



SOLUTIONS



PARTNER

MEDIA &
ENTERTAINMENT
**Cross-Channel
Orchestration &
Personalization**

QPAC replaces multiple marketing tools with Adobe Campaign and leverages a single source of truth for customer data with an integration to Microsoft Dynamics 365 and delivers an outstanding performance

Challenges

- Consolidate multiple systems and disconnected customer data with a tool that can improve coordinated campaigns
- Partner with a provider that would work closely with their Microsoft team, ensure the architecture was right, provide training and support, and ensure success
- Improve the overall journey experience for visitors and loyal customers in measurable ways

[Read the Story](#)

Key Results



Delivers multi-channel campaign management capabilities while leveraging rich customer data integrated with Microsoft Dynamics 365



INCREASED active email subscribers from 43% to 51% in 18 months through more targeted campaigns



IMPROVED personalization and relevancy in weekly promotional campaigns and upcoming event promotions



QPAC needed a simple way to manage campaigns across email, display, social, and mobile. Adobe Campaign enables the creation of more sophisticated customer journeys, improving audience segmentation, and pushing campaigns out across multiple channels, - all without the need for a developer."

Kim Harper
Digital Marketing Manager, QPAC

