



SOLUTIONS



MEDIA & ENTERTAINMENT



Journey Management

SkyUK uses Adobe Campaign to orchestrate messages across email, direct mail, mobile and push notifications and respond to customer behavioral triggers in real-time.

Challenges

- Launch “Decisioning in Digital” across Sky.com, MySky app and Skysports.com to deliver inbound personalized experiences & content
- Focus on Product Recommendations (revenue), In-life Engagement (retention), and Service Messaging (cost-to-serve)

Key Results



SkyUK executes 600+ campaigns a month to its 22 million customers and visitors, 71% of which use 3 or more channels



Multi-million Pound annualized uplift in revenue



“We’re just getting started”



This approach and implementation has far surpassed our expectations.”

Robert McLaughlin
Sr. Director of Analytics & Insights, Sky UK

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