



SOLUTIONS

TRAVEL &
HOSPITALITYEmail
Personalization

Travelocity expands its digital marketing campaigns by leaps and bounds as the team continues to innovate on Adobe Campaign

Challenges

- Use a solution that allows a small team to send highly personalized email communications at scale (billions annually)
- Leverage a tool that encourages innovation and creativity in campaign management and data segmentation
- Combine with Adobe Analytics to power web personalization, abandoned booking emails, personalized landing page offers and more

Key Results



Implemented 150+ personalized customer journeys and delivers 50+ weekly campaigns, driving millions of personalized experiences



Team can LAUNCH new campaigns in minutes or hours, rather than days or weeks.



40% HIGHER open rates with personalized content; Delivering 3+ BILLION emails a year



"The campaign would have taken a week and a half with previous solutions, but with Adobe Campaign, we were running in hours. It was a huge success because we got out there before anyone else."

Tony Arbelaez
Sr Director Customer Marketing, Travelocity

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