



TRAVEL & HOSPITALITY



Location-based and Personalized Engagement

One of the busiest airports in the world engages 78 million visitors annually and drives revenue for its 300 retail stores, restaurants, lounge, and even children's play area with targeted campaigns

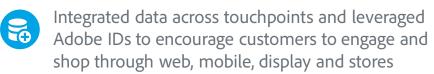
Challenges

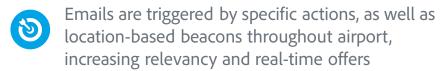
- Get smarter with the massive database of information on 30 million contacts
- Build customer profiles that connect the dots, identify preferred channels and identified loyalty status
- Optimize the digital experience across the experience and across channels, from the web, to email, and mobile app, as well as the in-person experience

Watch the Video

Read the Story

Key Results





INCREASED email click-through rates up to 25%





Adobe Campaign allows us to personalize emails to get the right offers to customers. We're delivering messages that pique our customers' interests and makes them want to learn more, which has helped us improve open rates and achieve click-through rates as high as 25%."

Stuart Irvine Analytics and Optimization Lead, Heathrow Airport

