



SOLUTIONS



PARTNER

FINANCIAL
SERVICESCampaign
Orchestration

Royal London creates more meaningful customer interactions and boosts revenue by using customer profile information to customize communications for each segment, target campaign delivery times, and increase message relevancy

Challenges

- Quickly roll out new campaign management platform to keep pace with customer demands
- Combine customer data from multiple sources to develop complete customer profiles
- Personalize re-engagement emails and landing pages to prospects' financial interests
- Create higher impact customer experiences

Key Results



In the first nine months, sales conversions increased 12% and revenue increased 188.75%



Connected advertising, CRM, email, direct mail, call center, online, and mobile app data to develop omnichannel view of customer journeys



Targeted abandonment emails achieved up to 60% open rates and 13% click through rates and drive higher revenue



With Adobe Campaign, we were finally able to see what drove conversion on both last touch bases, as well as an assisted conversion view. We introduced dynamic content to each channel, delivering a highly personalized message to the right target audience, at the right time, on the right channel."

Rocky Lalli, E-Business Automation Manager
Royal London

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