



SOLUTIONS



PARTNER



RETAIL



Cross-Channel Orchestration

True Value improves cross-channel marketing effectiveness with more customer insights and comprehensive profiles allowing for better segmentation and targeting

Challenges

- Move to personalized, cross-channel marketing
- Obtain more comprehensive views of customer segments
- Reduce overall email volumes while increasing open rates
- Coordinate tailored marketing across channels to increase customer impressions

Key Results



163% Increase in Open Rates due to improved segmentation and targeting



20% Decrease in campaign cycle time with streamlined workflows



Boosted marketing effectiveness of email campaigns with consolidated customer profile view inside Adobe Campaign

[Read the Story](#)
[2018 Summit Session](#)


With Adobe Campaign, we have clean, consolidated customer information and enhanced segmentation and targeting - and that's resulting in significant return on investment."

Melva Godwin
Manager, Campaign Management, True Value

