



SOLUTIONS

NOT FOR
PROFITFan Engagement
& Personalization

Iconic Sydney Opera House transforms the visitor and fan engagement by replicating the in-person experience to the digital world

Challenges

- With 1.2 million guests to 2,000 performances annually, how can the world renown arts center drive more engagement and attendance from new corners of the world?
- Move beyond traditional print/direct mail campaigns that were static for recipients and abandon “batch ‘n’ blast” email campaigns
- Improve the overall digital experience, from online marketing channels, to the website, and other services

Key Results



REPLACED 8 different systems used to track, manage, and engage fans with Adobe Campaign and other AEC solutions



INCREASED retention and return visits with pre- and post-event communications across channels



Achieving HIGHEST email open rates ever with personalized and relevant campaigns



ELIMINATED 1,000 annual work hours building email campaigns

[Watch the Video](#)

Sydney Opera House and Adobe have innovation and creativity deep in their roots. The initial attraction for us with Adobe was to ensure that we could partner with someone who absolutely shared our values of innovation and excellence.”

Louise Herron
CEO, Sydney Opera House

