



SOLUTIONS



PARTNER

TRAVEL &
HOSPITALITY**Personalized
Customer
Journeys**

Scandinavian Airlines keeps up with the pace of travel using Adobe Campaign and other Adobe solutions to deliver personalized communications across channels and in real-time

Challenges

- Respond to evolving market and customer demands more quickly through technology
- Expand revenue streams with data and insights
- Implement value-added offerings and capture abandoned bookings
- Improve marketing processes and efficiencies

Key Results



20% LESS Cost Reduction in marketing costs, while boosting marketing efficiency and effectiveness



Millions of emails to targeted audience segments based on data, preferences, and behavior



10X ROI on marketing investments based on success of personalized campaigns



Adobe Campaign allows us to power real time offers across channels that are relevant and personal and also based on customer insights and business rules."

Malin Nygren
Head of Global Customer Marketing, SAS

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