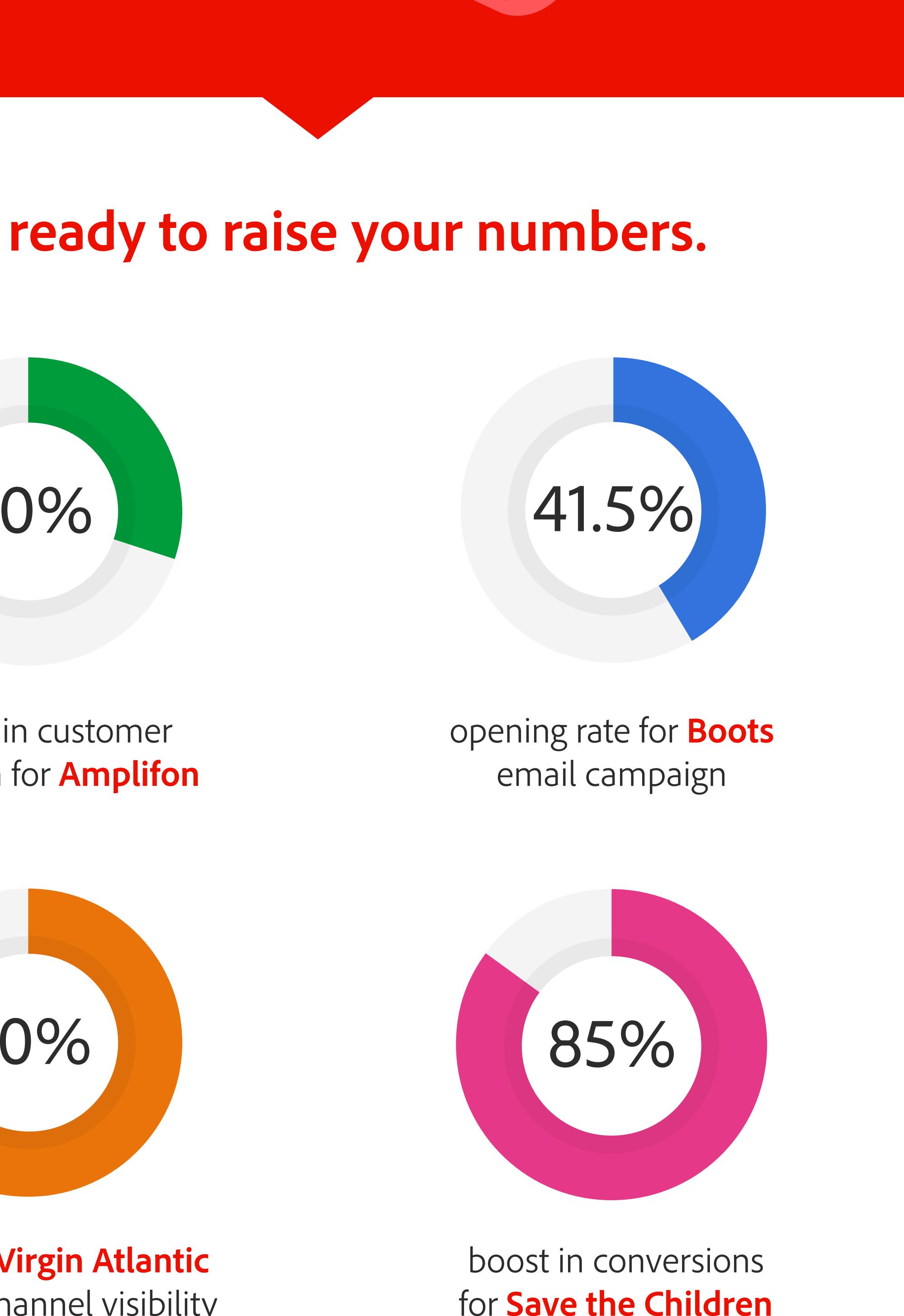




Go straight to the heart of customer needs.

Adobe Campaign gives you hyper-personalisation that delivers powerful results.

