



SOLUTIONS



PARTNER

HIGH TECH &
MANUFACTURING

**Multi-channel
Campaign
Management**

Hilti solves legacy challenges with Adobe Campaign and Adobe Experience Manager, to deliver unified messaging across email and SMS to increase customer acquisition and engagement

Challenges

- Consolidate various ESP and Campaign Management tools being used across the globe
- Simplify the tech and reduce costs
- Streamline content development process and operations with customer communications
- Deploy personalized communications across channels with better data access and management and account for different languages and markets

Key Results



Implemented unified, multi-channel campaign management platform with ACS and AEM across 61 markets for email and SMS



30% accelerated time-to-market with a 55% increase in team productivity



50% decreased platform costs and 18% increase in customer acquisition

[Read the Story](#)


The before and after difference has made an impact in every area – from engagement and effectiveness, to operations and efficiency, to cost reductions. The experience is much improved for customers and our teams."

Ebony Hunt
Sr. Global Product Manager

