



Adobe

## Challenge

Adobe is an award winning software and technology company who have redefined business, entertainment, and personal communications with their products for producing and delivering content.

Adobe Australia wanted to better engage its customer base with a digitally focused marketing strategy. To achieve this they identified a need to consolidate their existing digital marketing tools. Previously a range of disparate email marketing tools had been used, none of which gave reliable deliverability or feedback. This situation was compounded by the use of an externally managed marketing database that was difficult to access and didn't provide real time reporting.

The Adobe team were looking to upgrade to a more comprehensive marketing platform that offered improved deliverability rates and more comprehensive reporting as well as the ability to extend their efforts into other digital channels.

## Solution

Adobe implemented Traction to manage its digital marketing, particularly the broadcasting of communications. This provided them with consistency in their communications and a single place from which to manage them. The Traction team assisted Adobe with the transfer of their existing database across to Traction and the subsequent cleansing efforts.

Adobe now sends regular database broadcasts and is able to gather more meaningful data on the way their customers interact with these communications. Promotions are more targeted and there has been a significant reduction in unsubscribe rates. The automatic management of unsubscribe requests has greatly reduced the administrative burden placed on the marketing team and Adobe has not experienced a single privacy or unsubscribe issue since implementing Traction.



*"The ability to have direct access to real time reporting is a very powerful feature. Being able to easily compare campaign results has allowed us to refine our marketing messages and increase their effectiveness. Traction has provided Adobe with valuable insights that let us better understand what our customers want from our communications."*

Samantha Salier  
 Marketing Communications Manager  
 Adobe



*"With Traction we can be confident that when we send things out we reach all the people we need to. Traction has proved to be a vast improvement on the marketing tools we were previously using."*

Samantha Salier  
Marketing Communications Manager  
Adobe

For more information please visit  
the Traction website at  
[www.tractionplatform.com](http://www.tractionplatform.com)

To discuss how Traction may serve  
your specific needs, please contact us  
on +44 20 7060 2900 or email  
[europe@tractionplatform.com](mailto:europe@tractionplatform.com)

Event promotion and management has been simplified with Traction. Event promotions are now better targeted and a simple events registration tool has been created by linking Traction to a web based form.

Adobe has extended its use of Traction with innovative mobile and live event executions. At the launch of Adobe AIR, Traction was used to collect audience feedback via a voting based competition. Attendees were able to vote on presentations by 5 developers with the results and competition winners announced at the end of the event. A simple measure to increase audience participation and engagement, the live voting resonated well with the event's participants and helped further Adobe's reputation as a progressive and creative brand.

## Outcomes

Adobe now has a one-stop solution for its email marketing needs. With Traction the Adobe marketing team is now able to independently access campaign data in real time as well as perform campaign analysis and comparisons themselves. The high deliverability rates and automatically managed opt-outs Traction offers have helped simplify Adobe's database management and give them greater visibility across campaign performance.

Adobe has been able to extend their marketing reach into mobile with Traction and have begun experimenting with innovative executions including live events. These new initiatives have been extremely well received by their tech savvy customer base.

Adobe's communications are now more targeted and the improved open and click through rates reflect an increased effectiveness.