Adobe Journey Optimizer Use Cases

Base implementation

How can we quickly launch in the market with minimal effort, a few use cases, and the ability to expand later?

GOAL:

Establish a foundational implementation using a flexible approach, enabling a swift and efficient start with low-complexity use cases, ensuring minimal customer effort while laying the groundwork for future expansion

MUNVO'S SOLUTION:

- Ensure end-to-end implementation for the client
- Establish a base implementation for clients who wish to build a minimal viable product with low complexity use cases to gain quick value
- Define data requirements to satisfy high-priority use cases

RESULTS:

- Increased time-to-market by building minimal viable solution and low-hanging impactful use cases
- Improved efficiency of campaign execution process with simplified workflow

Cart abandonment

How can we effectively remind users to complete their abandoned purchases and encourage them to continue their buying?

GOAL:

Develop a compelling strategy to re-engage customers who have abandoned their purchase, effectively enticing and motivating them to return to the website and complete their intended purchase

MUNVO'S SOLUTION:

- Integrate the Adobe WebSDK with the client's web property to capture the cart abandonment event
- Design and implement a customer journey to automatically send personalized communications based on the captured cart abandonment events.

RESULTS:

- Increase in revenue by driving customers back to complete their intended purchase
- Increased customer engagement by approximately 15%

Event-based triggers

> How can we promptly reach out to customers who take a specific action on our website in order to provide them with additional information?

GOAL:
Establish a streamlined system for delivering timely transactional or informational messages to customers who have performed specific actions on the website, ensuring prompt and expected communication that enhances their overall user experience

MUNVO'S SOLUTION:
- Define web events that require real-time communication and activate through Journeys

RESULTS:
- Important messages and communications sent on time reassuring customer confidence and loyalty
- Increased conversion rates of up to 5%

3rd Party vendor email delivery

> Is it possible to create a customer journey using AJO and deliver messages through provider X, considering that we are restricted to using only that particular provider?

GOAL:
Successfully configure integration with a third-party marketing automation solution that aligns with stringent business policies and adheres to vendor agreements, ensuring compliance while leveraging the benefits of the automation solution to optimize marketing efforts

MUNVO'S SOLUTION:
- Ensure end-to-end implementation for the client
- Configure a custom action to deliver messages via the 3rd party provider

RESULTS:
- Enhanced marketing strategy by combining the capabilities of multiple technologies
- Security and compliance from a policy or legal perspective

Offer management

> Is there a method to dynamically determine and select the most suitable offer to send to a customer based on their preferences and behavior?

GOAL:
Implement a personalized marketing approach to deliver customers the most relevant and contextually appropriate next-best offer based on their preferences, behavior, and current stage in their customer journey, enhancing engagement and maximizing conversion rates.

MUNVO'S SOLUTION:
- Define business criteria to qualify customers for offers and types of offers
- Gather the assets, configure the rules and constraints, and compose the offers
- Configure next best offer decisions based on contextual data about the customer journey

RESULTS:
- Delivered personalized offers across channels, led to improvement in campaign performance
- Delivered relevant and personalized experiences for customers at the right time in their journey
- Increased engagement and ROI by 10%, up to 100% increase in open rate, and 80% higher CTR