Adobe Campaign Classic V7 to V8 Migration:

Enhancing Operational Efficiency and Performance

Reduced recurring delivery runtime from over 4 hours to less than an hour, a 300%+ performance increase.

Enabled flexibility for ad hoc launches, reducing necessary prep time from 24 hours to same-day adjustments.

Harnessing the power of Snowflake technology in V8 resulted in 30-50% improvement in data load times.

Streamlined the marketing operational process from asset generation to email delivery.

Client

The client is a leading entity in the recreational products sector, specializing in the design, manufacturing, and distribution of innovative products that elevate outdoor experiences. With a steadfast commitment to quality and innovation, they have established themselves as a prominent player in the industry. Their diverse portfolio encompasses a range of recreational vehicles and equipment, catering to outdoor enthusiasts worldwide. Leveraging cutting-edge technology and a customer-centric approach, they continuously strive to exceed expectations and set new standards in the recreational products market.

Challenges

Our client encountered several challenges with their existing system, Adobe Campaign Version 7.

1. **Slow Performance and Redundant Components:** The client's existing system, Adobe Campaign Version 7, exhibited sluggish performance and contained redundant components, impeding operational efficiency and productivity.

2. **Inability to Meet Growing Marketing Demands**: As the business expanded, the client encountered difficulties in keeping pace with the escalating demands on their marketing operations. They aimed to increase their email marketing efforts but expressed concerns regarding the system's capacity to handle additional campaigns effectively.

3. **Striving to Embrace Technological Advancements**: With a desire to stay abreast of industry advancements, the client sought to leverage innovative technologies, such as Snowflake databases, to enhance their marketing activities. They planned to migrate their marketing data to Snowflake and desired a system that could seamlessly integrate with this technology for improved data management and real-time updates.

Solution

Munvo implemented a comprehensive strategy to address the challenges faced by the client and ensure a seamless transition from Adobe Campaign Version 7 to Version 8. The solution comprised the following key components:

1. **In-depth Analysis and Optimization:** Munvo conducted a thorough analysis of the client's Adobe Campaign Version 7 system to identify deprecated deliveries, unused features, and redundant components. Unnecessary and deprecated objects were removed to streamline the ecosystem and optimize it for migration to Version 8.

2. **Collaborative Migration Planning:** Working closely with the client and Adobe, Munvo devised a meticulous migration plan tailored to the client's specific requirements. This collaborative approach ensured the success of the migration process and minimized disruptions to ongoing operations.

3. **Guidance and Support Throughout Migration:** Munvo provided comprehensive support to the client throughout the migration process to Adobe Campaign Version 8. From initial planning to execution, our team remained actively engaged, keeping the client informed at every stage and addressing any concerns or issues promptly.

4. **Post-migration Validations and Optimization:** Following the migration, Munvo conducted thorough validations on the Version 8 instance to ensure that all components, both new and old, were functioning as intended. Any unexpected behavior or issues were promptly investigated and flagged to Adobe for resolution.

5. **Custom Code and Implementation Optimization:** Munvo performed optimizations and fixes on custom code and implementations, such as the Munvo SMS Gateway, to ensure seamless functionality post-migration. Where necessary, API connections were reconfigured to maintain their integrity with external systems, ensuring uninterrupted workflow integration.

Benefits

Our client experienced a significant expansion in their marketing activities, **enabling an increase in the number of daily deliveries**. This was complemented by **a reduction in system impacts from running multiple campaigns at once,** as delivery preparation time was cut down. Additionally, **the turnaround time for restarting campaigns decreased**, allowing for more agile operations. The process for **data loads became more frequent and faster**, thanks to improved record insertion speeds, moving towards a near-real-time method. This also **reduced the workload for operators**, who no longer needed to spend as much time monitoring campaigns, freeing them up for more strategic initiatives and campaign optimizations. Moreover, **the offer management process was streamlined**, enhancing overall operational efficiency.

🎇 Results

✅ **Increased Campaign Capacity**
Migration eliminated the need to stagger major campaign start times, allowing multiple large deliveries to run simultaneously. This advancement enabled the client to expand marketing activities to new brands without disrupting ongoing deliveries

✅ **Enhanced Delivery Preparation Efficiency**
Before the migration (using V7), sending deliveries with large audiences that used the Adobe Offer interaction module required up to 5 hours with no guarantees on preparation times. Post-migration, deliveries now only need to be started one hour before the targeted send time, with preparations rarely exceeding two hours, even for larger audiences or extensive offer catalogues.

✅ **Improved Campaign Flexibility**
The migration significantly reduced the impact of last-minute changes. Where previously, last-minute adjustments often meant postponing deliveries to the next day, now such changes result in a mere couple of hours of delay, greatly enhancing campaign flexibility and responsiveness.