



Museum of Fine Arts, Boston: Bringing art and people together.

Museum increases visitor engagement using Adobe Campaign.



"Adobe Campaign improves our ability to quickly deliver sophisticated, targeted campaigns."

Edward R. Gargiulo III, Director of Membership and Database Marketing, MFA



SOLUTION

Adobe Campaign solution within Adobe Marketing Cloud

RESULTS



TARGETED ENGAGEMENT

Achieved a 53% unique open rate, 20% click-to-open rate, and a 12% direct and indirect conversion rate with targeted membership campaigns



RELIABLE COMMUNICATION

Maintained a 97% email deliverability rate



CENTRALIZED DATA

Updated data warehouse with cross-channel campaign results for more accurate profiling and segmentation



CROSS-CHANNEL

Tested campaign performance across channels to reach customers more effectively

Museum of Fine Arts, Boston (MFA)

Established in 1870

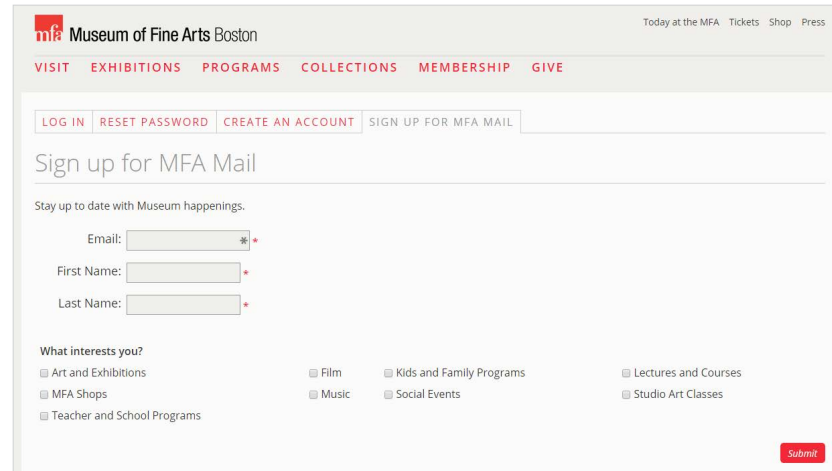
Employees: 1,000

Boston, Massachusetts

www.mfa.org

CHALLENGES

- Increase attendance by targeting audiences with sophisticated campaigns
- Use cross-channel campaigns to reach audiences more effectively
- Leverage detailed information about visitors to create more comprehensive segments



The screenshot shows the 'Sign up for MFA Mail' form on the Museum of Fine Arts Boston website. The form includes a header with navigation links (VISIT, EXHIBITIONS, PROGRAMS, COLLECTIONS, MEMBERSHIP, GIVE) and a sub-header with links (LOG IN, RESET PASSWORD, CREATE AN ACCOUNT, SIGN UP FOR MFA MAIL). The main heading is 'Sign up for MFA Mail'. Below this, there is a prompt: 'Stay up to date with Museum happenings.' The form contains three input fields: 'Email:', 'First Name:', and 'Last Name:'. Below these fields is a section titled 'What interests you?' with several checkboxes: 'Art and Exhibitions', 'MFA Shops', 'Teacher and School Programs', 'Film', 'Music', 'Kids and Family Programs', 'Social Events', 'Lectures and Courses', and 'Studio Art Classes'. A red 'Submit' button is located at the bottom right of the form.

Center of art and culture

Art museums serve as a focal point for culture in communities, educating and enriching the lives of those who visit. Founded in 1870, the Museum of Fine Arts, Boston (MFA), first opened its doors to the public on July 4, 1876 as a celebration of the centennial anniversary of the United States.

Attracting more than one million visitors a year, the MFA is one of the largest art museums in the world. Its collection contains more than 500,000 works of art, ranging from ancient Egyptian carvings, to classic paintings from Rembrandt and Monet, to contemporary installations created by some of today's most recognized artists.

