

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

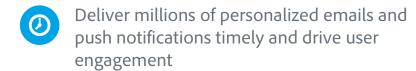
## Challenges

- 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

## **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

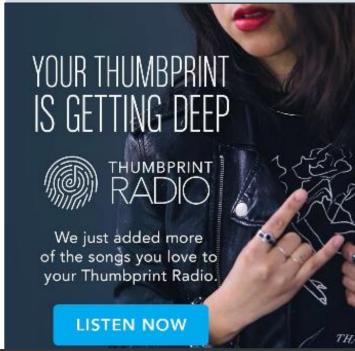




Align personalized recommendations for new artists, songs, and/or music based on customer data

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



Watch the Video

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