



SOLUTIONS

HIGH TECH &
MANUFACTURING
**Field and
Sales Teams
Localizing
Communication**

Grundfos, a leading global manufacturer of pumps, empowers its sales team with Adobe Campaign Standard across 40+ countries and 140+ users through standardization, templates, and automation

Challenges

- Respond to the rapid change and volume of digital customer outreach and touches from analog touches
- Leverage automation to meet scale and volume needs, as well as decrease response time and accelerate journeys
- Deploy a standard system and solution to the global sales operations across 5 regions, 47 countries, 140+ sales end-users, and 50+ languages

Key Results in First Year



Open Rates have increased from 16% to 23%, while managing and limiting message fatigue to 2.5 personalized messages a month



Click-Thru rates have increased from 2.5% to 3.8%



In one year, driven a 70% increase in engagement of their active list



From a local perspective, our field teams own those relationships & interactions. We must deliver a persistent experience & brand. Adobe Campaign Standard allows us to create a series of templates, fragments, and rules that make it easy for our colleagues to use with the email designer quickly.

Jens Neilsen
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[2019 Adobe Summit Talk](#)
[Read the Blog](#)
