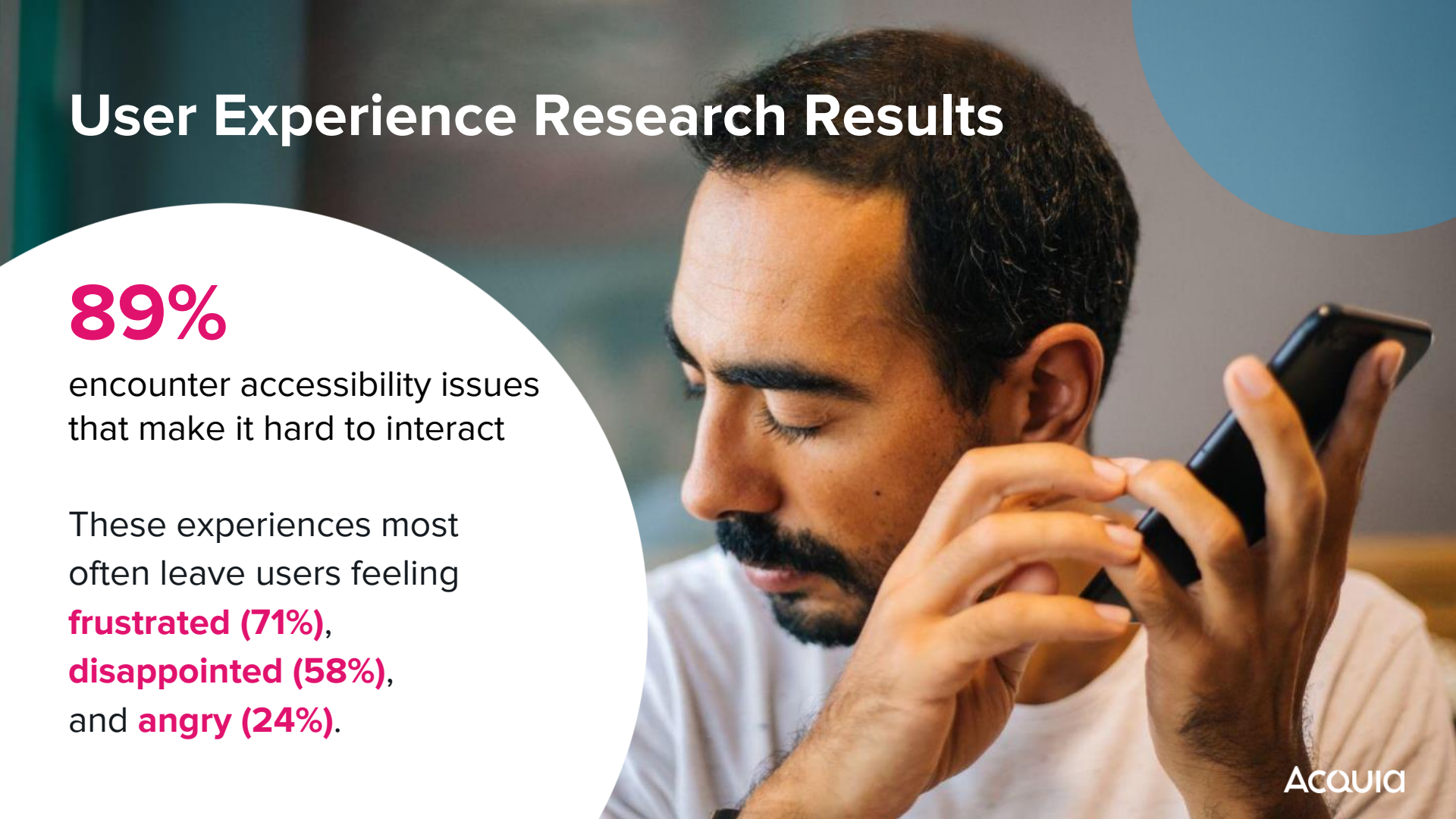
US, UK and Australia



Accessibility Report 2024 >

Acquia

User Experience Research Results



89%

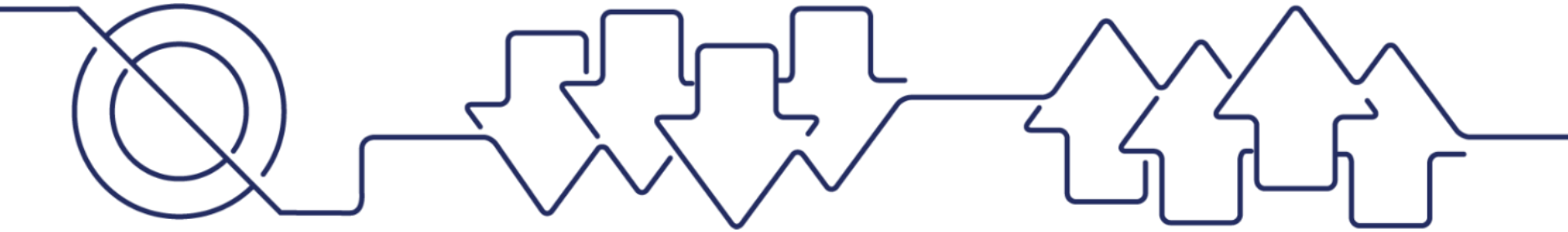
encounter accessibility issues that make it hard to interact

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

Acquia

CMO Connect: No Customer Left Behind

The State of Accessibility



17%

of their total addressable market[1]

