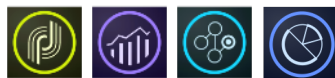




## SOLUTIONS



## PARTNER



## MEDIA &amp; ENTERTAINMENT



## Cross-Channel Orchestration

Telus, a leading Canadian TelCo and winner of the 2018 Excellence in Email Marketing Experience Award at Adobe Summit, personalizes and orchestrates cross-channel messaging to customers

## Challenges

- Leverage existing investments in Adobe Analytics, Adobe Target, and Adobe Audience Manager to improve digital marketing.
- Replace legacy ESP with a campaign management & execution tool that could increase personalized journeys and coordinate across email & SMS
- Radically improve email marketing for both customers and prospects

## Key Results



Email Marketing improvements have led to consistent increases in Open Rates between 30% and 60% and Click-Through Rates above 10% across different campaigns.



Utilize Adobe Marketing ID to provide single customer-prospect record and use that data across messaging



Migrated all marketing content in 4 months and re-deployed content in new workflows and templates. Fully automated many campaigns to drive higher returns and gain efficiency

