



SOLUTIONS



TRAVEL & HOSPITALITY

Campaign
Orchestration

Saga and Titan Travel, a provider of travel, insurance, and financial services products for UK citizens over 50, uses Adobe Campaign to better understand audiences, personalize campaigns, and manage marketing channels

Challenges

- Fully deploy new marketing platform before rolling out new loyalty program
- Send fewer emails while improving conversion and engagement
- Increase the use of personalization to target customers across channels
- Reduce the costs and waste of paper-based direct mailing campaigns

Key Results



Fully implemented new platform in just six months



ACHIEVED open rates as high as 80% with targeted email campaigns



Can now run a new campaign in ONE HOUR, rather than five days



REDUCED costly mailings with targeted campaigns

[Read the Story](#)



With automation and insights from journey start to finish, Adobe Experience Cloud helps our marketers look at the connection between emails and traffic or engagement to optimize the new loyalty campaigns.

Ben Day
Director of CRM, Saga PLC

