



Sprint puts customers first.

Top communications company builds superior customer experiences, campaigns, and offers with Adobe Marketing Cloud.



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Lori Mabe, Manager, Digital Testing/Optimization and Personalization, Sprint

SOLUTION

Adobe Analytics and Adobe Target solutions within Adobe Marketing Cloud
Adobe Professional Services

RESULTS



SIGN-UP rates for programs rose



18% average **LIFT** across KPIs



Boosted **VISIBILITY** for new tests and experiences



Real **CUSTOMER** preferences shape multichannel strategies



Sprint

Established in 1899

Employees: 36,000

Overland Park, Kansas

www.sprint.com

CHALLENGES

- Develop a complete view of customers across channels and devices
- Enhance customer experiences using rich testing and analytics solutions
- Increasing conversion, reducing bounce rates, and improving relevancy
- Implement a standard solution to communicate tests and successes across the organization

Data driven at its core

Sprint embraces a culture of measurement, analytics, testing, and optimization to continuously enhance its customer experience and deliver increasing value to its customers. The company has developed a variety of unified campaigns and measurement programs to improve sales, operations, and services across its multiplatform, omnichannel environment.

"We knew we needed to improve measurement and analytics to see exactly where we could enhance our efforts," says Lori Mabe, manager of Digital Testing/Optimization and Personalization at Sprint. By understanding its audience, Sprint optimized its digital experiences and better engaged its customers, increasing customer satisfaction, site conversion, and revenue.

From buy-in to deployment

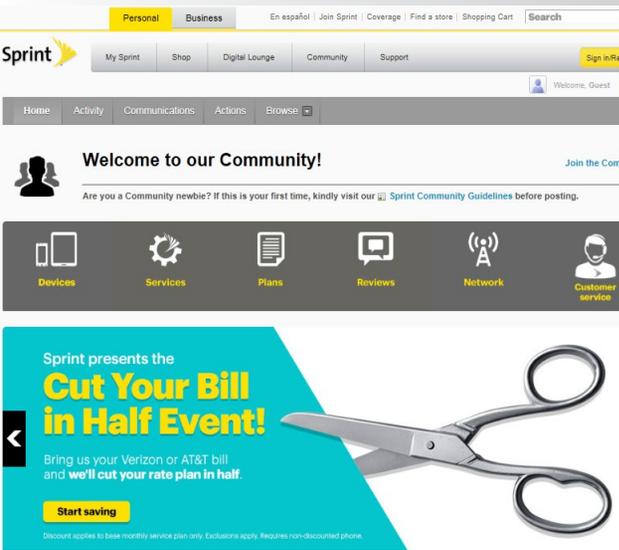
Sprint partnered with Adobe Professional Services to structure an execution and adoption plan to enable Sprint to implement Adobe Marketing Cloud solutions, including Adobe Analytics and Adobe Target. Adobe Professional Services helped Sprint overcome initial implementation challenges and to gain executive sponsorship allowing Sprint to expand its digital marketing toolkit with the goal of accelerating time-to-market for new and optimized campaigns.

"Adobe Professional Services provided a clear assessment of where we were on the maturity curve with our digital testing and optimization capabilities and helped to align our implementation, expectations, and roadmap," says Mabe. "Together, we also set up several initial tests to garner buy-in from key internal groups."

Sprint saw a significant opportunity to improve both its marketing agility and its ability to identify and respond to customer needs. Using capabilities in Adobe Analytics and Adobe Target, the company saw where it could accommodate a growing internal demand for digital insights, close gaps in marketing functionality, and support a more disciplined testing practice built on measurable data.

To begin, the Sprint team used Adobe Analytics to identify the highest-traffic, highest-value pages for optimization. Then on those pages, the company established the ability to capture anonymous behavioral information using Adobe Target—including clicks, orders, and other activities, as well as containers to drop alternative content, navigation, and experiences for A/B and multivariate tests.

"Once we implemented Adobe Target on our key pages, it streamlined how we could deliver tests, measure results, and initiate change," says Mabe. "Integration between Adobe Target and Adobe Analytics also enhanced how we communicate internally from test planning to result sharing."



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Iterative testing delivers results

As tests are developed and launched, Sprint takes a measured, repeatable approach to its internal communication. First, the company sends launch readiness emails to stakeholders to describe the tests, helping to facilitate discussions across teams. As tests are implemented, straightforward status reports are developed with Adobe Analytics and then communicated to a broad audience. Additionally, results are also discussed during quarterly employee meetings to keep ideas and tests evolving.

