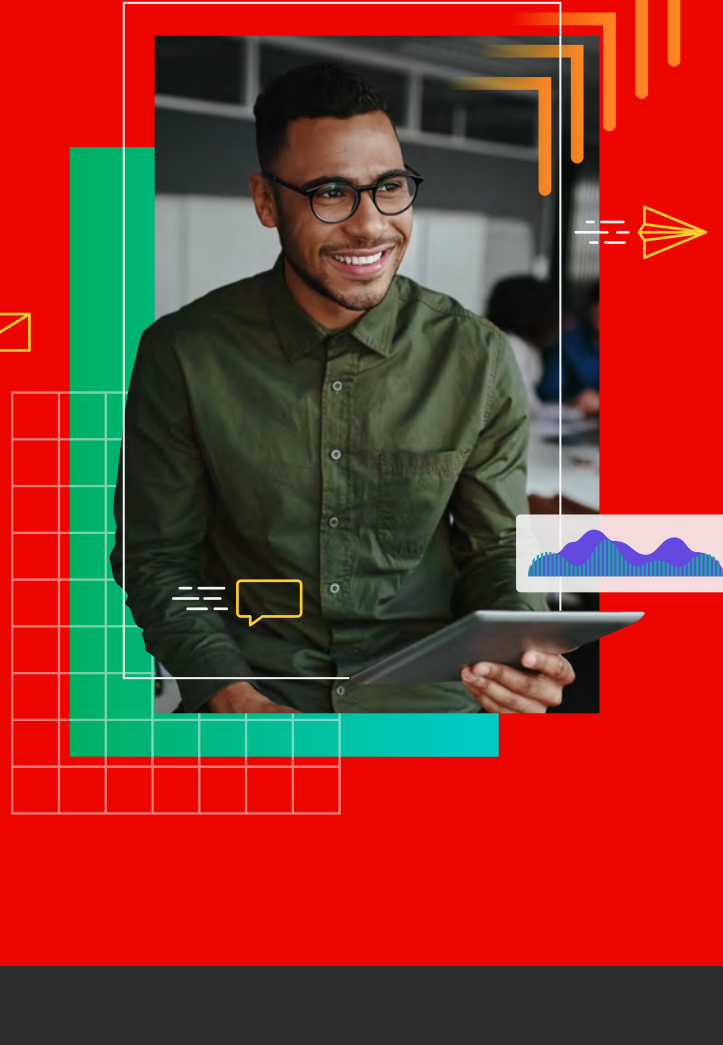
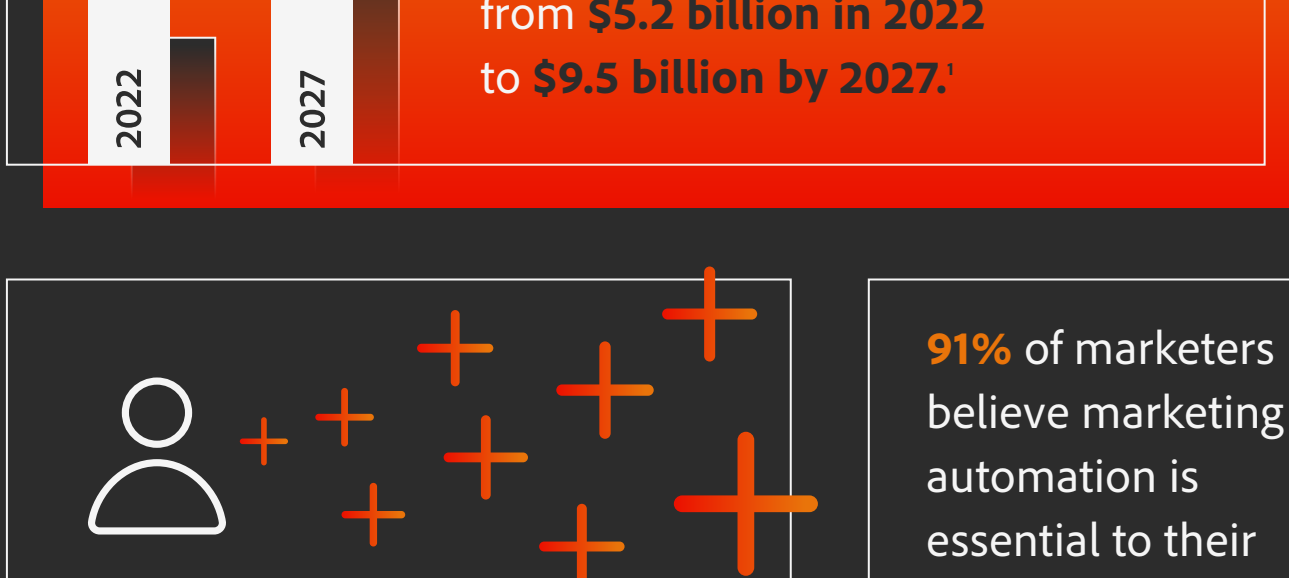


Do more, with less.

