



CSC engages B2B customers 1:1.

Global IT leader matches clients with the news and leadership that fits their needs.



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Chris Marin, Senior Principal, Digital Marketing Platform & Analytics, CSC

SOLUTION

Adobe Analytics, Adobe Target, and Adobe Social solutions within Adobe Marketing Cloud

RESULTS

2x
LEADS

MORE LEADS
Doubled monthly marketing leads by optimizing and targeting content for clients

PERSONALIZATION
Personalized digital experiences by integrating Adobe insights with Demandbase

AUTOMATED
Simplified tagging across 14,000 web pages, freeing developers to spend more time on testing and personalization

SOCIAL FILTERS
Improved engagement across social media by quickly and accurately identifying relevant conversations

Computer Sciences Corporation (CSC)

Established in 1959

Employees: 72,000

Falls Church, Virginia

www.csc.com

CHALLENGES

- Accurately attribute marketing sources to improve investment
- Promote effective change and growth through greater understanding of customers
- Break down silos between marketing and sales

50 years of innovation

More than 50 years ago, two young computer analysts saw the opportunity for a new kind of business: providing manufactures with software that makes computers easier to use. In 1959, Roy Nutt and Fletcher Jones pooled together \$100 and started Computer Sciences Corporation.

Today, CSC is a \$12.6 billion global powerhouse. Every day, the company solves mission-critical challenges for clients through next-generation IT services and solutions. Ranked in the top 200 of Fortune 500 companies, CSC works with more than 2,500 enterprise clients, including premier brands from across industries.

“One thing that sets CSC apart is our long history of innovation,” says Chris Marin, Senior Principal, Digital Marketing Platform & Analytics at CSC. “Our founders took a leap into a new field, and since then we’ve continued taking risks to deliver new and better services for clients. The key is to act smart and take calculated risks, meaning we needed to capture and analyze data.”

Data-driven storytelling

CSC offers a wide range of solutions, from big data and analytics to mobile and cloud services. The company wanted a website that could help clients find the solutions they need fast. Marketers might swap banners depending on the vendor, or highlight thought leadership articles relevant to a client’s industry.

CSC laid out a new approach to digital built around Adobe Marketing Cloud. Since deploying Adobe Analytics, the company has implemented additional integrated solutions within Adobe Marketing Cloud, including Adobe Target and Adobe Social.

“With Adobe Marketing Cloud, we get more than just strong individual solutions,” says Marin. “Integration between solutions gets data flowing so that our marketers can be more effective. Combined with Demandbase, we’re learning more about our clients and creating more personalized experiences. The results are positive, as we doubled our marketing leads.”

Identifying impact

Adobe Analytics lets CSC marketers drill down deep into customer behavior. Marketers can identify who visitors are, what they’re viewing, and where they come from. By understanding this data, marketers slowly paint a big picture of the customer journey. Correctly identifying the steps to conversion helps CSC determine what’s working to reach customers and what isn’t.

“Adobe Analytics helps us bridge the gap between marketing and sales to understand the impact of content, channels, and campaigns on conversion.”

Chris Marin, Senior Principal, Digital Marketing Platform & Analytics, CSC

“Shifting to an attribution model was the first step to mature analytics,” says Marin. “In the past, sales representatives had relationships with the contact and controlled everything in the CRM system. Adobe Analytics helps us bridge the gap between marketing and sales to understand the impact of content, channels, and campaigns on conversion.”

For example, marketers invested a lot of time, money, and effort into creating a digital briefing center. With friendly video and fun interactions, the digital briefing center is almost like stepping into the company’s onsite executive briefing center. Based on page views and time spent on the website, performance and returns from the digital briefing center didn’t look promising. But marketers drilled deeper using the ad hoc analysis capabilities in Adobe Analytics and discovered that one third of CSC’s target companies had engaged with the digital briefing center.

The digital briefing center delivered the value it needed to justify investment. “Adobe Analytics gives us a lot more visibility into what’s happened on our website and why,” says Marin. “It makes conversations with executive and sales teams easier, because we can point to our numbers and how they align with KPIs.”

Shifting the marketing focus

CSC marketers know that metadata is key to good analytics. They go to extreme lengths to make sure that every page has the right metadata, from industry and topic to language and region. But with 14,000 pages on the website, trying to track all of those tags by hand would be a monumental task. Dynamic tag management in Adobe Marketing Cloud gives marketers a central place and consistent process to add tags to any website.

“Analytics is key for us, but it needs to be implemented well,” says Marin. “Dynamic tag management gives us the data that we need to track whether we’ve got the right content for our audience.”

Without extra code weighting down webpages, website performance is faster than ever. Plus, technical developers can take the time they spent coding and work on building tests instead.

Personalizing experiences

Using customer profiles created within Adobe Analytics, marketers at CSC use Adobe Target to swap out billboards, personalize banners, and make sure that visitors are seeing services, news, and articles that interest them. CSC integrates data from Adobe Marketing Cloud with solutions from Demandbase, an Adobe technology partner, to recommend content.

“With Demandbase, we don’t need to ask visitors to provide their profile information,” says Marin. “Even anonymous visitors get accurate recommendations by using a visitor’s online behavior to match them with relevant content.”

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics, Adobe Target, and Adobe Social solutions. Capabilities used include:
 - Marketing reports and analytics
 - Ad hoc analysis
 - Data workbench
 - AB testing
 - Multivariate testing
 - Rules based targeting
 - Listening and moderation
 - Publishing and ads
 - Dynamic tag management
- Adobe Consulting Services
- Demandbase

Results from Demandbase feed back into Adobe Analytics, reinforcing company profiles created with the data workbench capabilities. CSC also uses the AB and multivariate testing capabilities in Adobe Target to find the most engaging content for every profile.

“The increased insights and personalization enable us to efficiently connect with our clients,” says Marin. “After adopting Adobe Marketing Cloud and Demandbase, we more than doubled the number of marketing leads generated every month.”

Filtering through messages

As CSC made its presence felt digitally, it faced a new problem—the company name is a fairly common acronym. Marketers want to know what people are saying about their company—good or bad—but without context, a simple search of “CSC” through tweets, Facebook posts, or Google isn’t enough to find relevant mentions.

“Using the listening and moderation capabilities in Adobe Social, we can find out what our customers are saying about us and join in meaningful conversations,” says Marin. Thought leaders use the publishing and ads capabilities to easily engage with audiences across platforms from a single screen.

CSC worked with Adobe Consulting services to get the most out of every Adobe Marketing Cloud solution. “Adobe has been a trusted partner to us every step of the way,” says Marin. “People are passionate about their work and willing to listen to our suggestions. The culture of innovation at Adobe is similar to our own, and we look forward to a continued partnership with Adobe.”

For more information

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



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