



SOLUTIONS



PARTNER



TRAVEL & HOSPITALITY



Member Engagement

AAA Northeast increases member satisfaction using Adobe Experience Cloud to capture feedback and influence future digital experiences

Challenges

- Devise a digital strategy fully based on member input
- Improve member satisfaction by enabling easier, more personalized self-service online
- Achieve a higher return on investment for marketing spend through more impactful campaigns
- Capture a higher proportion of revenue through cost-effective digital channels

[Read the Story](#)
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Key Results



#1 nationwide digital satisfaction ratings, up from #14 in AAA federation, by using Adobe Experience Cloud solutions in coordination with each other



45% of new memberships initiated online, up from 26%



25% boost in revenue, making digital the top channel for new business



11x ROI for every dollar spent on new digital experiences



The same great experiences we were offering on the website, we wanted to be able to transfer them to email. Adobe Campaign leveraged a lot of advanced connections, including with Microsoft Dynamics 365. When you overlay Dynamics, you really see the power of the 360 view to having alerts and proactive campaigns that really reach out to members with personal offers and content personal to them. It's a homerun for us."

Mark Pelletier
Vice President, AAA Northeast

