Unleashing the Power of Adobe Analytics with a Data Driven Approach

Improved performance and future tool adaptability with the use of WebSDK

Enabled email marketing and A/B Testing through the use of reliable data points

Adopted a data driven approach to marketing initiatives

Client

The client is a financial technology company, specializing in prepaid and payment solutions. They provide innovative commerce experiences through a network that supports gift cards, prepaid debit cards, digital payments, and point-of-sale solutions. Serving various industries, the company ensures secure and efficient transactions, enhancing customer engagement and satisfaction.

Challenges

Our client faced several significant challenges, including unreliable data with metrics that appeared incorrect and incomplete, which hindered their ability to make informed decisions. They were also unable to utilize web data to enable effective email marketing campaigns. Additionally, there was a noticeable lack of knowledge and proficiency in using analytics tools, further complicating their efforts to optimize marketing strategies and drive growth.
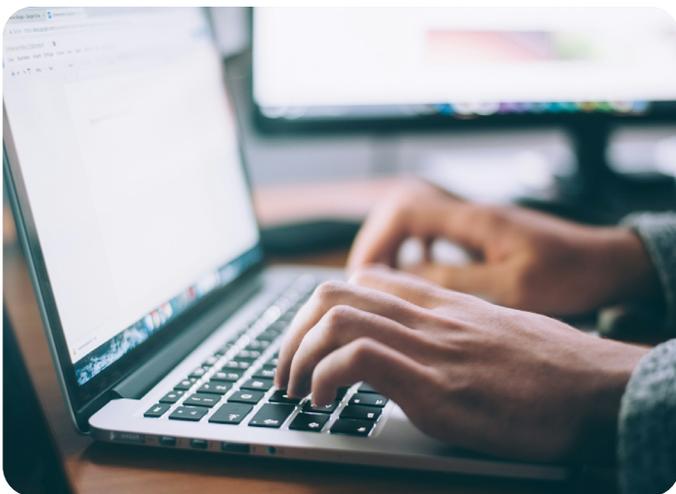
Solution

Munvo solution addressed these challenges comprehensively. We implemented WebSDK to facilitate easier implementation of analytics tags and pushed necessary fixes to data tagging on Adobe Data Collection. To track trends and inform marketing initiatives, we developed and utilized dashboards related to marketing campaigns and user site metrics. Regular training sessions on Adobe Analytics and Adobe Target were conducted to enhance the client's proficiency in using these tools effectively. Additionally, we generated useful segments to enable targeted email marketing campaigns.

Benefits

Munvo's efforts enabled the client to enact actionable changes by utilizing the data available to them more effectively. With **more reliable data points** and the ability to connect them to email marketing and web A/B testing initiatives, the client was able to **drive site traffic, engagement, and conversion** more efficiently.

Another significant impact was **the creation of a streamlined process** for using their MarTech stack. By applying best practices, the client can now make more informed decisions and has implemented an iterative execution cycle to continually optimize their marketing strategy. This enhanced approach has **improved their overall marketing effectiveness and operational efficiency**.

🏆 Results

- ✅ Successfully implemented WebSDK on four websites.

- ✅ Captured 80 eVars and props along with 80 customized site events.

- ✅ Shared 15 segments to the Adobe Experience Cloud.

- ✅ Enabled targeted email marketing and A/B testing using Adobe Target.

- ✅ Significantly improved data accuracy.

- ✅ Enhanced marketing strategies, driving better engagement and conversion rates.

Quote from Munvo

> Munvo has delivered exceptional results for our client, enabling them to gain control over their data in ways they never imagined possible. I look forward to the continued success of this partnership.
>
> **— Alexis Romero, VP of Data and Analytics**

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