Gartner®

$6.9

billion annually

McKinsey & Company

2030

McKinsey & Company

1. Market Guide for Digital Accessibility, Feb. 2023

Acquia

No Customer Left Behind

EU Disability Act - June 2025

57M

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

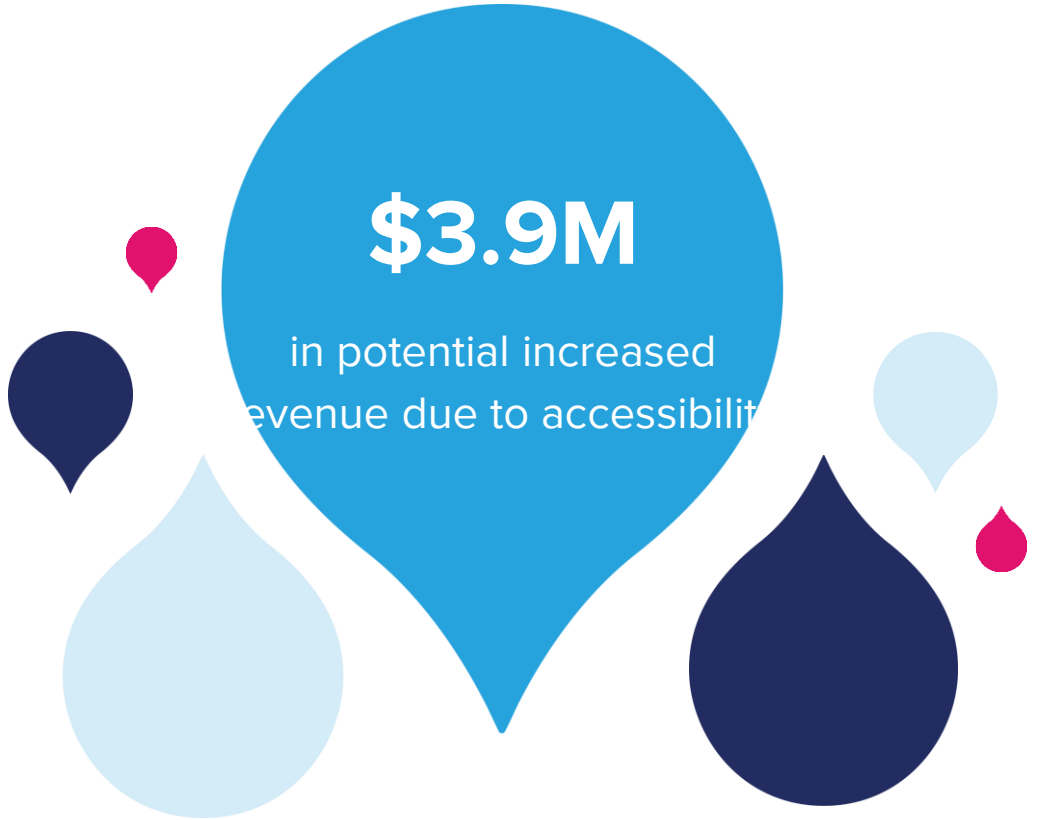
Acquia

