



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



#### **TOM BIANCHI**

SVP Product & Solution Marketing Acquia

# 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



66

## 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)

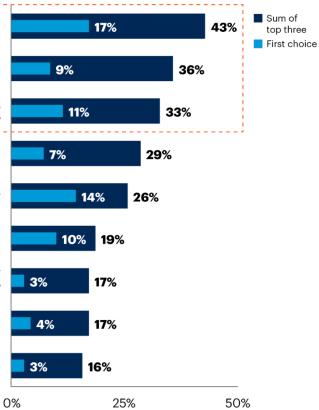
Acquia

#### No Customer Left Behind Marketing priorities for 2024

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**

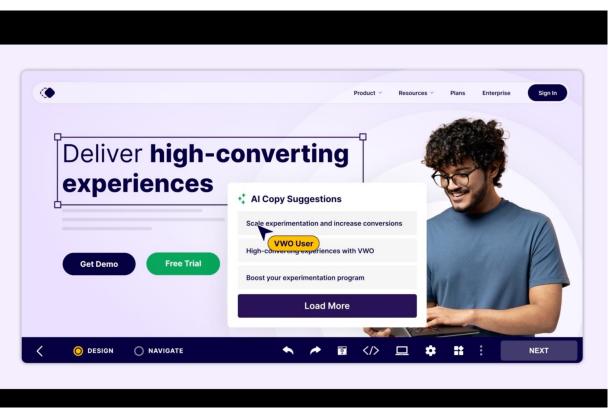
The average cost per click (CPC) for Google Ads in 2024 is higher than in 2020:

- 2020: The average CPC was \$1.98
- 2024: The average CPC is \$2.53 @

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



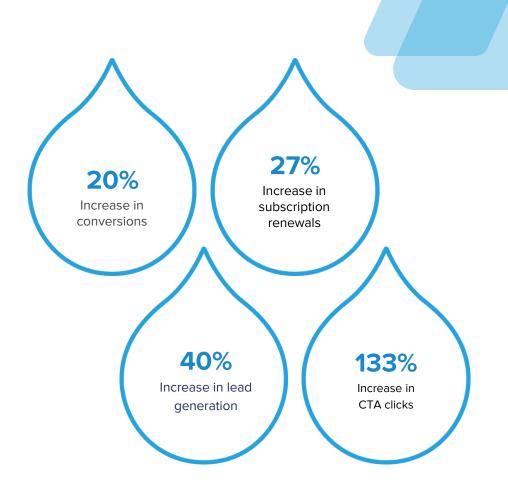
### Acquia Convert - Testing: A/B



Acquia

### What is the Impact

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



Acquia

# **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
 Education
 Education
 Education
 Education
 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

