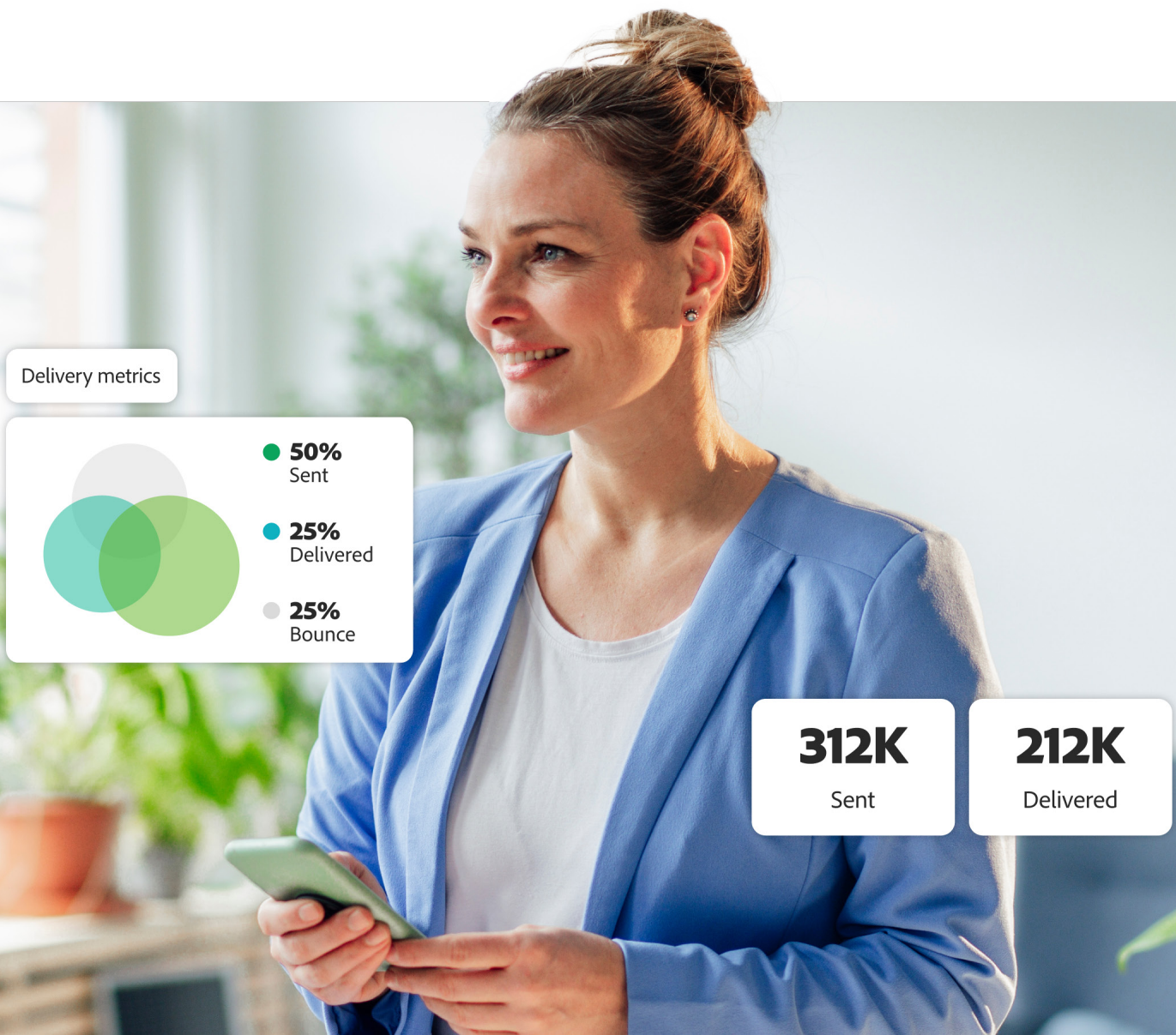




How Adobe's Run and Operate helped a leading retailer transform their marketing performance.





Daniel Felix

Senior Consultant, Adobe

You've invested in powerful marketing technology, but you're not seeing the return you expected. Sound familiar? Many organisations face the same challenge — and that was exactly the case for a leading European beauty retailer.

