



SOLUTIONS



RETAIL



Personalized Customer Journeys

A.S. Adventures, a European-based outdoor retailer, stays competitive with the world's largest online retailers by delivering a personalized experience, both in-person and online

Challenges

- Incorporate product and non-product content into messaging strategy
- Inspire a great buying experience to customers, supported by a great digital experience
- Scale to stay competitive – campaign sophistication, personalization, real-time

Key Results



Delivering personalized marketing campaigns based on data, behaviors, and preferences that are now capture in a unified profile



Opens, Clicks, and Conversions all increased with improved targeting and segmentation



Reduced production time from weeks to hours



Customers are very segmented, of course. Our emails and content to our customers has to align with those segments and customers need to see different content."

Thomas Vaarten
E Commerce Manager, A.S. Adventure

[Watch the Video](#)

