The Power of Integration

Adobe Campaign and Adobe Experience Manager
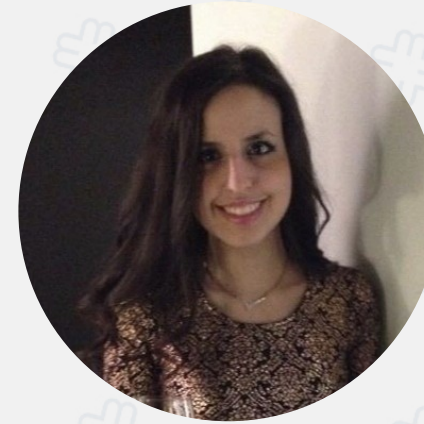
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Today's Speakers

Henry Rosvick

Presenter

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Moderator

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Digital transformation starts with Munvo, a certified partner of Adobe®, Salesforce®, SAS®, and HCL® (Unica).

We maximize your MarTech investment.

Our Practices:

- Adobe
- Unica
- Salesforce
- SAS

Our Products:

- SMS Gateway
- CampaignQA
- Companion for Unica Campaign
- Rewind for Adobe Campaign
- Munvo AI

▶▶ The Power of Integration

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100+
Consultants and Developers

40+
Enterprise Customers

300+
Marketing Solutions Projects

15+
Years of Experience

Any of these sound familiar?

Manual HTML Updates

Significant time spent manually writing and copying HTML

Inconsistent Branding

Difficulty maintaining consistent branding and cross-channel experiences

Assets Everywhere

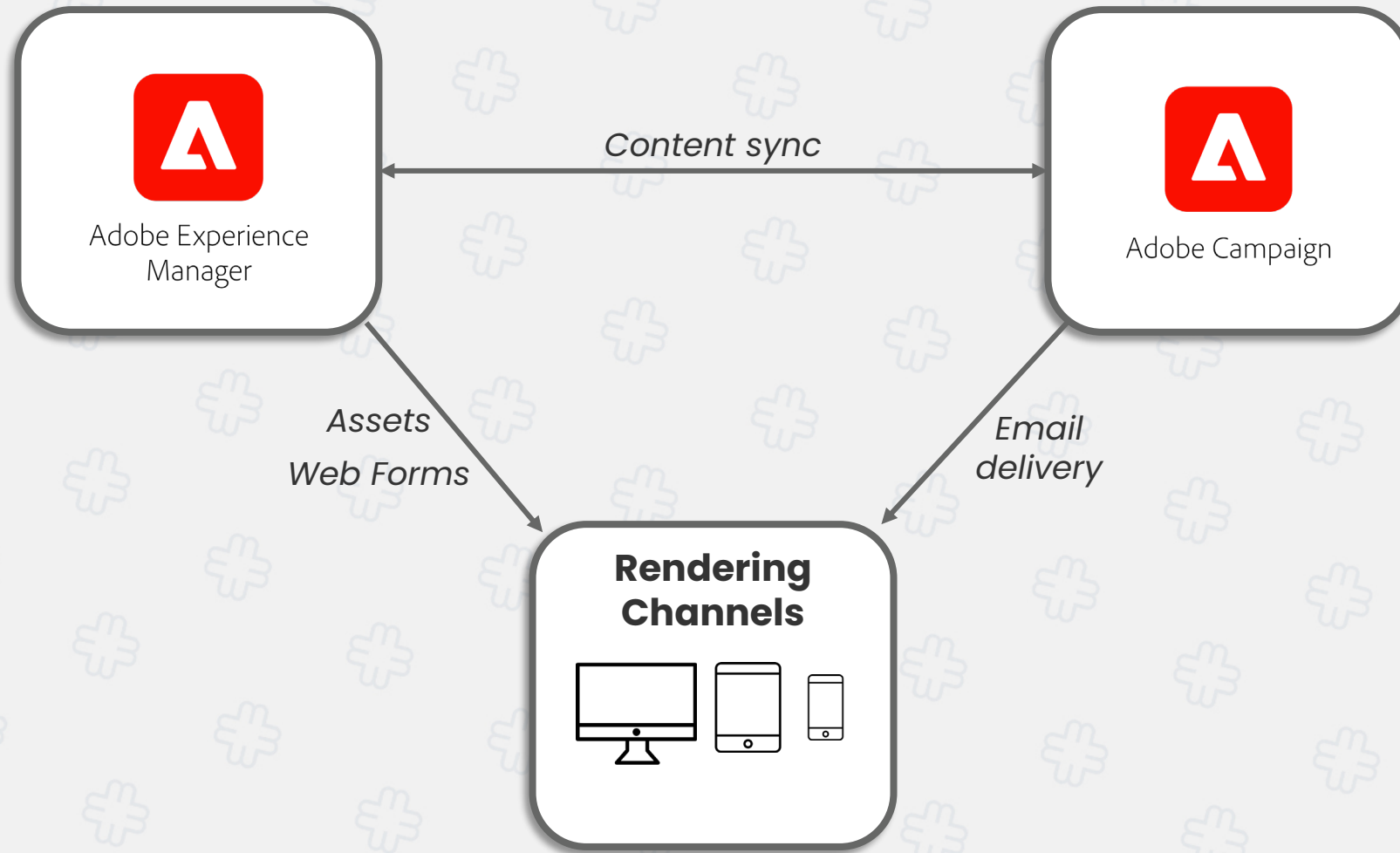Assets housed in multiple locations, with multiple versions

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What is Adobe Experience Manager?

A comprehensive content management solution for building websites, mobile apps, forms, and more. It facilitates the management of your marketing content and assets.

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What is Adobe Campaign?

A platform for designing cross-channel customer experiences, campaign orchestration, and cross-channel execution

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Experience Manager & Campaign Integration Data Flow

Adobe Experience Manager

Content sync

Adobe Campaign

Assets
Web Forms

Email delivery

Rendering Channels

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Use Cases in Today's Demo

Email Delivery Templates

Build personalized and branded email templates that leverage modular components from Sites and on-brand content from Assets

Integrated Web Applications

Create dynamic web apps in Adobe Experience Manager with direct integration to Adobe Campaign data schemas

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Demo

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Benefits of Integration

Powerful Asset Management

Leverage Adobe Experience Manager Assets to easily **manage email assets at scale**.

Greater Productivity

Teams using Assets saw **19% higher productivity,** while Teams using Sites saw **23% higher productivity**.

Modular Components and Templates

Take advantage of fully customizable templates and reusable components to **speed up time to market** and **reduce errors**.

Reduce Development Overhead

Marketers can create **compelling experiences** without ongoing development costs.

Maintain Branding across Campaigns

Centralized content and asset management ensures **consistent branding** across all campaigns and channels

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Questions?

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Thank you!

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