



Public relations contacts  
Emma Wilkinson  
Adobe  
+44 7825 1909882  
[emmaw@adobe.com](mailto:emmaw@adobe.com)

# Intergamma, Parent Company of Gamma and Karwei, Selects Adobe to Deliver Events-Driven, Hyper-Personalised Customer Experiences

*Intergamma transforms customer journeys towards real-time, personalised customer experiences*

**London, UK — 13<sup>th</sup> September 2021** — Adobe today announced they have been selected by [Intergamma](#), the organisation behind the DIY stores Gamma and Karwei, to accelerate their digital transformation. Intergamma will use an array of applications and services from Adobe Experience Cloud to manage the entire customer journey and deliver real-time personalised experiences that build loyalty and trust with customers.

With Adobe Real-time Customer Data Platform (CDP), Intergamma is able to generate real-time customer profiles, data and insights. These are then leveraged through [Adobe Journey Optimizer](#) to deliver both consumer-informed interactions and marketer-driven, audience-based campaigns. With Adobe Target, customers then get hyper-personalized suggestions based on advanced A/B-tests.

Adobe Journey Optimizer and Adobe Real-time CDP, natively built on Adobe Experience Platform, enables the orchestration and delivery of connected and timely customer journeys, based on rich data analytics and real-time insights. All interactions and outgoing omnichannel campaigns are thus bundled in one cloud-native application. In this way, brands can create a fully personalised customer experience online and offline, regardless of the customer's location or device.

## Digital-first era

The world around us is evolving at a rapid pace. With that, the requirements to succeed in the digital-first era are also changing. The COVID-19 pandemic forced consumers and businesses to quickly adapt to new, innovative ways to buy and deliver products. Customer behavior, preferences and expectations have thus changed permanently. To continue to meet and exceed expectations, companies are leveraging new technologies as a result of the digital transformation.

"We want to become the number one omnichannel retailer in the Benelux. Real time hyper-personalised customer experiences at scale are one step to get there," says Jurre Mulder, Director Digital & Transformation at Intergamma. "The implementation of Adobe Journey Optimizer and Real-time CDP will transform how we interact with our customers across all digital and offline channels. Our next step will be to exactly understand where our customers are in their journey. Then we can serve the details they need in their current phase to make the experience with Intergamma smooth and seamless for them."

Alex Azzopardi, Managing Director, Netherlands at Adobe: "With the implementation Adobe Experience Cloud, Intergamma demonstrates their commitment to creating the best customer experiences. We are proud to support this Dutch organisation in the next step towards creating personalised customer journeys."

For more information about Adobe Experience Cloud, please visit [here](#).

**About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).