

Personalized Cross-Channel Campaigns using Adobe Campaign for a Leading Automobile Manufacturer

About the Client

The client is a Japanese multinational automotive manufacturer. They are the world's first automobile manufacturer to manufacture more than 10 million vehicles a year. They sell their vehicles in approximately 190 countries and regions and their markets for its automobiles are Japan, North America, Europe and Asia.

At a Glance

INDUSTRY | Automobile

LOCATION | Japan

USE CASE

Japan-based automobile manufacturer wanted to deploy consistent, relevant cross-channel campaigns.

CHALLENGE

The client was looking for marketing activities with more targeted and personalized content.

Business Challenge

- 1 Deploying consistent, relevant cross-channel campaigns
- 2 Improving marketing agility by increasing in-house marketing capabilities and adopting a unique worldwide solution for the client CRM
- 3 Supporting sophisticated marketing activities with more targeted, personalized content
- 4 Bring outsourced campaign activities in house to cut agency costs and improve control over data.

Our Approach

To complement its traditional sales strategies, the client embraced digital channels to inform customers about new products and auto trends.

Adobe Marketing Cloud, including the Adobe Campaign solution capabilities used include:

- 1 Campaign management
- 2 Visual cross-channel orchestration
- 3 Integrated customer profile
- 4 Personalized targeting
- 5 Centralized offer management
- 6 Cross-channel execution
- 7 Operational reporting
- 8 The client centralized mail, email, online, and SMS campaign management to support its distributed marketing model.
- 9 The client now has a single management solution and improved integration with its central customer database.
- 10 The client can engage with customers during the most relevant, timely opportunities, regardless of device or digital channel.

RESULTS

The Client gained the following Results

- 1 Standardized platform to support international, regional, and local campaigns with consistent messages and branding.
- 2 Gained powerful insights into cross-channel customer behaviors and preferences to help formulate more personal, targeted messages.
- 3 Established function-rich, scalable platform to support more sophisticated marketing strategies.

SOLUTION

Royal Cyber's seasoned Adobe Marketing Cloud resources helped the client leverage the capabilities of Adobe Campaign solution.

KEY BENEFITS

- › The client can respond to customer trends and needs faster
- › A significant reduction in costs

About Royal Cyber:

Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace. Today we stand tall as a **One Stop Shop for all your IT needs.**

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