When we first met the team, their sentiment was clear: “The platform just isn’t working for us.” The perception was that Adobe Campaign was too limited and wasn’t delivering the value they needed. But the issue wasn’t with the technology — it was with how it was being used.

They turned to us for help, and through a joint project between Adobe Professional Services and Run and Operate (formerly Adobe Full Service) that combined both consulting and operational implementation, the client was able to unlock the platform’s full capabilities and deliver on their marketing potential.

Here’s how we did it...

Table of contents

The challenge: A disconnect between potential and performance.	4
The solution: A seamless transition to Adobe's Run and Operate.	4
Campaign automation and personalisation.	5
Real-time performance tracking and insights.	5
Operational efficiency and team enablement.	6
The results: Data-driven growth and measurable impact.	7
The takeaway: It's not the tools — it's how you use them.	8

The challenge: A disconnect between potential and performance.

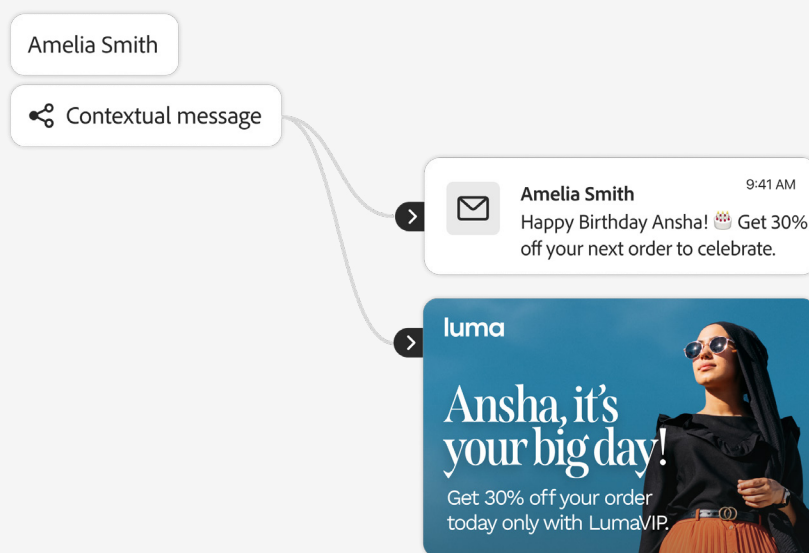
Before our consultants came on board, the client's marketing team worked with a third-party partner that severely limited their access to Adobe Campaign's full functionality. Key capabilities were hidden behind restricted permissions and overly complex interfaces. Campaigns had to be submitted through spreadsheets, sent externally, and approved through up to 70 steps, including a printed email review by the CEO.

This process was slow, inefficient, and left no room for innovation. Turnaround time for campaigns ranged from days to a week, email personalisation was limited, testing was minimal, customer segmentation lacked nuance, and performance was difficult to measure due to disconnected systems. The team lacked the technical support and visibility to move beyond basic execution.

The solution: A seamless transition to Adobe's Run and Operate.

Once Adobe was brought in, we moved quickly. In just 10 weeks, the client transitioned to a fully Adobe-managed model. One of our first actions was removing unnecessary layers between the client and the tool — restoring full visibility and access so their marketers could start using Adobe Campaign the way it was intended.

We ran a discovery phase to identify quick wins, map use cases, and prioritise features with the highest impact-to-effort ratio. The goal was simple: to free up the marketing team from day-to-day operational tasks so they could focus on strategy, testing, and growth.



Campaign automation and personalisation.

We introduced dynamic workflows that replaced static, one-size-fits-all campaigns. Our team implemented:



A/B testing for subject lines, creative elements, and emojis — backed by demographic-level reporting.



Send-time optimization, tailored to customer behaviour and preferences.

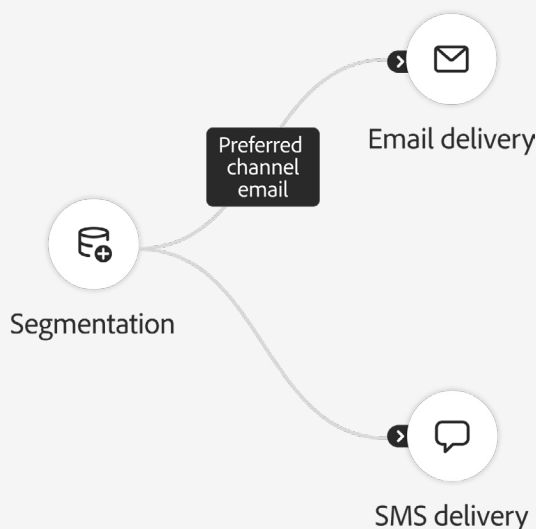


Pressure and saturation rules to ensure messages were relevant and not overwhelming.

