



HBR leverages Adobe Campaign, with Adobe Analytics, to increase engagement, conversions, and contextual campaigns to increase subscriptions.

Challenges

- Bring it in-house: Replace marketing database entirely managed by outside vendor, focused on driving new subscriptions through direct mail
- Bring together the data and insights from the website with the audience information, to implement a whole new email marketing program
- Keep readers engaged and drive better results with less work through automation and a unified data profile

Key Results



4.5 million triggered emails informed by Analytics and sent by Campaign, with an average open rate of 28% and click-through rates of 5%, increasing engagement and conversion



50% average Open Rate for weekly subscriber-only newsletter, increased through targeted segmentation and informed profile data



Implemented comprehensive data model, as well as testing parameters to measure attribution with M2 Partners, for 21 email campaigns in weeks, not months



"We continue to increase the impact of our newsletters through greater targeting and segmentation. With an integrated solution that includes Adobe Campaign and insights from Adobe Analytics, we can make email more personalized and automated, with a richer view of website and campaign analytics."

*Carrie Bourke, Director Customer Analytics & Insight
Harvard Business Review*



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