

Audi

Driven to innovate



Audi
Ingolstadt, Germany
www.audi.de

Results

- Encouraged consistent branding worldwide with centralized digital asset management
- Seamlessly integrated the Audi Configurator, used by 90% of consumers
- Reduced time to market with streamlined webpage creation
- Gained analysis insights to help predict sales in advance
- Deployed an effective, easy-to-use platform adopted by markets accounting for 97% of sales volume

Audi differentiates its brand experience using web content and digital asset management capabilities in Adobe Experience Manager

Automotive leader Audi AG in Germany is among the world's best known and most sought-after luxury brands, with vehicles renowned for innovative engineering, outstanding performance, and progressive design. Staying true to its motto, "Vorsprung durch Technik," Audi continuously develops and delivers automotive breakthroughs that inspire millions of car enthusiasts. Every year, more than 156 million people visit www.audi.de and its siblings in other markets to read about the company's latest innovations and explore the newest Audi models.

The Audi website goes far beyond a place to simply communicate corporate information. Instead, it is a destination site for long-time Audi fans and new consumers, offering visitors a complete brand experience with current news, links to dealers, vehicle guides, and the always-popular Audi Configurator—an interactive application that enables customers to design their own cars. Enhanced with geotargeting capabilities, Audi further personalizes the customer experience by automatically redirecting visitors to their local homepages.

"The goal of our websites is to convey the Audi experience and foster more engagement with our brand and excitement about our vehicles," says Michael Adolf, head of the brand portal at Audi. "Our 93 websites are offered in 40 languages to provide people with experiences that are more relevant and personalized."

Master pages and branded product content, including marketing text and photos, are developed at Audi headquarters in Germany. The rich content is provided to regional editors who can update and present online content to best serve local audiences, who include wholesalers, dealers, and individuals shopping for their next car.

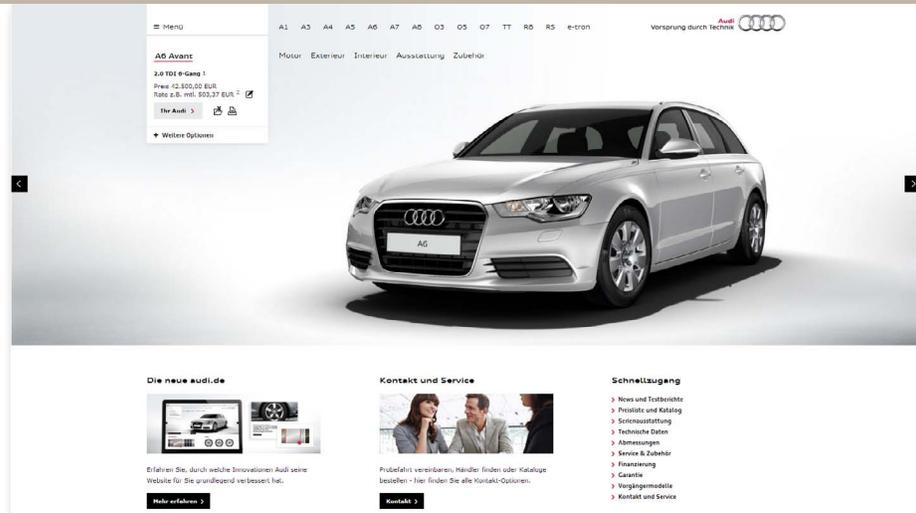
With such a large global marketing team, one particular challenge for Audi is maintaining control over the brand worldwide. At the same time, it is important for international teams to maintain some level of creative freedom to present content in ways best suited to local audiences.

"We needed a content management solution that was powerful enough to control content for all of our websites, but flexible enough to empower local web teams," says Christian Reim, senior project manager at Audi. "Only Adobe Marketing Cloud, including Adobe Experience Manager and Adobe Analytics, delivered the depth of capabilities that we need."

Driving a consistent brand

Audi standardized on Adobe Experience Manager and Adobe Analytics solutions in Adobe Marketing Cloud and has been using the solutions for several years. "We reevaluate our technologies often and consistently find that Adobe Marketing Cloud solutions offer the best features for our large, diverse digital marketing organization," says Adolf. "It's important to us that the Adobe solutions are easy enough for managers to use with minimal training, but powerful enough to offer advanced functionality so we can continually enhance visitor experiences."

Audi delivers branded content and product information to all regional marketing teams and dealers through Adobe Experience Manager, helping to reduce costs and time to market.



Challenge

- Maintaining brand consistency across 93 websites in 40 languages
- Empowering local web teams and dealers to develop websites efficiently
- Integrating applications for seamless online customer experiences

Solution

Standardized on Adobe Marketing Cloud, including Adobe Experience Manager and Adobe Analytics solutions, to provide customers with a consistent brand experience on any website worldwide

Systems at a glance

Adobe Marketing Cloud, including Adobe Experience Manager and Adobe Analytics solutions.

Capabilities used include:

- Web content management
- Digital asset management
- Marketing reports and analytics

If regional teams lack easy access to branded content, they may produce marketing copy or images of Audi vehicles independent of Audi headquarters. Not only does this increase production time and costs, but product correctness is critical and the resulting assets may not comply with Audi branding standards. With web content and digital asset management capabilities in Adobe Experience Manager, Audi can create and manage a central repository of approved assets to enable high-quality brand experiences across regions. In addition to product images and videos, Adobe Experience Manager enables the central marketing team in Germany to produce and distribute a wide variety of assets, including rendered model images produced on the fly, marketing copy, and master pages.