No Customer Left Behind

Make Your CFO Smile

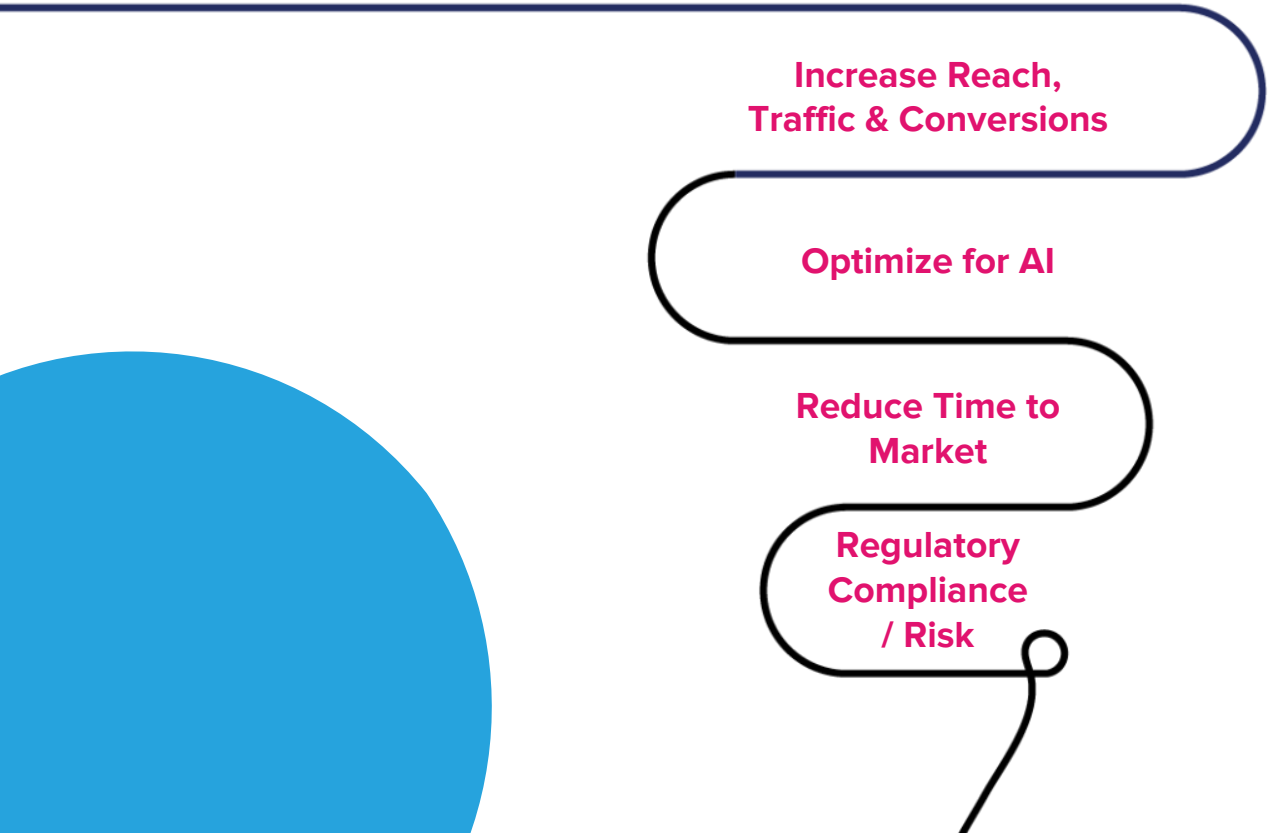
Acquia

The Revenue Gain of Accessibility



Acquia

ROI = A Truly Productive Customer Journey



Acquia

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

Acquia

Digital Experience Optimization

Free Scan!

Acquia

Thank you!

Acquia