SAS reaches new heights.

Leading Scandinavian airline improves response rates, reporting, and marketing efficiencies across channels using Adobe Marketing Cloud.

"With Adobe Campaign, we can offer the marketing department of separate countries access to their own part of the system. They can manage campaigns that are initiated by the head office without us having to spend time on quality control."

Henrik Sølbeck-Nielsen, Director of CRM and Communications Programs, SAS

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

**RESULTS**

<table>
<thead>
<tr>
<th>COST REDUCTION</th>
<th>HIGH VOLUME</th>
<th>ROI</th>
<th>CUSTOMER EXPERIENCE</th>
</tr>
</thead>
</table>
| Significantly reduced marketing costs, while boosting marketing efficiency and effectiveness | Supported the delivery of millions of monthly emails | Expected to achieve tenfold return on ongoing marketing investments | Improved campaign and content relevancy, improving brand interactions

<table>
<thead>
<tr>
<th>20% LESS</th>
<th>MILLIONS OF EMAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESS</td>
<td>MILLIONS</td>
</tr>
<tr>
<td>20%</td>
<td>MILLIONS OF EMAILS</td>
</tr>
</tbody>
</table>

Adobe Customer Story
A modern marketing challenge

Scandinavian Airlines (SAS) and the SAS EuroBonus loyalty program execute approximately 30 different marketing campaigns per week. Marketing services at SAS is organized so that most campaigns are initiated and controlled by the head office. When it comes to local newsletters, local marketing teams have some creative freedom and the option to adjust messages for their market. The structure is simultaneously decentralized and centralized, which means it is a challenge to run global campaigns, such as the newsletter, which is sent to more than 2.5 million interested parties.

With such a high number of campaigns and the need to simultaneously centralize and localize its communications, all working processes at SAS have to run as smoothly and efficiently as possible. What the company needed were solutions for analyzing and segmenting customer behavior and needs as well as automating communications based on those preferences. Additionally, it needed personalized, targeted communications with buyers and flyers with permission to communicate through all points of contact.

"With Adobe Campaign, we can offer the marketing department of separate countries access to their own part of the system," says Henrik Sølbeck-Nielsen, Director of CRM and Communications Programs at SAS. "They can manage campaigns that are initiated by the head office without us having to spend time on quality control."

A five-stage model

Because SAS is executing numerous campaigns simultaneously and needs to have an up-to-date, long-term plan for its marketing campaigns, the company chose a five-stage model:

1. Develop a contact plan that will, later in the process, become the business case
2. Define what data is needed in relation to segmentation and personalization
3. Establish a business case, including budgetary calculations
4. Solve technical problems
5. Setting up campaigns and sending campaign messages

"The model is a good management tool and helps us track and optimize processes, while the individual marketer can see which campaigns are due to be launched when and what impact an ad-hoc campaign or modification of a previously scheduled campaign may have," says Sølbeck-Nielsen.

One-to-one marketing

A key factor of campaign success for SAS is its ability to precisely target campaigns and tailor content to each recipient. SAS operates in a highly competitive market so timing and individual messages are crucial. Adobe Campaign was chosen because it is both an effective marketing solution for setting up and monitoring campaigns, and enables SAS to deliver pertinent, just-in-time messages to customers.
"With the high-frequency of marketing campaigns and the large number of customers and prospects that we contact, we needed a solution that could manage massive quantities of data efficiently and that could use data from our existing systems," says Sølbeck-Nielsen.

Adobe Campaign provides easy-to-use and powerful segmentation capabilities and flexibility, along with the ability to personalize content on a one-to-one basis, according to customer profiles. SAS can target a campaign according to whatever segmentation criteria it wants. Adobe Campaign offers SAS the ability to adjust the content of the campaign precisely for specific target groups every time.

"We should be able to offer the exact product or message that a given audience demands or possibly will demand," says Sølbeck-Nielsen. "Products or messages must be presented at the right time according to customer needs." Adobe Campaign makes this process easier for SAS, which can now carefully segment its audiences and can offer customer relevant and timely messages.

In practice, this means that SAS can provide customers with individualized newsletters containing the customer’s EuroBonus points status, an indication of points that will soon expire, suggestions for how to use the points, and links to the SAS website with individualized content.

**Increased deliverability**

Efficiently managing the delivery of emails campaigns was another factor supporting the selection of Adobe Campaign. The platform alerts SAS to any emails trapped by spam filters. It also analyzes emails prior to sending and informs marketers whether they comply with anti-spam rules and demands for legality.

In the event of any issues, it is then possible to adjust the email in advance to reduce the risk of it ending up in spam filters. In fact, the high response rates that SAS is achieving give a clear indication that their emails are not being caught by filters and are indeed being read.

Adobe Campaign manages a number of different channels—including email, SMS, MMS, and direct mail. It was this broad selection of channels that convinced SAS to investment in the solution. Today, it might be popular to receive newsletters by email, but in a few years, people might prefer SMS or even social networks. Adobe Campaign can manage all well-known channels, including traditional and interactive. On the horizon are plans for targeted SMS and print campaigns.