



Leveraging Adobe Analytics with Adobe Campaign Classic & Munvo's SMS Gateway to offer targeted offers



Identified ideal communication channel to optimize user reach



Target by web visits to identify high rate of purchase segment



Enabled automated cross-channel journeys

The Client

Our client is an outdoors recreational products brand designed for enthusiast who loves experiencing adrenaline-pumping activities with like-minded peers! They create curated and lead guided adventures that will push your boundaries, off the beaten path, on land, road, water, and snow – all within the scenic surroundings of nature.



Challenge

Our client was having difficulty targeting customers who had seen specific products across their business lines and different websites and hadn't logged in to the website. They were looking for a solution to identify the customer's data and track interaction of the visitors. Munvo leveraged our expertise to develop a solution plan specifically for the client, taking into account what they've seen across business lines and different websites. This way, they would be able to reach out to them in a timely manner with an offer to talk to an expert.

Solution

Munvo realized that in order to track email users across different sites, it was first important to have a unified view that would allow tracking across sites. Munvo's solution was to create global tracking IDs that used two parts broken down for security reasons. This IDs propose a unique identifier for each person, which would be stored on a secure server and used to track their movements and activities. This helped to circumvent a lot of the regulations that are in place to protect user data. The value-add was precisely to enhance the targeting capabilities so that the client was able to identify email users with their website visits and provide targeted offers within 24 hours of the initial visit.

