



SOLUTIONS



PARTNER



RETAIL



B2B Retail Email Marketing

W.B. Mason uses the integration between Adobe Campaign and Microsoft Dynamics 365 to modernize their world-class customer service experience in the digital world

Challenges

- Translate the existing in-person experience to the digital world for their corporate customers and modernize the experience
- Capture and sync more datapoints from customers and join data from different systems with MS Dynamics
- Deliver more personalized communications leveraging the new data model

Key Results



Successfully integrated Microsoft Dynamics 365 with Adobe Campaign, bringing together offline interactions and account knowledge into one place



Now delivering personalized email marketing communications tailored to business accounts and stopped blast email marketing efforts



The integration between Microsoft Dynamics and Adobe Campaign has been huge for W.B. Mason. We are getting all of those offline interactions into Microsoft Dynamics and plugging that into Adobe Campaign and Adobe Target which allows us to execute personalized messages unlike ever before."

Andrew D'Agostino
VP Strategic Technologies, W.B. Mason

[Watch the Video](#)