Real-time performance tracking and insights.

Previously, the client couldn't accurately track whether a sale came from an email. Their systems were siloed with no visibility between the two.

We implemented full tracking integration between Adobe Campaign and their eCommerce platform, enabling precise attribution. When a customer clicked an email and completed a purchase, it was tracked end-to-end. This closed the loop between execution and outcomes, giving the marketing team confidence in what was working — and where to double down.

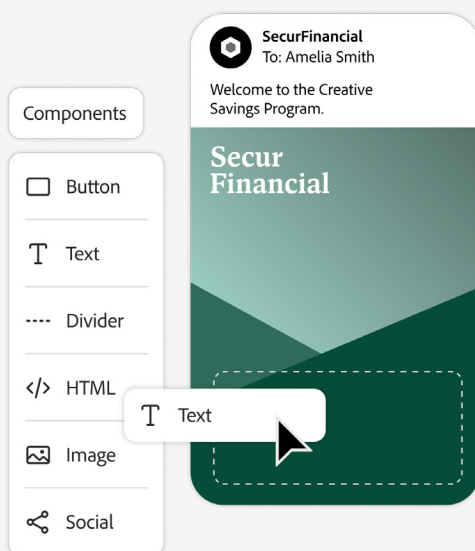


Operational efficiency and team enablement.

Time was one of the client's most limited resources. By streamlining workflows and reducing manual inputs, our consultants freed up their marketers to focus on strategy.

Campaigns that previously required complex briefing documents and agency handoffs could now be launched via a short email or quick call, and iteration cycles were dramatically shortened — what once took days or even a week could now be done in hours. We also built utility tools like Bulk Image Uploader, improving campaign production speed by 25–30% in just one area of workflow.

By embedding Adobe consultants directly into the client's marketing operations, we functioned as a natural extension of their team. We not only built and deployed campaigns — we trained internal teams, advised on strategy, and helped shift the focus from firefighting to forward planning. We also dedicated regional consultants to specific markets (like Germany and Italy), ensuring fast, localised execution and continuity of knowledge.



The results: Data-driven growth and measurable impact.

Within six months, the client had transformed how their marketing operated and performed. The results spoke for themselves:



€10 million in additional turnover in just four months — directly tied to campaigns executed under the new operating model.



2,100 man-hours saved, and €210,000 in operational cost savings, by streamlining execution and reducing manual workflows.



53% increase in new loyalty program sign-ups.



Significant uplift in open and click-through rates across key email touchpoints.



Abandoned cart emails reengineered to trigger within hours instead of days, leading to a 50% increase in clicks and 40% more purchases.



Improved in-store experience by integrating Adobe Campaign with their POS system — enabling personalised offers, birthday vouchers, and purchase history to be surfaced at checkout in physical stores.

A key success factor of the project was the close cooperation between the customer and the Adobe teams. Regular coordination and the transparent exchange of feedback ensured that the identified measures were seamlessly integrated into the existing strategy.

One of the biggest changes we saw wasn't technical — it was cultural. Before, the team were stuck in reactive mode and barely had time to check reporting dashboards. But once we took over, they had space to breathe. They started experimenting more, challenged old practices, and reimaged how and when customers should be contacted.

The takeaway: It's not the tools — it's how you use them.

This leading beauty retailer's journey is a testament to the power of a strategic partnership with Adobe, and a clear reminder that technology alone isn't enough — it's what you do with it that counts.

With Run and Operate, we don't just manage campaigns — we embed ourselves as an extension of the client's team. We troubleshoot, optimise, train, recommend, and enable. We help our customers focus on what really drives growth — strategic and customer-focused marketing.

What could your team accomplish if you had the time, tools, and support to focus on what matters most? Get in touch to find out how Run and Operate could transform your marketing operations now.



Adobe, the Adobe logo, are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2025 Adobe. All rights reserved.