

Campaign Orchestration

Collaborate to deliver the right customer experience

Your customers demand harmonious, personalized experiences everywhere they go.

Customers want it all—perfectly synchronized online and offline experiences that are not only seamless, but also personal. In short, they are looking for customer experience nirvana. Every single day. With a few taps of their thumbs they can research your brand and make an informed decision to purchase—or not. You need to meet them at the right moment, on the right channel, with a relevant message, but doing so across all touchpoints can pose challenges like the following:

"My company lacks a centralized customer profile."

Without one source-of-truth customer profile for both sales and marketing to work from, data from critical channels like mobile and web can't be integrated with other valuable data sources, like CRM systems, call center logs, or product return records.

"We are unable orchestrate experiences across the entire customer journey."

Without central creation and management of campaigns, there is always something lost in translation as customers move across channels.

"I can't predict when customers will interact with my brand."

Siloed campaigns drive operational inefficiencies that lead to team disconnects, making it difficult for marketers to predict when customers will interact with their brand.

"We're losing customers to competitors."

Without real-time customer interaction and contextual data for personalization, marketing messages are often irrelevant. Ignoring the context of your communication does nothing to build brand attachment.

Single-channel personalization is common, orchestration is harder:



87% of companies
personalize through email.



62% personalize via
social channels.



51% personalize on
mobile devices.



Yet only 38% are optimized to deliver real-time offers and campaigns across all touchpoints.

"The Power of Personalization," Forrester Consulting commissioned by PricewaterhouseCoopers, December 2015.

The Solution

Align your efforts with campaign orchestration

The power of campaign orchestration.

Your business is made up of lots of parts, but your customers only see one brand. Leave behind campaign isolation and integrate compelling personalized offers across the best channels at the best time.

Campaign orchestration is realized when teams collaborate to bring together customer data and messages. You can use your whole customer view to deliver relevant and personalized messages. Your orchestrated experiences will compliment your customer's needs, wants, and desires—on the right channel, at the best time, and with a desirable frequency.

There's never been a better time to orchestrate contextual and personal experiences across each channel you use to engage your customers.

With campaign orchestration, your business will be able to:



COMBINE

online and offline customer data, as well as external data, such as from a CRM, in a centralized profile.



ORCHESTRATE

campaigns across owned, earned, and paid channels.



PERSONALIZE

messages on a one-to-one basis and with moment-to-moment agility.



REACH

customers with meaningful experiences at the right moment.

Campaign Orchestration = Synchronizing your organization's efforts to deliver relevant and personalized experiences across all channels and touchpoints.

The Adobe + Microsoft Advantage

Build cross-channel virtuosity with Adobe and Microsoft

Our solutions help you collaborate to manage campaigns, so you can reach your customers effectively and efficiently across every channel.

Gathering all your data from every input allows you to gain a single view of each customer. And we're talking data at a grand scale—profile attributes, interaction data, CRM data, third-party data, and more. Easily translate all this data into insights on key audience segments, so you know what is most important to your customers and can take action at the individual level.

To pull off personalization of this magnitude, you need a centralized content repository to create, store, manage, and measure all of your content—a place where everyone can quickly access the most up-to-date versions of each asset. Even with a central content library, you'll need help to personalize at scale using your holistic customer view. Let data-powered algorithms automate faster—and probably better—personalization decisions for you.

Campaign orchestration with Adobe + Microsoft helps you:



Identify target audiences.



Share offline, online, and CRM data in one place with a standard data model for efficiency and repeatability.



Re-target customers across channels.



Create, automate, and execute personalized messages in context.



Manage touchpoints across earned, paid, and owned channels.



Leverage disparate customer data in a centralized profile.

Our tools further allow you to fine-tune your cross-channel marketing strategy by measuring the effectiveness of campaigns across multiple touchpoints—with anonymous or authenticated customers. The results are greater precision in measuring campaign conversions, sharper visibility into channel attribution, and the ability to remarket to customers in real time.

Successful campaign orchestration is an ongoing journey to create the rich and resonating messages your customers love to hear. By embracing cross-channel customer experiences with Adobe and Microsoft solutions, you'll also increase brand efficiency and productivity, reduce operating expenses, and improve the quality and reliability of your brand in the eyes of your customers.