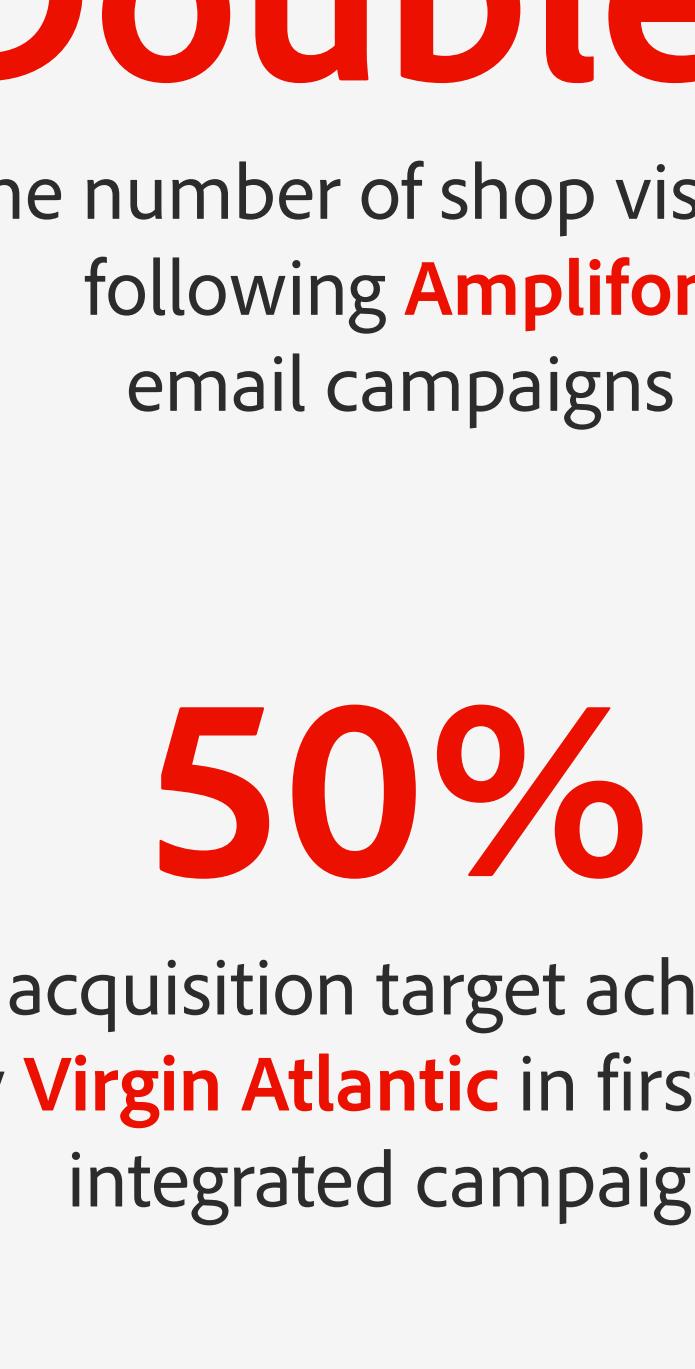
Simply. Effectively. Efficiently.



Get ready to raise your numbers.



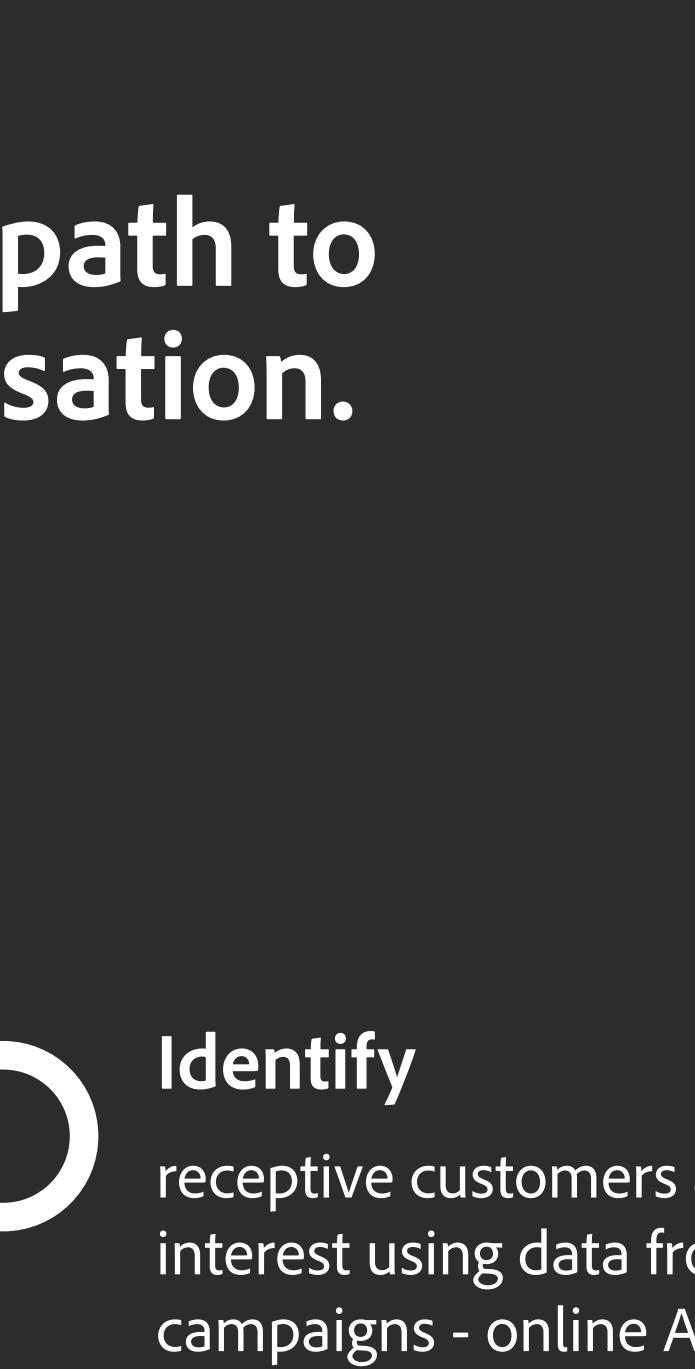
increase in customer acquisition for **Amplifon**