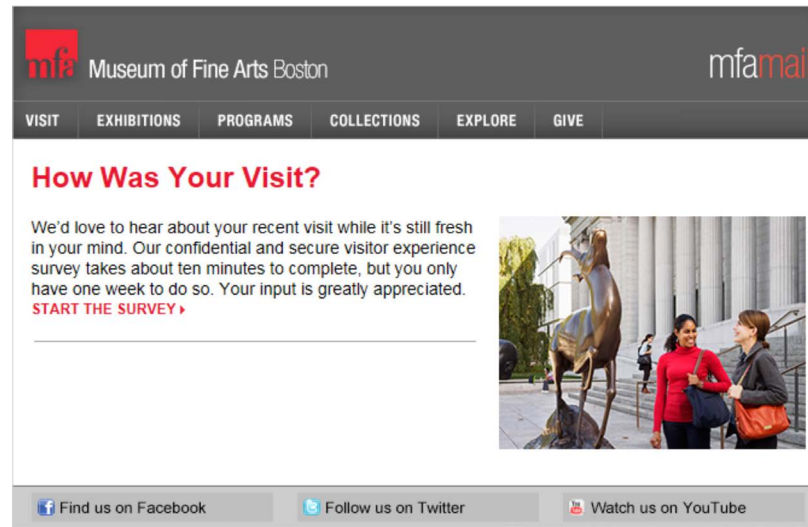
"When people think about the MFA, they think about our galleries and exhibitions," says Edward R. Gargiulo III, Director of Membership and Database Marketing at the MFA. "But the MFA offers much more: we have performance art, school and community programs, lectures and courses, film and music series, and other programs. We also have studio art classes for people who want more hands-on experiences."

Tapping into multi-dimensional customer information

With such a wide range of programs, the MFA's membership and marketing teams wanted new ways to help visitors find programs that interest them. For instance, visitors to MFA restaurants may be interested in news about guest chefs, while members who attended special exhibitions featuring art from the Italian Renaissance might be interested in a lecture about European art history. By encouraging visitors to become more engaged in MFA activities, the Museum hoped to increase attendance and membership.

“Using Adobe Campaign, we can automate communications intelligently and nurture our relationship with customers. We’re driving deeper engagement in a more personal manner.”

Edward R. Gargiulo III, Director of Membership and Database Marketing, MFA



The marketing team centralized customer information and activities into a data warehouse. The data warehouse captures information about membership, as well as time-stamped visitor details about Museum entry, parking, meals at restaurants, and gift shop purchases—all with the aim of making it easier for Museum marketers to gain a 360-degree view of members and visitors. The MFA was already reaching out to audiences using email campaigns, but its existing email service provider was unsophisticated and incompatible with its data warehouse’s multi-tier data hierarchy.

“To take advantage of the customer information in our data warehouse, we needed a more powerful campaign solution,” says Gargiulo. “We also wanted a cross-channel platform to consolidate our email, direct-mail, and phone campaigns—all channels that we know are successful at reaching our target audience.”

Personalized, relevant communications


The MFA decided to adopt the Adobe Campaign solution within Adobe Marketing Cloud for its intuitive user interface, cross-channel campaign management, and ability to manage more complex data. “Using the integrated customer profile capabilities in Adobe Campaign, we can quickly develop more detailed audience segments to promote events and activities,” says Gargiulo. “We can accurately engage multiple individuals at a single household and evaluate the performance of campaigns for more relevant communications.”

Working with its previous email service provider, the MFA database marketing team could only access a limited amount of audience information for each campaign in a timely manner. Trying to pull more detailed information out of their data warehouse, such as identifying the products members who recently made a retail purchase bought or which restaurant visitors ate at in the museum, often required help from the IT team.

VISIT EXHIBITIONS PROGRAMS COLLECTIONS EXPLORE GIVE

FEB 2015
Pick Up a Free Gift When You Visit This Month

It's been a while since we've seen you—visit in February and enjoy a treat on us! Present this e-mail and your membership card (447913) at the Member Services desk in Sharr Visitor Center to receive your choice of a guide to the collection highlighting 500 objects, a single-use voucher for free parking, or a stainless steel MFA travel mug.*



This month, celebrate [Love at the MFA](#) with your sweetheart, bestie, or family. Take a self-guided tour of our love-themed works of art and capture your picture-perfect [#mfaLove photos](#). [PLAN YOUR VISIT >](#)

Find us on Facebook Follow us on Twitter Watch us on YouTube

Gifts Inspired by the Art of Klimt [SHOP >](#)

A Complete Survey of Kubrick Films Curated by MFA Film Staff [SEE THE LINEUP >](#)

Captivating Courses and Lively Lectures [GET TICKETS >](#)

“With a deeper understanding of our audience and the right platform to communicate with them, we’re better able to continue our mission of bringing art and people together.”

