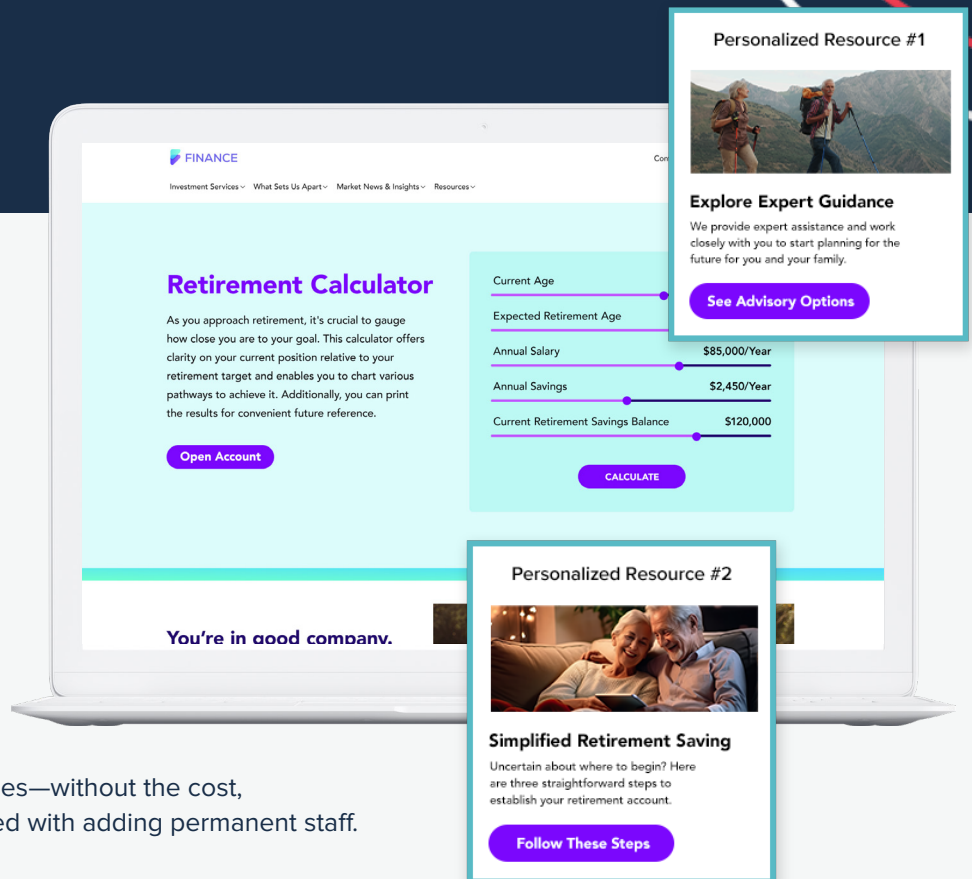


Scaling Up Personalization

The Situation

Delivering tailored web experiences at scale is the holy grail of modern marketing. The ability to engage your audience at the micro level and show them you know them through timely, localized, and hyper-relevant content can have an enormous impact on your business results.

Working in a highly secure environment, our team of senior developers provided hands-on support and knowledge to the client's team on how to best use Adobe Target within their web properties—without the cost, delays, and other headaches associated with adding permanent staff.



The Solution

- Provided an offsite staffing and expertise solution consisting of an account lead, a project lead, and three senior developers (one with Adobe certification)
- Accepted customization requests from the client's internal marketing group
- Configured activity in Adobe Target (audience, location, timing, frequency, etc.)
- Loaded and tested supporting content
- Deployed content onto the client's website

The Impact

- Implemented more than 50 individual customization activities over a 12-month span, leading to tailored experiences and higher engagement
- Enabled A/B testing, automated personalization, and experience targeting to create advanced and measurable experiences for the client's prospects and customers
- Leveraged the AI-powered personalization capabilities available via the Adobe Sensei platform
- Provided ongoing consulting to the client's leadership team on how to best use the tool, organize their resources, and build their program for future success