One of Sprint's early successes with Adobe Target was a test focused on increasing the sales rate of Sprint's equipment protection program by better explaining the program's value. This was a low-risk and high-reward test that carried the potential for a strong ROI. By applying different creative, layout, and messaging, Sprint made it easier for customers to understand the benefits of the equipment protection program, which resulted in a 29% increase in program sales.

"We found out quickly that Adobe Marketing Cloud could provide the structural backbone of our testing program by supporting a measurable and repeatable process," says Mabe. "The flexibility and functionality within Adobe's solutions enable us to test virtually limitless combinations of content and experiences across our digital channels."

Sprint has also focused testing and optimization efforts to improve sales conversion for Sprint Easy Pay, Sprint's version of installment billing. Beyond optimizing content and creative in the education and sales experience, Sprint used Adobe solutions to identify where customers were falling out of the sales conversion funnel. By offering those customers alternative experiences, Sprint saw a 20% increase in customers moving forward in the checkout process. Notably, Sprint was able to execute this test, which produced real insights and business results in less than a week.

On average, Sprint has achieved an 18% improvement in the relevant KPI for tests that focus on the sales conversion funnel and/or self-service functions. During a period of three quarters, Sprint attributed a seven-figure total return attributable to enhancements made as a result of tests conducted with Adobe Marketing Cloud solutions.

These incremental wins have validated Sprint's decision to adopt Adobe Marketing Cloud as its central platform for online testing and analytics. "Sprint has over 400 registered users of Adobe Marketing Cloud products because it's how we measure and manage our results," says Mabe. "It clearly demonstrates the value of what we do and puts conversations around optimization and resource allocation in terms of hard data, not opinion." Mabe also commented that the intuitive interface of the Adobe solution encourages rapid adoption, which leads to a data-driven culture.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics and Adobe Target solutions. Capabilities used include:
 - Marketing Reports and Analytics
 - Ad Hoc Analysis
 - AB Testing
 - Multivariate Testing
 - Rules Based Targeting
 - Geotargeting
 - Automated Personalization
- Core Services used include:
 - Activation
- Adobe Professional Services

For more information

www.adobe.com/solutions/digital-marketing.html

www.adobe.com/marketing-cloud/service-support/professional-consulting-training.html



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On-the-go and in-store experiences

Adobe Analytics is proving valuable to Sprint's mobile strategies. For example, digital marketers can measure and segment audiences arriving on the company's mobile-optimized website, as well as customers who interact with the brand through its mobile app. In addition, the company can use anonymous visitor IDs to track customer navigation patterns across its mobile properties. This allows Sprint to better understand where and how its customers want to interact with its digital and mobile properties. These insights allow Sprint to plan future development and enhancements to its mobile platforms with the goal of providing the most value to its customers.

Insights gained through Adobe Analytics are also guiding how mobile is transitioning customers to in-store experiences. Sprint has implemented Adobe Analytics in interactive, digital displays and tools at select retail locations. "With Adobe Analytics, we can connect the customer journey from mobile, to retail check-in, browsing, shopping, and interaction with our retail staff. With one last linkage, we can connect to point-of-sale, closing the loop on our customer's digital experience and providing retail attribution to the digital space," says Will Fraley, manager Digital Analytics and BI at Sprint.

"Our digital retail environment runs on a mix of iOS, Android, and web-view technologies. We built a common set of code around Adobe's mobile SDK that can be used across iOS and Android environments, helping us accelerate the delivery of new, omnichannel experiences," says Fraley. "It allows us to reach the widest audience on the greatest number of devices, using the fewest resources possible."

Although the primary purpose of the company's digital retail platforms is to accelerate time-to-market for new products and offers, the company is realizing the benefits of a connected omnichannel environment. "Adobe Marketing Cloud supports a true omnichannel experience by leveraging robust datasets that help us deliver the best experiences possible," says Fraley. "Using Adobe solutions, we see many opportunities to connect and understand our customers across digital, mobile, and in Sprint stores."

Sprint and Adobe Professional Services

Adobe Professional Services continues to support Sprint through its ongoing maturity assessment, helping Sprint execute data-driven strategies and implement new Adobe Marketing Cloud capabilities. Additionally, Adobe Professional Services assists in launching new customer experiences and promoting them across Sprint business units.