

Quick Fixes with Adobe Campaign Standard

Use Cases at a Glance

Real-time messaging

“If a customer takes a specific action on our website, how can we quickly contact them to follow up?”

GOAL:

Send a follow-up message to customers who may have been distracted while filling out a web form or placing an online order, to avoid any missed opportunities

MUNVO'S SOLUTION:

- Ensure end-to-end implementation for client
- Activate Experience Cloud Triggers that perceive incomplete transactions
- Enable real-time messaging to follow up with prospective customers

RESULTS:

- Immersed customers back into the digital experience to complete their transaction
- Increased customer engagement by approximately 15%

Subscription management

“We don't want to manage unsubscribe data, can ACS do that instead?”

GOAL:

Update subscriptions and deliver world-class content (print and online media) to relevant audiences in a timely manner

MUNVO'S SOLUTION:

- Ensure end-to-end implementation for client
- Establish a preference center and landing page for those who wish to unsubscribe from communications
- Define types of communications to enable real-time updates regarding opt-ins and opt-outs

RESULTS:

- Automated ACS lists with real-time updates of subscriptions and unsubscribes, which accelerated the deployment of communications
- Eliminated the need to manage in-house subscription and unsubscribe landing pages, as well as to consolidate opt-in / out data from multiple sources to send to ACS
- Delivered timely communications to customers without worrying about who has opted-in / out (no more data latency)

High-quality emails

“Our emails are rendering incorrectly – how do we rectify this?”

GOAL:

Implement email templates and enforce testing and best practices across all platforms and devices for the timely deployment of campaigns

MUNVO'S SOLUTION:

- Test email content thoroughly for optimal campaign development
- Build solid, reusable email templates to speed up deployment
- Provide best practice training for client's team

RESULTS:

- Rendered emails correctly and responsively across major clients, platforms, and devices, which sped up campaign execution by 200%
- Maintained high-quality email content to continuously engage recipients (i.e. CTR and open rate)

Strategic segments and templates

“Is there a way to better differentiate workflow logic and emails for each campaign?”

GOAL:

Eliminate repetitive tasks (i.e. configuring inclusion / exclusion target criteria) to develop campaigns more quickly and efficiently

MUNVO'S SOLUTION:

- Create workflow templates
- Establish strategic segments using Audiences

RESULTS:

- Increased campaign go-to-market rate by 60%

Partitioning

“How can we implement 2 products to split up the environment and divide product accesses?”

GOAL:

Separate environments (data and marketing objects) between teams for each project to better secure operations

MUNVO'S SOLUTION:

- Ensure end-to-end implementation for client
- Establish hierarchal structure and audit system to separate data / objects and filter accesses for distinct teams
- Create organizational units assigned to specific objects and data to further maintain privacy

RESULTS:

- Heightened security and minimized risks of human error by preventing teams from accessing objects, altering / deleting data, or contacting customers belonging to other teams or verticals
- Improved overall campaign management through training for client's teams

Relevant interactions

“Is there a way to send emails to customers who prefer email communications, and SMS to those who prefer SMS—all from the same campaign?”

GOAL:

Create relevant customer journeys that engage recipients and immerse customers in a positive digital experience by consolidating cross-channel campaigns in ACS

MUNVO'S SOLUTION:

- Ensure end-to-end implementation for client
- Define a specific customer journey that combines email, SMS, direct mail, etc. based on the client's goal
- Develop meaningful campaigns that resonate with targeted audiences by examining historical information available in ACS

RESULTS:

- Established cross-channel campaigns that improved customer experience
- Increased engagement and ROI by 15%, up to 150% increase in open rate, and 80% higher CTR

Onboarding data

“We just can't seem to get the correct data into ACS, what should we do?”

GOAL:

Legitimize a data feed process for client teams to successfully manage data quality / integrity and overall quality assurance

MUNVO'S SOLUTION:

- Examine client's current practices to establish areas of improvement in discovery phase
- Ensure end-to-end implementation following discovery
- Create data definition documents, data tables, and import workflows to centralize information

RESULTS:

- Fortified a data feed process that centralized customer and campaign data, which mitigated issues around duplicates, scheduling, null values, incorrect data or formatting, and workflow errors
- Increased segmentation and targeting for more personalized communications

Data management

“We want to bring more data into ACS – what is the best course of action to accomplish this?”

GOAL:

Manage and onboard data in an organized manner with custom fields, attributes, and requirements to enhance overarching campaign management

MUNVO'S SOLUTION:

- Ensure end-to-end implementation for client
- Configure universal fields in ACS Profile tables
- Dedicate tables for custom attributes related to each brand in ACS

RESULTS:

- Improved segmentation capabilities and granularity
- Accelerated overall campaign performance

Reporting

“We need to carefully report our metrics – how can we configure them in ACS?”

GOAL:

Create meaningful dashboards and display metrics that show converted customers along with custom profile attributes

MUNVO'S SOLUTION:

- Create custom reports
- Provide best practice training for client's team

RESULTS:

- Measured effectiveness of marketing campaigns
- Shared reports with major stakeholders
- Analyzed effectiveness of current campaigns to increase engagement and ROI of future campaigns

Campaign development lifecycle

“Building email communications takes longer than we'd like, how can we accelerate this process?”

GOAL:

Strengthen communication between teams and streamline campaign development to speed up overall time to market

MUNVO'S SOLUTION:

- Specify campaign requirements in brief that outlines targeting criteria, cadence, format / layout, content (copy, images, etc.)
- Develop and review assets in staging phase for end-to-end testing prior to production, which reduces human errors that can derive from building and testing campaigns in prod
- Provide best practice training for client's team

RESULTS:

- Increased campaign go-to-market rate by 50%
- Improved efficiency of campaign execution process