



Personalized Engagement for Increasing Customer Base

Adobe Marketing Cloud Implementation

SUCCESS STORY



Project Overview

Tavant enhanced digital experience by combining digital marketing technology with data from Adobe Marketing Cloud. We offered real-time intelligence of digital strategies that enabled marketers to appropriately target and deliver exceptional unique user experiences.

Client Overview

The client is a leading provider of online technical support services to consumers and small businesses across a wide range of computing and communications devices and software. The company caters to millions of customers globally and the services are available all year round on 24/7 basis.

Business Impact

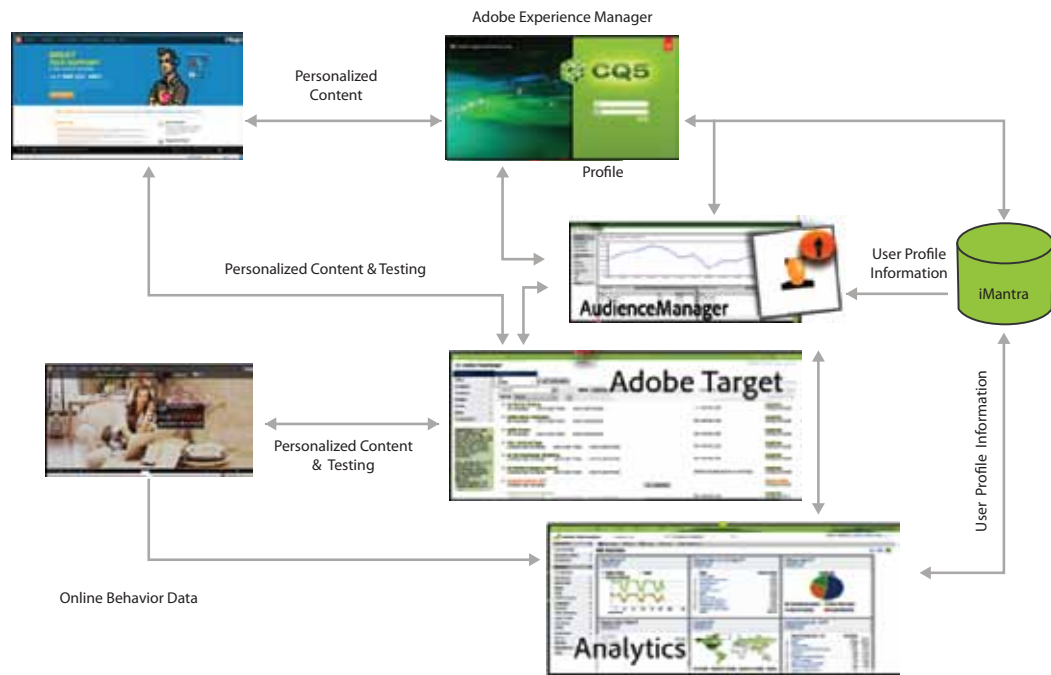
- Enhanced corporate branding by standardizing digital experiences across web properties.
- Provided marketers with actionable, real-time, online analytics intelligence about digital strategies and marketing initiatives.
- Integrated complementary and third-party digital marketing technologies with data from Adobe Marketing Cloud thus enabling online marketers to view and optimize campaign & conversion performance across web properties.



Business Objectives

- Provide opportunities to marketers for building well-defined user segments to deliver unique experiences and enable appropriate targeting of offers based on visitor profiles.
- Migrate its business-critical websites to a new platform so as to provide a better online customer experience.

Customer Ecosystem



Solution Highlights

Information Architecture

Component & Template Development

Content Migration

Digital Asset Management

Responsive and Adaptive UX & UI Implementation

Analytics Implementation

SEO

Tavant Solutions

- Integration and configuration of AEM Marketing cloud products (AEM, AEM Analytics, Target), client CRM, and third-party geolocation provider (IP2Location)
- Website migration (WordPress to AEM)
- Building analytics-enabled AEM components
- Tracking of page, event, video, and conversion variables
- Custom client context store to enable CRM profile
- Business use-case realization
- Analytics report data verification



System Integration

AEM

Adobe Analytics

Adobe Target

Adobe Media Optimizer

Client CRM

Legacy CMS

YouTube

Facebook

comScore

Tavant Capabilities

- Analytics & Business Optimization
- Application Development
- Cloud Service Solutions
- Advertising/Media Buying/Targeting
- Content Management
- eCommerce Solutions/Platforms
- Mobile Strategy/Platforms
- Personalization
- Search Marketing & Optimization
- Social Media Strategy/Platform
- Web Experience Design & Management



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