



SOLUTIONS

HIGH TECH &
MANUFACTURINGJourney
Management

Nissan adjusts to changing buyer behavior to better influence online research and engagement with potential vehicle owners, making in-store visits more meaningful, speeding up the sales cycle

Challenges

- Respond and proactively handle the changing process of researching and buying a vehicle
- Leverage data and data insights to deliver more personal communications across channels, as well as regions, to personalize with data
- Support the in-person engagement with rich, personal content online to supplement the sales cycle

Key Results



200% increase in Open Rates and Click Rates with custom emails including personal offers and content



Improved communications have REDUCED the sales cycle and influenced increase in sales



Emails now include content based on consumer interests, personal recommendations, and content based on web browsing and other data points



With Adobe Campaign, we automatically change the timing and content of the email campaign based on the customer segment."

Mr. Moyuru Kudo
Head of Japan Digital Customer Experience
Nissan Motor Co., Ltd.

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