Engaging diverse audiences worldwide

With the help of Adobe Experience Manager, the Audi marketing team can reach all customers of its website—from individual consumers to wholesalers and dealers. Audi websites are often the first point of contact for consumers, so the Audi marketing team concentrates on providing a premium brand experience. Consumers compare vehicle specifications, features, research pricing, and even check inventories online first. The Audi Configurator is particularly popular, with about 90% of Audi customers configuring their ideal car before ever visiting a showroom.

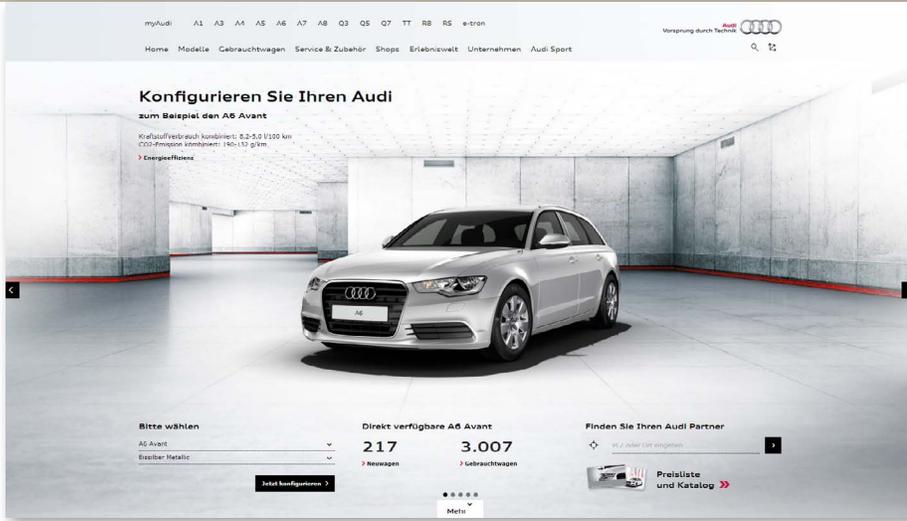
While the overall experience is essential for consumers, wholesalers need a solution that is easy to use and provides access to central marketing materials. Robust search functions in Adobe Experience Manager help wholesalers and local marketing teams find assets fast, while drag-and-drop functionality makes it easy for teams to edit and arrange assets without coding. The result is greater productivity and faster time to market for new vehicle information.

The speed and ease of creating and publishing web content with Adobe Experience Manager is especially beneficial when Audi launches new cars at events or motor shows. Audi can upload press releases, marketing information, specifications, and imagery to Adobe Experience Manager, making the content instantly available to all parties and websites worldwide.

Unlike the larger wholesale markets, dealers are independent enterprises that often pay close attention to their bottom line, making cost-effective solutions essential. Reusable assets and integrated modules help dealers spend fewer resources managing websites. For example, dealers can insert a module into their website that displays all of the latest car models. If Audi changes its lineup, the dealer websites will automatically display the updated information. In some cases, dealers will invest time into optimizing the exact wording and design on their websites, but integrated modules enable dealers to include critical information on their websites with minimal effort on their side.

"Whether we're uploading a picture that is reused 100 times or a master webpage that can be localized by regional teams, Adobe Experience Manager simplifies maintaining consistent messaging across our sites worldwide," says Reim.

With Adobe Experience Manager, Audi can easily integrate the latest product images and marketing content with its proprietary automobile configurator to deliver a smooth navigation experience for customers.



"We're happy to see that in virtually every market—representing 97% of our overall sales volume—local teams are choosing Adobe Marketing Cloud. This helps underscore that we are indeed on the right track."

Michael Adolf, head of the Audi brand portal, Audi

In the driver's seat

As the core of Audi's consumer websites, the Audi Configurator is the most popular feature of www.audi.de and remains one of the keys to encouraging interest in Audi cars. Audi builds upon this popularity by integrating social media plug-ins that allow customers to share their build with friends, inviting comments or suggestions to the configuration through Facebook.

Audi also uses Adobe Experience Manager to integrate the configurator into the site experience. The configurator previously opened in a separate window, interrupting the flow of the online experience. Using Adobe Experience Manager, the configurator is integrated directly with the website so that consumers can read about features as they change configuration options. A final configuration can even be sent directly to the dealer. Since the configurator only allows buildable combinations and options, dealers don't need to waste time researching the feasibility of the customer's choices.

Guiding customers on the right track

By using Adobe Analytics in combination with Adobe Experience Manager, the Audi team can continually check and compare the performance of websites. For instance, looking at entry and exit pages, Audi can determine what people are looking for on a website and develop ways to best guide them in their journeys. "Adobe Analytics empowers our teams with data-driven decisions, giving us insight into the best ways to present information to customers online," says Adolf. "We're always looking to balance convenience and relevant, impactful information with a memorable brand experience."

Audi is also currently using Adobe Analytics to look at data from multiple sources to gain deeper insights across business areas. In a recent research project, Audi discovered a method to analyze car configurator data to help better predict what cars will be ordered in a region over the next few months. With further analysis, Audi hopes to use these insights and other analytics approaches to further improve the availability of vehicle styles and car parts to customers in markets worldwide.

Audi continues to expand its use of Adobe Marketing Cloud across all of its websites, taking advantage of excellent scalability to roll out solutions. For Audi, the high adoption rate of Adobe solutions is a testament to the overall effectiveness of its approach. "Our local teams have the option to select and deploy the technologies they want for their websites," says Adolf. "We're happy to see that in virtually every market—representing 97% of our overall sales volume—local teams are choosing Adobe Marketing Cloud. This helps underscore that we are indeed on the right track."

For more information
www.adobe.com/solutions/digital-marketing.html



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