



SOLUTIONS



HIGH TECH

Personalized
Engagement

Known for discovery, Pandora Radio takes listeners to new heights with personalized push and email notifications, connecting them with new music

Challenges

- Coordinate listeners communications across channels
- Leverage usage data and listener preferences to better personalize music recommendations and personalize the experience
- Deploy a tool that can power personalized email and push notifications at scale

[Watch the Video](#)
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Key Results



Capture, access, and use data at massive scale, across 100s of millions of users, songs, artists, preferences and past plays to power future communications



Deliver millions of personalized emails and push notifications timely and drive user engagement



Align personalized recommendations for new artists, songs, and/or music based on customer data



We're really known for discovery, discovering that new artist or new song. We've partnered with Adobe Campaign to unleash that discovery outside of our product and app experience."

Chris Phillips
Chief Product Office, Pandora

YOUR THUMBPRINT
IS GETTING DEEP



We just added more
of the songs you love to
your Thumbprint Radio.

LISTEN NOW