By using Adobe Campaign to carry out day-to-day tasks, like sending personalised emails – allowing you to work proactively and freeing you up to focus on strategy.



Marketing Automation is today's big MarTech buzzword. And for good reason.



Companies that use Marketing Automation see a huge increase in leads and conversions, at **80% and 70%**, respectively.²

91% of marketers believe marketing automation is essential to their business.³

Marketers say their favourite benefits of automation are:



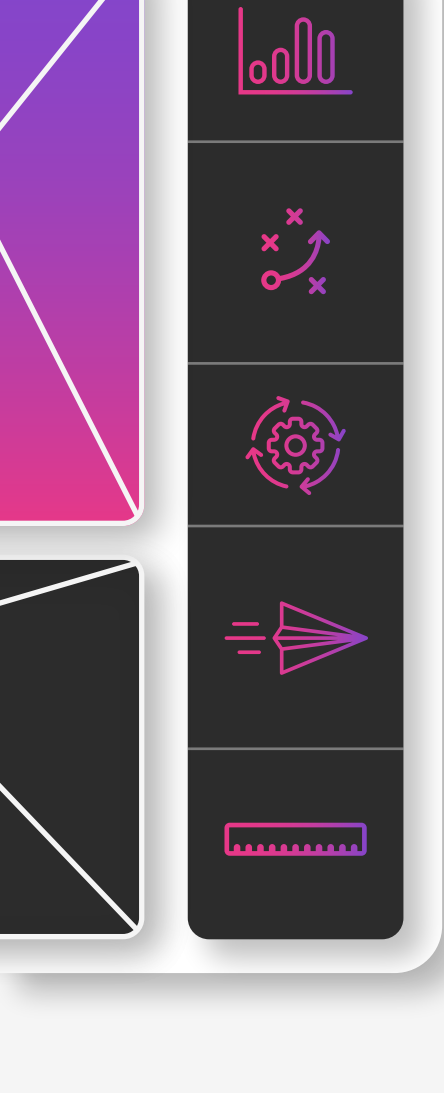
49% Time savings of repetitive tasks

49% Personalised communication

45% Improved efficiency and ROI⁴

But with countless tools to choose from, which is best?

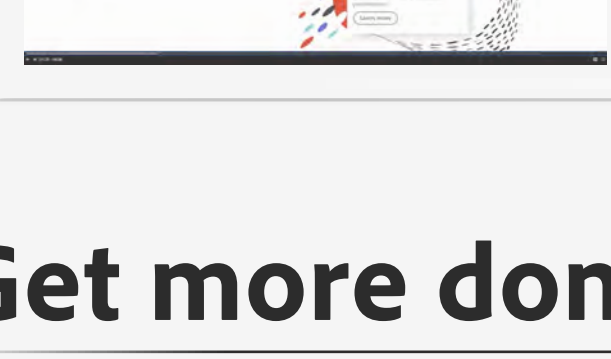
You need a single and simple solution.



- Translates** your data into useful, actionable insights
- Plans** smart campaigns and effective workflows across all your channels
- Automates** manual tasks accurately and efficiently
- Delivers** truly personalised content to customers – in the right place, at the right time
- Measures** the effectiveness of your efforts

Introducing Adobe Campaign.

An all-in-one tool that takes the deliberation out of your decision-making.



Get more done, with less effort.

On average Marketing Automation boosts:



Across your most time-intensive channels.

