Euromoney Learning Solutions reaches customers with relevant offers.

International training organization uses Adobe Campaign to fully automate personalized email campaigns.

“We're delivering new levels of personalization...for a fraction of the time and effort.”

Carlos Doughty, Marketing Director, Euromoney Learning Solutions

**SOLUTION**
Adobe Campaign solution within Adobe Marketing Cloud

**RESULTS**

**AUTOMATED TASKS**
Increased marketing efficiency and saved marketers at least ten hours a week by automating daily tasks

**DETAILED SEGMENTS**
Expanded reach by increasing the number of segments from 8 to 35, plus nearly 100 regional variants of each segment

**NEW OPPORTUNITIES**
Freed marketers to work on value-added tasks, such as deeper analysis and product development that leads to new business opportunities

**POSITIVE RESPONSE**
Lifted response rates by 20.3%
Training professionals worldwide

For over 60 years, Euromoney Learning Solutions has been delivering specialist training across the financial, energy, and legal sectors. The group has recently expanded its portfolio into metals, government, infrastructure, and insurance training. Some of the most popular courses include Loan Documentation, CFO Academy, Project Finance School, and Women in Leadership.

The business is recognized the globe over, having trained more than 250,000 professionals across 66 different countries. A complete range of learning solutions is offered, including public courses, eLearning, and bespoke in-house training solutions. The business boasts an impressive average 96% and 95% rating on service and product offering respectively (awarded Gold status as a Trusted Merchant by Feefo). The group is also accredited by the British Accreditation Council and CPD.

Previously, the company used an in-house tool to develop basic audience segments for email, direct mail, and sales team outreach based on website behavior and past purchases, but marketers longed to dive deeper. “Our existing direct marketing program involved extensive manual work and analysis for our team,” says Carlos Doughty, Marketing Director at Euromoney Learning Solutions. “We have a lot of business intelligence on hand, including a quarter century of historical data, and we knew there had to be a way to leverage our intelligence and provide customers with personalized, relevant offers.”

Euromoney Learning Solutions tested several campaign management solutions, but Adobe Campaign, a solution within Adobe Marketing Cloud, delivered the automation and marketing productivity advantages the organization was looking for. With Adobe Campaign, marketers can easily develop dynamic campaigns and manage dozens of segments in order to scale cross-channel marketing outreach to customers without a burden on marketing or technical resources.

“We’re delivering new levels of personalization through email, direct mail, and through our sales team for a fraction of the time and effort,” says Doughty.

Improving efficiency through automation

Euromoney Learning Solutions uses Adobe Campaign as a cloud solution and relies on Apteco FastStats Discoverer to mine data for upload into the solution. For email outreach, Adobe Campaign streamlines marketing campaigns, automating analysis, the generation of email copy, and delivery. Working from a simple template and workflow, Campaign identifies the best segment for each customer and dynamically populates the email template with relevant courses based on analysis of each segment.
For outreach to customers using direct mail, Euromoney Learning Solutions easily and efficiently extracts the segment and campaign data into a file that is provided to its outsourced direct mail vendor, enabling consistent and relevant offline customer communications. Additionally, the organization uses Adobe Campaign to export data into its CRM system to enable the sales team to provide customers with information on relevant training courses over the phone. This cross-channel marketing effort is orchestrated using Adobe Campaign.

"We're working ten times faster and saving ourselves at least ten hours every week managing our email campaigns alone," says Laura Merton, Global Marketing Manager at Euromoney Learning Solutions.

With Adobe Campaign, marketers no longer spend their time manually analyzing segments, flipping through course schedules to find relevant courses, or copying course information into emails. "Adobe Campaign frees up our marketers to spend more time on skilled tasks, such as doing deep-dive analysis into segments or working with our product development team on new opportunities," says Doughty.

**Developing focused audience segments**

"By streamlining and automating campaigns, we increased the number of managed audience segments from 8 to 35—plus about 100 regional variants for each segment," says Doughty. "This level of segmentation would be impossible without the efficiencies gained by automation."

Adobe Campaign integrates with Euromoney Learning Solutions’ systems, importing as XML feeds real-time website information, historical registration data, and data mining results to offer a complete view of customers. The XML feeds also include all Euromoney Learning products that have unique IDs, product names, product details, and corresponding URL links.

To automate creating emails from captured content, Campaign calculates which courses may interest each segment, preferred course venues depending on the customer’s country of origin, and even the optimum lead time to notify customers about upcoming courses.

"Our robust marketing efforts generate millions of emails per year, and Adobe Campaign transforms generic messages into messages that are personal and relevant," says Doughty. "We can reach smaller segments that were previously too difficult to target, expanding our reach and level of engagement."
SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign solution. Capabilities used include:
  - Visual campaign orchestration
  - Integrated customer profile
  - Cross-channel execution
  - Targeted segmentation

Relevant courses yield higher responses

While Adobe Campaign raises marketer efficiency, the increased personalization has also led to a significant lift in response rates. Customers have commented that the information they receive is more tailored to their interests, which develops excitement in the courses.

Adobe Campaign also pulls course data live from the website, eliminating course inconsistencies and providing customers with current information. When working manually, marketers would previously spend several days mining data, analyzing results, selecting courses, and drafting campaign emails. The details of a featured course might change by the time an email reached the customer.

"Adobe Campaign enables us to send the most accurate information possible and provide customers with more positive interactions," says Doughty. "Our initial goal with Adobe Campaign was to improve internal efficiencies, but the tailored messaging has provided us a win in our response rate as well."