

# 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](https://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](https://messagegears.com).