

ADOBE ADOPTS PREFERENCE-BASED CHANNEL E-COMMUNICATIONS TO REDUCE COSTS AND INCREASE MESSAGE PENETRATION WITH NEWSONDEMAND

Background

Adobe Systems is a global leader in digital marketing and digital media solutions and has a very large network of channel partners in many countries around the globe.

Challenges

With such a diverse partner base, in terms of geographical spread and business type, it is critical that Adobe provides its channel with up-to-date news that reflects partner individuality and needs. However, response rates to Adobe's traditional email communications were in decline, highlighting the need for a more dynamic and cost effective vehicle for its messaging.

Partners are becoming stressed with emails jamming up their inboxes from their various suppliers, and Adobe's traditional partner e-newsletter was proving to be a somewhat antiquated, stand-alone marketing tool that just wasn't delivering relevant news in an efficient way.

Adobe quickly realised that its partner news needed to be targeted, relevant, timely and most importantly – based on partner preferences.

Approach and Solution

Having successfully launched Tremolo® Software Ltd socialondemand® to transform social media communications through its partners to reflect its own digital business model, Adobe began to look for a more effective way to communicate to its partners.

Tremolo® recommended a solution to address Adobe's new challenges, resulting in the deployment of newsondemand in September 2012.

Complementing Adobe's growing armoury of next generation marketing communication tools, newsondemand is an online, dynamic e-communications tool that gives partners complete flexibility and choice of what news they receive and when, whilst still giving Adobe the ability to highlight strategic news messages.

The news created is posted, in real time, to Adobe's Partner News Portal, whilst newsondemand ensures that partner inboxes only receive the relevant news that they have requested. As such, the role of Adobe's partner portal has changed from a more traditional repository to a dynamic news archive and/or host to the extended versions of news provided in partner emails.

“ We are seeing dramatic upturn in partner engagement with our communications, in terms of email opens, portal views/visits and CTA clicks ”

Angela Leech, Senior Marketing Manager, EMEA, Adobe

Benefits

Empowering partners with choice

By offering preference-based and targeted communications, newsondemand represents a seismic shift in the way Adobe has traditionally communicated with its partners. "Making sure our partners get the news they want, when they want it, has improved our channel relationships tenfold. We are seeing dramatic upturn in partner engagement with our communications, in terms of email opens, portal views/ visits and CTA clicks," confirmed Angela Leech, Senior Marketing Manager, EMEA, Adobe.

Delivering multi-lingual, regional news

Adobe now delivers newsondemand across Europe, giving local Adobe marketers the ability to create region-specific content in multiple languages which in turn is sent to partners based on their preference selections.

Dynamic, cost-effective news delivery

With newsondemand, Adobe's newsletters are now created dynamically without the need for HTML coding thus reducing the need for designers and programmers to build and deliver emails. "newsondemand has enabled us to dramatically reduce the time and cost of manual newsletter production," commented Angela.

Cutting through the noise

With newsondemand, Adobe still has the flexibility to include critical news as mandatory to its partners, but the vast majority of news delivered is at the partner's own request. "Since adopting newsondemand, open rates and click through rates have soared, and because news is more timely and relevant to our partners, we have increased the penetration of our messaging," explained Angela.

Keeping email databases fresh

The age-old challenge of keeping opt-in email databases up to date is now a thing of the past for Adobe. Partners now keep their own information up to date through the Adobe Partner News Portal, which – judging by the results Adobe is seeing – they are more than happy to do in return for relevant and timely news.

Results

On average, Adobe is seeing email article open rates of over 50% and in some cases, rates are exceeding 60%. Equally important is the increase in article click rates, which are now consistently achieving over 10% and on some occasions exceeding 40%. Clearly, Adobe is exceeding industry standard open rates of 2% by far using newsondemand.