



Educating global business leaders.

Harvard Business Review optimizes digital engagement with customer intelligence from Adobe Analytics.



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Carrie Bourke, Director, Customer Analytics and Insights, Harvard Business Review

SOLUTION

Adobe Experience Cloud, including the Adobe Analytics solution within Adobe Analytics Cloud and the Adobe Target and Adobe Campaign solutions within Adobe Marketing Cloud Adobe Sensei

RESULTS



HIGHER CIRCULATION with targeted content



Automated alerts with **ARTIFICIAL INTELLIGENCE**



CUSTOMER INSIGHT through real-time data



Testing used to **OPTIMIZE** engagement



Harvard Business Review

Established in 1922

Boston, Massachusetts

<http://hbr.org/>

Partner

33 Sticks

An analytics boutique providing high-end solutions for businesses to leverage consumer analytics as a competitive advantage.

<http://33sticks.com/>

CHALLENGES

- Gain customer intelligence to grow readership and e-commerce
- Simplify and deepen analytics to promote usage across the organization
- Increase use of targeting and personalization to better engage readers

USE CASES

- Customer Intelligence



Creating more effective business leaders

In 1922, Wallace Donham, then dean of Harvard Business School, pushed for the establishment of an entirely new type of school publication: the *Harvard Business Review* (*HBR*). Unlike typical school magazines, Donham envisioned *HBR* as a publication that would benefit students and business professionals equally by covering a wide range of topics meant to create better businesses and more effective leaders.

Today, *HBR* has evolved into a leading publication for the global business age. The magazine has worldwide circulation and is published in 11 languages, in addition to English. The *HBR* website, *HBR.org*, not only hosts the digital version of the *HBR* magazine, it features digital-only content as well as an e-commerce shop where visitors may purchase individual books, articles, and case studies in digital or print format.

"*HBR* remains committed to its mission established more than 90 years ago: to use rigorous research to develop business theories that will help executives manage more effectively," says Carrie Bourke, Director, Customer Analytics and Insights at Harvard Business Review. "Like many modern publications, we're relying more and more on digital business models. It's important that we use customer intelligence to reach readers and continue to grow our audience."

For many years, *HBR* worked with 33 Sticks, a boutique analytics agency that works with businesses to leverage data to their advantage. *HBR* and 33 Sticks used Google Analytics and Coremetrics to measure and analyze traffic on the website, but it became clear that *HBR* was outgrowing those solutions.



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Jim Driscoll, Principal Architect, 33 Sticks

HBR was already working with Adobe, leveraging Dynamic Tag Management in Adobe Experience Cloud to manage tags of distributed data across systems. 33 Sticks suggested that another Adobe solution might be the answer to HBR’s concerns. The Adobe Analytics solution in Adobe Analytics Cloud, part of Adobe Experience Cloud, offered everything that HBR needed to gain actionable data across both its digital magazine and e-commerce arms. Moreover, by integrating solutions such as Adobe Target and Adobe Campaign in Adobe Marketing Cloud, HBR could expand its use of data to support deeper marketing insights.

“We wanted to help Harvard Business Review operate as self-sufficiently as possible. Internal teams wanted something easier to use with the ability to be customized and updated rapidly to take full advantage of what data could offer,” says Jim Driscoll, Principal Architect at 33 Sticks. “Working with Adobe Analytics, we’re helping HBR expose data in an organized fashion and build upon this strong analytics foundation to achieve end-to-end digital marketing.”

Understanding customer engagement

Working with Adobe Analytics, HBR teams used dashboards to measure, view, and analyze all activity on HBR.org. For the e-commerce side, Adobe Analytics tracks how people arrive at the site, where people are dropping, and what types of products are being purchased, to provide insight into how different types of products are performing and how the website is facilitating purchases.

For the digital articles, editors don’t just look at individual article traffic, they also pay attention to whether articles were read completely, the number of shares articles get, how frequently readers visit the site, as well as how recent the last visit was. Understanding this information and comparing it to the types of visitors—whether they’re guests, registered users, or subscribers—can help HBR identify insights to help deliver the content and campaigns that increase readership and lead to subscriptions or sales.

“Adobe Analytics helps editors gain a greater understanding of how their articles are performing so that we can develop and feature more content that draws in readers,” says Jessica Avery, Director of Business Analytics and Insights at Harvard Business Review. “It’s most important to look at the recent performance of our articles, so that we can adjust campaigns and maximize performance. Having instant results and easy-to-use dashboards with Adobe Analytics helps us keep on top of performance.”

Another significant contributor to the ease of use of Adobe Analytics is Anomaly Detection, an advanced capability powered by Adobe Sensei, Adobe’s machine learning and artificial intelligence platform. Anomaly Detection uses artificial intelligence to learn patterns and identify sudden spikes or drops in readership, revenue, and page views. If there is a sudden spike in views for one article, for example, Anomaly Detection may indicate that the article has gone viral. Capitalizing on this opportunity has helped HBR reach new audiences. On one occasion, a sudden spike on the e-commerce site helped HBR quickly spot a fraudulent order. While the order had never reached completion, getting the alert allowed marketers to exclude this anomalous data from reports and trends.

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Jessica Avery, Director of Business Analytics and Insights, Harvard Business Review

SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Analytics Cloud

- Adobe Analytics
- Marketing Reports and Analytics
- Anomaly Detection, powered by Adobe Sensei

Adobe Marketing Cloud

- Adobe Target
- AB Testing
- Multivariate Testing
- Adobe Campaign
- Campaign Management

For more information

www.adobe.com/data-analytics-cloud.html

www.adobe.com/marketing-cloud.html

www.adobe.com/sensei.html

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“Adobe Sensei uncovers important information for our marketers while reducing manual processes,” says Bourke. “It gives marketers more time to focus on other insights from the data.”

Optimizing customer experiences

Working with the data from Adobe Analytics, HBR is building a fuller picture of customers and using this data to create customer segments. Adobe Target takes this customer intelligence to optimize customer experiences and maximize engagement and revenue.

AB Testing is a key tool for HBR. By trying different messaging and testing navigation options, marketers can drive more traffic to featured content or improve subscription conversion. HBR even changes messaging based on different types of users.

“Even small changes, such as a slight modification to the call to action, can improve subscription rates substantially,” says Bourke. “With *HBR* circulation higher than it’s ever been, now more than ever we need to better understand our readers and serve them what they need. Adobe Experience Cloud is crucial in helping us do that.”

Understanding end-to-end marketing

HBR is currently in the process of expanding its digital marketing platform to include Adobe Campaign. Using the customer intelligence and segmentation data from Adobe Analytics, Adobe Campaign can help HBR improve engagement with personalized messaging. Moreover, Adobe Campaign and Adobe Analytics can work together to pull data from across platforms, allowing HBR to measure the effectiveness of a campaign from the time the first email is sent until the final interaction with the customer.

“Adobe Analytics is the cornerstone of our digital marketing platform,” says Avery. “With a deeper understanding of who our readers are and what types of articles have value to them, we can continue to grow our global brand and contribute to more efficient business practices worldwide.”

About 33 Sticks

33 Sticks is an analytics boutique—founded by industry veterans Hila Dahan and Jason Thompson—that provides strategic analytics services with a focus on data collection architecture, complex data analysis, and optimization/personalization strategy. The company provides its services to Fortune 500 companies, unique startups, data-driven investors, and marketing agencies. 33 Sticks is headquartered in American Fork, Utah with offices in Los Angeles, California and Philadelphia, Pennsylvania.