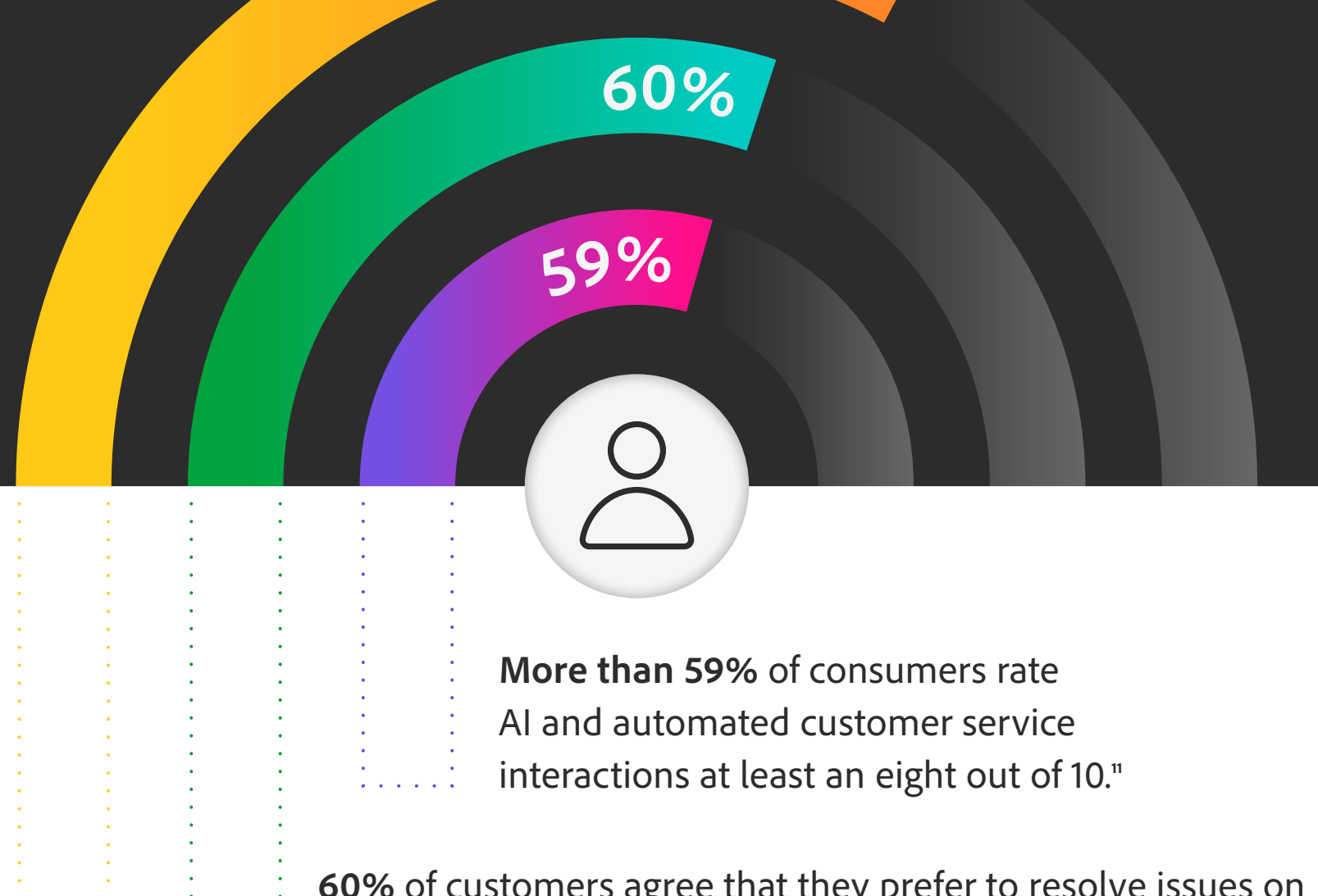
49% of users say the biggest benefit is time saved.⁸

53% of marketing influencers, email and CRM are the most effective areas to automate.⁹

Email marketing is the most used Marketing Automation feature, with **79%** of marketers implementing it.¹⁰

According to **53%** of marketing influencers, email and CRM are the most effective areas to automate.⁹

Give customers the experiences they demand.



More than 59% of consumers rate AI and automated customer service interactions at least an eight out of 10.¹¹

60% of customers agree that they prefer to resolve issues on their own, without human intervention when shopping online.¹²

More than 65% of people have higher expectations for customer service today than they did three to five years ago.¹³

By getting on their wavelength

See customer tastes and preferences using all your data, in an easy-to-read snapshot

Manage and segment your data to build and enrich audiences

Personalise communications and send them automatically at pre-defined trigger points

Reach out quickly to impress, engage and qualify leads

A/B

A/B test content to see what works best and make tweaks in an instant

Follow up automatically, managing recency and frequency with ease

To achieve results like this:

Hostelworld achieved 500% higher online engagement

[Watch the Video >](#)

Virgin Holidays saw 4x higher email engagement rates

[Watch the Video >](#)

RS Components boosted click-through rates by 75%

[Read the Story >](#)

Start personalising, orchestrating, and automating marketing campaigns that matter – to your customers and your bottom line.

[Read our eBook >](#)



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1 https://www.businesswire.com/news/home/20220523005784/en/Global-Marketing-Automation-Market-Is-Expected-to-Grow-at-a-CAGR-of-12.8-During-2022-2027---ResearchAndMarkets.com
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 7 https://demandspring.com/research/marketing-automation-platform-insights/
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