00000

# **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.
Q, ham sliders 8.1K		and the second second second
Q, ham and cheese sliders recipe 6.6K     D, ham sliders recipe 5.4K		- 0 % II II @ M 0 4 -
topic. Answering these equations may help you rank in People Allow Air results of restated granus. What Kind of cheese goes with hum? The content date a good job of moreining the question, barring that versions there are all with hum, but analysis. To improve, the article could provide a tirr? equilimation of the suggested cheese speet (disperse, Sae Ard Lacester) alongsite cheation; Is eating ham and cheese good?	When you're excluding the sandwich section at the supermarket, cheese sandwich. This no one is ever find my eligit grabibility, pitch home. But the combo of cheese and ham should be celebrated in today. Fallow me	cause it's so much easier and tastier to make at
The contra provides a detailed regularization of how to make a grant hann on there say and out, but does not specifically indexes whether easing hom and charses in order a section of constant references in white can append a section of constant references in white can append a longer of the constant references in the harm onto there are an easing the constant harm onto there are an easing the constant harm onto the section of the section of the constant harm onto the section of the section of the section harm onto the section of the section of the section harm onto the section of the section of the section harm onto the section of the section of the section applied of the section of the section of the section applied of the section of the section of the section applied of the section applied of the section of the section of the section of the section of the section of the section of t	ne	
make greet ham ond (heres sundaric), but does not specifically address whether earlies from and cheers is good. To improve the content's inference, the writer con odd's a section devices the multimode spectra and patential heat, not parts concerns related to consume ham and these specifically address is specifically address of the What is slam for ham and herese?	ng te	25%
make a great ham out chees sunderich, but deen nit appectfollty, autores whether earling them out cheese is good. To improve the content's relevance, the writer can did a section dream maintening during a during the main of cheese is the content's related to consume ham of cheese is the content's related to consume ham of the cheese is the content's related to consume the mainting of the section of the content of the provide the content of the content of the provide the content of the content of the section of the content of the content of the section of the content of the content of the section of the content of the content of the content section of the content of the content of the content section of the content of the content of the content of the section of the content of the content of the content of the section of the content of the content of the content of the section of the content of the content of the content of the section of the content of the content of the content of the section of the content of the content of the content of the section of the content of the content of the content of the section of the content of the content of the content of the section of the content of the content of the content of the section of the content of the content of the content of the section of the content of the content of the content of the section of the content of	<sup>w</sup> 54%	25%
In the great ham and chees subjects, but does not have be construct relevant, the water could be and chees is have be construct relevant, the water could be and the set of the construct relevant. The construct relevant is the construct relevant is the construct relevant relevant is the construct relevant rel	ng te	25% increase in
In the grant ham out dress studiets, but does not be appendixed on the second stress of the s	<sup>w</sup> 54%	
In the grant ham ond cheese stundent's, but oben and there are informed the context relevant, the order of cheese in the order of the context relevant, the	54% increase in	increase in
In the grant ham and chees students, but den and the students in the source is relevant. But den and the student is the source is relevant, the order of the source is the source is relevant. The source is the sou	54% increase in traffic	increase in content
In the grant ham and cheese students, but oben and there is the process of the sector students of the sector stude	54% increase in traffic from SEO &	increase in content published
In the grant ham and chees students, but does not appendix that the student st	54% increase in traffic from SEO & site health	increase in content published with the
In the provide the order of the strength of of the st	54% increase in traffic from SEO & site health improvement	increase in content published with the same

veme

ЛС

# 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.



#### Acquia

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

8

 $\oplus$ 

 $\Theta$ 

Q

ß

ê

ථ

\$

22

Θ

 $\odot$ 

0

>

### Acquia Customer: KitKat





•

# Build Accessible Digital Experiences

5



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

Participants

US, UK and Australia



Acould

### **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

**57**M

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



### No Customer Left Behind Make Your CFO Smile



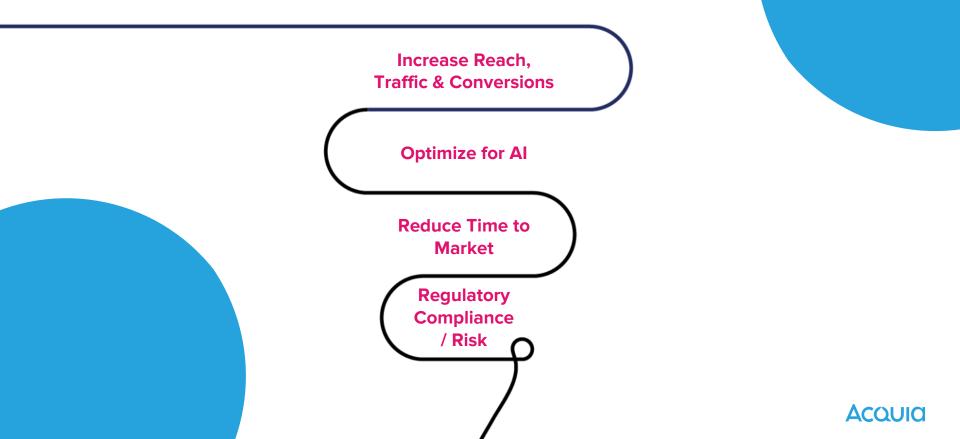
### The Revenue Gain of Accessibility

\$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!

