



SOLUTIONS

MEDIA &
ENTERTAINMENTAcquisition &
Lifecycle
Personalization

Telegraph Media Group, UK's largest news source, utilizes multiple solutions within Adobe's Experience Cloud to quickly deliver award-winning journalism across digital channels and leverage customer interaction data in real-time.

Challenges

- Improve "publishing at scale" to address expanding news channels and sources, as well as new tech
- Increase conversions of 100 million monthly website visitors, including registering with the site to drive personalized experiences
- Modernize readership communications based on data, preferences, website behaviors and insights, as well as improve timeliness

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Key Results



More personalized communications drive increased engagement with readership, boosting subscriptions and revenue



Orchestrate messages across Email, Push, Onsite personalization and offsite targeting with Adobe Audience Manager



Overall efforts with Adobe led to tripling acquisitions and conversions, driving significant revenue and streamlining operations



We're very focused on getting people to register, log-in and come back to the site. We can message them through email communications, push messages, with onsite personalization, and even offsite targeting, to deliver a personalized experience."

Chris Taylor
CIO, Telegraph Media Group

