

MessageGears™ vs. **acoustic**

One of the hardest parts of filling out your martech stack is understanding how different providers compare. Here's how **MessageGears** and **Acoustic** stack up.

MessageGears™

Fast Implementation

MessageGears customers routinely begin sending full, personalized cross-channel messaging campaigns within a few weeks of starting onboarding.

Direct Data Connection

The **MessageGears** platform lives wherever your data lives in order to give you real-time access to it for personalization.

White Glove Service Included

At **MessageGears**, we're fully committed to providing every customer with one-to-one, dedicated service for no cost. It's just the way we do business.

Custom Reporting

With data from **MessageGears** Real-Time Event Feed written back to your data warehouse, you can customize reports to best suit your business needs.

acoustic

Months of Onboarding

It takes many users an average of 6-9 months to fully migrate onto the **Acoustic** platform, costing you precious time and money during the process.

Ship your Data to the Cloud

Because **Acoustic** forces users to copy and ship customer data up to their cloud in order to use it, you lose valuable time that a direct data connection could rectify.

Premium Service if You Pay for it

Acoustic will provide their version of premium service, but you'll pay tens of thousands more money, and the quality of it is hard to predict.

Lack of Basic Reporting Features

Gartner Peer Insights users most frequently cite reporting as the biggest pain point with **Acoustic**, and it's a major oversight

Visit MessageGears.com to learn more and see how you can get a free proof-of-concept or personalized demo of our products.

Advantages of MessageGears



Direct Data Access

- With direct integrations to all leading modern data warehouses, you can use your data wherever it already lives.
- No prescribed schema means no complex mapping exercises, saving tons of time
- Personalize cross-channel messages based on any customer data quickly, securely, at-scale and in real-time.



Quick Onboarding

- Easy onboarding within a few weeks enables you to get to work, fast.
- Because we're connecting directly to your data, there is no prescribed schema and no complicated setup.



Premium Service at No Cost

- White glove service to each and every customer is standard at MessageGears. We'll never charge you more for it.
- You will have a dedicated Customer Success rep from the start, and be able to get assistance 24/7. We are invested in your success around the clock.

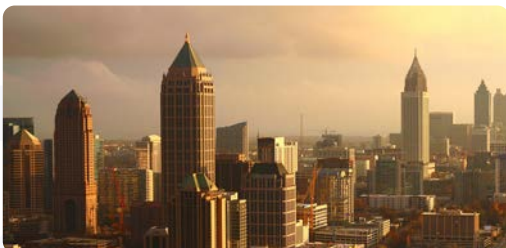


Custom Reporting for Dynamic Measurement

- Without strong reporting, you can't understand if your marketing efforts are working or plan effectively for the future
- With data from MessageGears Real-Time Event Feed written back to your data warehouse, you can customize reports to best suit your business needs.

Ready to amp up your marketing?

About MessageGears



MessageGears is the only data-connected customer engagement platform built for enterprise brands that market to millions of customers. By utilizing a direct connection to your modern data warehouse, MessageGears enables you to build stronger relationships through personalized, real-time interactions across every channel and makes it easy to adjust to ever-changing customer needs and expectations. Join leading brands like Expedia, Rakuten, T-Mobile, and OpenTable in the next wave of customer marketing. Learn more and get started at messagegears.com.