



SOLUTIONS



HIGH TECH



Personalized Subscription Messages

Cupid Media manages 35 dating websites in 24 languages around the world, delivering personalized recommendations in localized emails through automation with Adobe Campaign

Challenges

- Streamline marketing communications by using a single platform for both advertising and marketing
- Eliminate multiple ESPs and improve operations to handle multiple regions, countries, and languages to reduce operational costs and time
- Automate email series that helps drive usage and engagement for new members, keeping them as active users

Key Results

-  200M+ emails a month, personalized and localized across 35 dating websites, in 205 countries and 24 languages
-  Automated welcome series, on-boarding, and notifications of profile activity for 40,000 new members each day
-  A/B Testing incorporated with Adobe Target, to test content and personalization

[Read the Story](#)


Adobe was the only solution provider that delivered a full marketing stack that could handle our needs."

Jason Johnson
Marketing Manager, Cupid Media

