



SOLUTIONS



PARTNER

MEDIA &  
ENTERTAINMENT

**Standardization  
& Engaging  
Communications**

As a global publisher of research, with various teams and various tools in place, Elsevier standardizes email marketing with Adobe Campaign and gains even more

## Challenges

- Standardizing on a single, integrated digital marketing platform
- Improving campaign effectiveness, while cutting costs
- Implementing best practices to help enhance customer communications, drive conversion, and increase engagement

## Key Results



Standardization and consolidating of digital marketing software tools from 11 independent solutions to 1 standard platform with Adobe



30% INCREASE in Open Rates based on personalization and data driven content



Major cost-savings by eliminating duplicate software subscriptions and streamlining operations



*Adobe Campaign allows us to build a template for the way we interact with different industries in specific regions, and then apply rules for how we extend that template to new regions. Now that we have one solution, we are confident that we are sending a single, clear message to our customers."*

Henk Jan Gerzee  
Vice President of eBusiness, Elsevier