Edward R. Gargiulo III, Director of Membership and Database Marketing, MFA

Today, Adobe Campaign exchanges data freely with the MFA's data warehouse. When creating a new campaign, the marketing team can pull granular data without IT assistance, making it easier to quickly adjust or create a targeted campaign. Adobe Campaign tracks the performance of every campaign and uploads the results back into the data warehouse, providing useful information for further analysis to refine segments and optimize campaign performance.

“Adobe Campaign improves our ability to quickly deliver sophisticated, targeted campaigns,” says Gargiulo. “By introducing visitors to activities and events that are relevant to their interests, we achieve higher conversion rates and better returns.”

Expanding marketing through automation

Using Adobe Campaign, the marketing team can automatically trigger campaigns from visits, membership or retail purchases, and other MFA activities. One of the most common campaigns is the membership campaign, which often starts when an MFA visitor purchases an admission ticket and signs up for email. Using a workflow, Adobe Campaign automatically sends these individuals an email with a visitor experience survey. At the same time, Campaign temporarily suppresses other communications to not overwhelm them. These targeted messages have achieved a 47.5% unique open rate with a 20% click-to-open rate.

A second communication comes a few days later, when Adobe Campaign sends an email introducing a variety of exhibitions, programs, and events. If the customer shows interest in any of the events, this behavior triggers the next stage where Campaign sends follow-up emails with more specific information about the exhibition or event. These follow-up emails provide opportunities for further engagement and messaging that promotes membership as it's relevant to the email content.

Adobe Campaign web tracking tags, being used on various pages of the museum's website, also trigger emails. One of the most successful campaigns is after a website visitor goes to the membership page, they will receive an email encouraging membership if they do not join right away (or are not already a member). By engaging with the visitor through targeted communications and warming the visitor to the idea of membership, these follow-up membership emails achieve a 53% unique open rate, 20% click-to-open rate, and a 12% direct and indirect conversion rate.

“Using Adobe Campaign, we can automate communications intelligently and nurture our relationship with customers,” says Gargiulo. “We’re spending less time managing general campaigns and driving deeper engagement in a more personal manner.”

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign solution. Capabilities used include:
 - Campaign management
 - Visual cross-channel orchestration
 - Integrated customer profiles
 - Personalized targeting
 - Cross-channel execution
 - Operational reporting
 - Marketing campaign management

The MFA leverages Adobe Email Deliverability, a unique combination of integrated software features, cloud-based services, and expert consulting that helps manage the deliverability of marketing emails sent by the MFA and strengthens the organization's marketing reputation. This has enabled the MFA to maintain a 97% email deliverability rate.

"Email is one of our most important communication channels," says Gargiulo. "Adobe Email Deliverability allows us to focus on strategy and not worry about the technical details."

Running true cross-channel campaigns

In addition to running email campaigns, Adobe Campaign automates phone and direct-mail campaigns for the MFA. Using the segmentation capabilities in Campaign, the marketing team identifies segments that may have low email engagement. By connecting with these audiences through phone or direct mail, the marketing team works to optimize engagement across channels.

"Adobe Campaign helps us set up control groups for more accurate tests of segments and channels," says Gargiulo. "By aggregating the results across cross-channel campaigns through Campaign, we can analyze results and optimize campaigns to increase visits to the museum."

Recently, the MFA surpassed 70,000 member households, a milestone for the Museum. This goal was reached in part through membership acquisition programs delivered using Adobe Campaign. Moving ahead, the MFA plans to extend automation further to offer even more personalized communications.

"With Adobe Campaign, we can create more targeted communications that deliver greater returns," says Gargiulo. "With a deeper understanding of our audience and the right platform to communicate with them, we're better able to continue our mission of bringing art and people together."

For more information

www.adobe.com/marketing-cloud/campaign-management.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

All Images © Museum of Fine Arts, Boston.

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2015 Adobe Systems Incorporated. All rights reserved.

8/15