



SOLUTIONS



RETAIL

Long Cycle B2C
Personalization

Amplifon stays ahead of the competition in a highly personal market - hearing aids – by matching the high expectations and many in-person visits with personalized messaging and experiences online.

Challenges

- Continue to connect with customers using relevant messaging over multi-year sales cycle
- Stand out from growing competition and maintain a leading position in the industry
- Provide a human touch to all customer interactions to build the trust needed for an intimate wellness product
- Manage and deliver consistent messaging to customers in 21 countries across digital, print and retail store channels

Key Results



30% HIGHER customer acquisition through personalized campaigns across touchpoints



DOUBLED the number of in-store visits with successful email campaigns



REDUCED time-to-market by decreasing email creation time from 1 week to 10 minutes



Consistent and coordinated messaging across email, direct mail, SMS, in-store, and web communications

[Read the Story](#)



Marketers create campaigns much faster with Adobe Campaign, which allows us to capitalize on trends and get timely campaigns in front of customers faster than the competition.”

Cristiano Grassini Grimaldi
Global Digital Transformation Director, Amplifon

