



PARTNER



MEDIA & ENTERTAINMENT



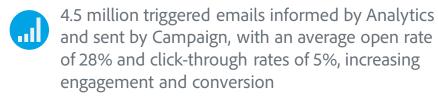
Personalized, Automated, Contextual Email Marketing

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

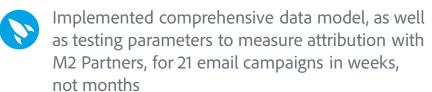
Challenges

- 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







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"We continue to increase the impact of our newsletters through greater targeting and segmentation. With an integrated solution that includes Adobe Campaign an 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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