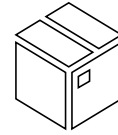




SOLUTIONS



RETAIL/CPG



Personalizing Experiences

Nestlé, a global food and beverage leader, gains a holistic view of consumers across channels to deliver timely and relevant communications and offers

Challenges

- Increase consistency of messaging and efficiency of operations
- Transform data to be actionable and relevant in messaging
- Leverage the technology to improve internal process and operations

Key Results



Implemented, for the first time, complex A/B testing of 4 objects, across 3 languages, and gaining meaningful insights based on data



Opens, Clicks, Conversions, and Revenue all **INCREASED** as a result of more targeted, personalized emails



Deliver consistent messaging across email, social, online, and offline channels

[Watch the Video](#)



What Adobe Campaign is bringing to the table is consistency, harmonization. Getting the integration of data right allows for successful experiences - online, offline, social, consumer services, campaign results - all together for a holistic view."

Betty Bakkali
CRM Activation Manager, Nestlé Suisse