opening rate for **Boots** email campaign



increase in **Virgin Atlantic** marketing channel visibility



boost in conversions for **Save the Children**

And get better results.

£1.5m

raised by **Save the Children** for Ukraine Appeal in two weeks

Doubled

the number of shop visitors following **Amplifon** email campaigns

<1hr

for **Center Parcs** to send customer Covid-19 updates compared to two weeks previously

50%

of acquisition target achieved by **Virgin Atlantic** in first fully integrated campaign

£1bn

across incremental revenue gains and loss prevention for **Marriott Hotels**

Take the simple path to hyper-personalisation.

Create
multi-channel campaigns from one screen



Identify
receptive customers and other interest using data from previous campaigns - online AND offline

Design

different customer journeys based on previous customer actions – in real time



Set

rules so you don't overwhelm customers with too many messages

Monitor

campaign performance and make changes on the fly from your smartphone thanks to powerful analytics



Get results quickly.

From 1 week–10m

reduced campaign creation time for **Amplifon**

From days–mins

to update website content for **Boots**

Boost of £500k

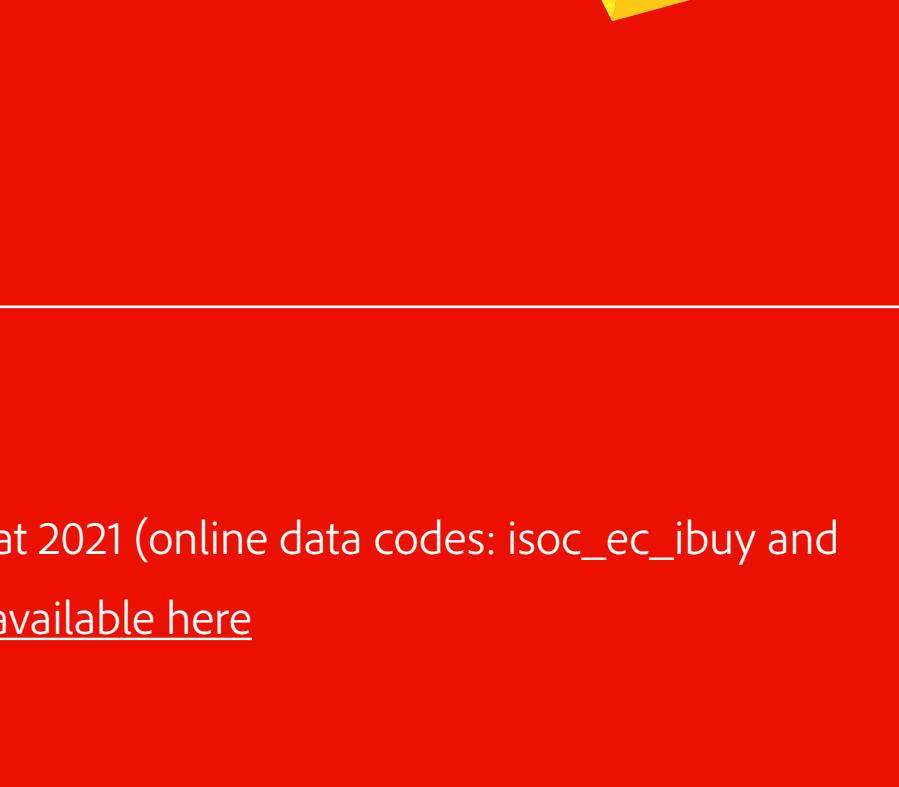
incremental revenue in one year for **Save the Children**

Rely on best in class.

✓ Leader in Forrester Wave: Cross-Channel Campaign Management

✓ Gartner Magic Quadrant: for Multichannel Marketing Hubs

✓ Forrester: The Total Economic Impact of Adobe Campaign – up to 293% ROI and payback within six months



Adobe Campaign

Create hyper-personalised customer journeys that deliver powerful and profitable results.
Simply. Effectively. Efficiently.



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