Adobe Campaign
Cross-channel marketing for a digital world

Adobe Campaign provides best-in-class campaign, offer, and personalization management capabilities for intuitive, touch-friendly marketing automation across all channels—digital and traditional. Adobe Campaign addresses a key challenge for marketers: how to build and extend relationships with their customer base to drive top-line revenue growth and ROI.

Since moving from house list campaigns to highly targeted, personalized messages with Adobe Campaign, C Spire has seen a significant boost in email engagement. Open rates have increased nearly 41% while click-through rates are up 25%. In addition, email deliverability is approaching 97%.

Business challenges

Marketing has changed for good. Brands operate in a world where customers call the shots. In today's digital world, customers expect consistent and personalized experiences delivered wherever they are and however they choose to receive them. But marketers continue to frustrate them with an onslaught of disconnected, irrelevant communications. To win, marketers must engage their customers in meaningful conversations and deliver value across a broad range of channels.

Marketing to the connected customer isn't about simply executing campaigns via email, mobile, social, and other channels. It's about delivering experiences, offers, and messages that are consistent, relevant, and uniquely tailored to the customer's context, needs, preferences, and behaviors. Whether a customer opens a direct mail piece, receives a follow-up email, clicks through to a website, likes a brand on Facebook, or checks a mobile device, the entire marketing experience should be orchestrated to anticipate and adapt to customer expectations.

Marketers are confronted with some fundamental questions.

- How do you create and utilize a single marketing view of the customer to fulfill this expectation?
- How can you orchestrate relevant, consistent, and personalized campaigns across all these channels?
- How do you plan and optimize outbound and inbound marketing campaigns to increase response rates, engagement levels, productivity, and ROI?
- How can you fully own your email strategy and execution and align it with the personalized content on the website?
- How can you ensure that all offers and messages are coordinated and consistent?

The solution

By providing comprehensive campaign and personalization management capabilities, Adobe Campaign helps you plan, automate, orchestrate, and measure marketing communications across channels. Adobe Campaign executes personalized inbound and outbound marketing programs across email, web, social, mobile, direct mail, kiosk, call center, and point of sale channels. More than 400 of the world's most innovative marketers, including Sony Music, Alcatel-Lucent, Sears Canada, and Sephora Europe leverage Adobe Campaign to orchestrate and automate marketing processes, and deliver personalized messages across channels while optimizing business performance.

Key benefits of Adobe Campaign

Increased revenue and business performance
- Build meaningful experiences and improve response rates using fine-grained personalization to deliver the right message to the right person via the right channel.
- Make the most of each customer touchpoint with timely and effective remarketing, cross-sell, and upsell communications at every step of the customer lifecycle.
- Drive top-line revenues by automating and optimizing marketing campaigns for exceptional results.

More engaged customers
- Embrace opportunities for real-time, highly contextual, and personally relevant engagement by sending differentiated and value-focused messages.
- Improve customer satisfaction and reduce opt-out rates. Transform ongoing positive engagement into long-term retention, loyalty, and advocacy.
- Unlock the value of each customer. Grow existing customer relationships emotionally and financially, and invest in profitable clients that bring the greatest value to your business.

Optimized resources and efforts
- Enable productivity gains with end-to-end cross-channel campaign management from design and execution to analysis and optimization.
- Deliver campaigns at scale while containing cost by streamlining and automating marketing processes, without ever sacrificing relevant content.
- Leverage a single marketing view of the customer to efficiently personalize communications and get the greatest returns from your marketing efforts.

Key capabilities of Adobe Campaign

Visual campaign orchestration
- Plan your campaigns across an extended timeline and effectively manage plans, activities, budgets, and results in a single environment that can also be extended and localized for distributed organizations.
- Design your campaigns from audience segmentation, offer, and channel selection to message rendering and testing with a graphically rich, touch interface.
- Automate your campaigns through customer journeys based on their interactions and actions. Adobe Campaign provides powerful ways to automate data management—data capture, extraction, and loading—as well as your internal teamwork processes.
- Measure campaign success and call on descriptive analytics at any stage of the campaign lifecycle. Comprehensive dashboards are available to manage several campaigns at a time. Evaluate cost effectiveness and tie back revenue to the individual campaign level.

Integrated customer profile
- Unify your customer's profile: Track every activity in a consolidated view, and maintain an institutional memory of the customer.
- Market to the customer, not to the channel. Adobe Campaign integrated customer profiles contain preferences, purchase behavior, loyalty, and value data to target individual customers across programs—cross-sell, upsell, loyalty, and retention.
- Tap into the Adobe Marketing Cloud rich view of digital behaviors to produce an unparalleled master marketing profile that drives highly personalized marketing.

Targeted segmentation

- Target very specific audiences in campaigns with sophisticated list selections and an intuitive touch interface.

- Use information from the integrated customer profile such as consumer interests or channel preferences to define custom audience segments.

- Automate and adapt targeting strategies based on changing consumer preferences and behaviors that builds and sustains customer lifetime value.

Cross-channel execution

- Take advantage of Adobe Campaign best-in-class, high-volume email execution, deliverability, and testing.

- Optimize email rendering on multiple devices through responsive design strategies and templates.

- Enhance offline execution—direct mail, call center, and point of sale—alongside digital channels.

- Reach consumers through personalized mobile and social channels to increase customer engagement.

Real-time interaction management

- Utilize a centralized offer catalog and recommendation engine to design real-time interactions that ensure your customers receive offers in context at all times.

- Define easy to use offer eligibility rules, weightings and expressions that leverage real-time information and transaction history.

- Deliver one-to-one personalized offers in real-time across inbound and outbound channels.

- Monitor offer performance through reporting and offer simulation that optimizes customer engagement strategies.

Operational reporting

- Leverage visual and easy to use reporting dashboards that allow marketers to manage, test, and manipulate data without the use of data miners or statisticians.

- Measure campaign performance and use valuable customer insight to optimize future marketing campaigns.

- Identify profitable marketing strategies and link marketing actions to bottom line results and ROI.

Open and flexible deployment

- Adobe Campaign is fully integrated with the Adobe Marketing Cloud, including single sign-on, unified look and feel, touch and mobile capabilities, as well as shared customer data for the master marketing profile.

- Adobe Campaign is based on modern architecture and uses web services for straightforward data and process integration with operational front- and back-end systems.

- Adobe Campaign is capable of running in a distributed architecture mode to enable redundant key processes and load balancing, depending on business and technical constraints.

- Adobe Campaign offers cloud and on-premise deployment, as well as a hybrid model that enables you to outsource Internet-facing processes, while maintaining confidential data in-house.