



WPP Companies help improve car buying experience for Ford Motor Company.

Hudson Rouge and Cognifide team with Adobe to deliver personalized experience for new Lincoln MKX reveal site in less than 10 weeks.



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Jim Peters, Digital & CRM Marketing Manager, Lincoln Motor Company

SOLUTION

Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions within Adobe Marketing Cloud

RESULTS



SEGMENTATION

Delivered real-time visibility into audience preferences and profiles across key segments



1:1 EXPERIENCES

Used audience data to deliver personalized content, increasing site relevancy for audiences of all types



ALIGNMENT

Leveraged best-of-breed solutions, trusted partnerships, and best practices to align people, processes, and goals, achieving positive business outcomes



CAPTIVATED

Improved audience engagement and website stickiness with targeted, personalized experiences

Hudson Rouge

Detroit, Michigan; New York, New York

www.hudsonrouge.com

Cognifide

United Kingdom, Poland, Denmark,
United States

www.cognifide.com

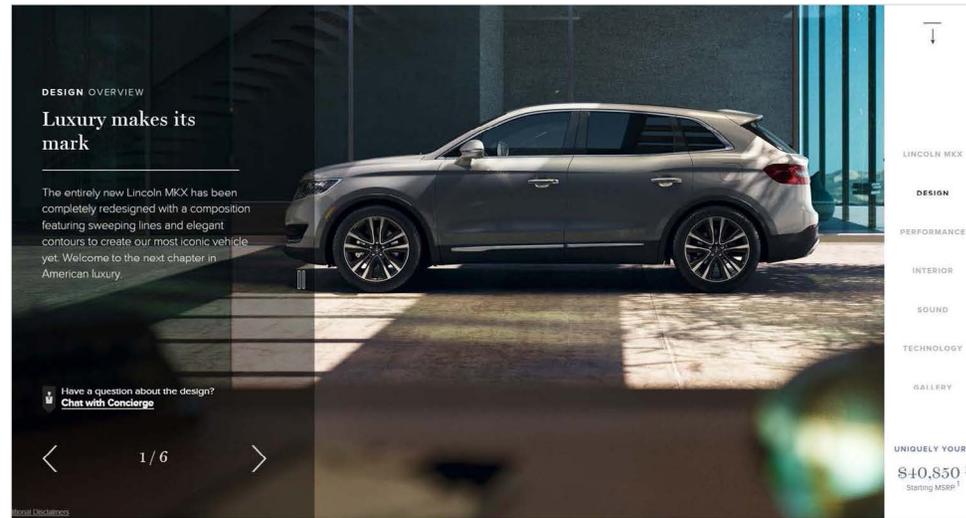
WPP

3,000 offices worldwide

www.wpp.com

CHALLENGES

- Create a personalized experience for the Lincoln MKX reveal site that delivers the right content and functionality at exactly the time it's needed
- Deliver the website in less than 10 weeks—in time for the 2015 Detroit Auto Show
- Maintain a platform where marketers can tweak content on demand and in real time to meet users' dynamic preferences and behaviors



Lincoln unveils new digital marketing strategy

Careful analysis of the Lincoln Motor Company's digital marketing strategy told marketers that website visitor preferences and behaviors are changing, with many consumers turned off by features they perceive as gimmicky. As the company began to coordinate the launch of reveal sites for the new 2016 Lincoln MKX model, it wanted to provide visitors with a more engaging, relevant, and seamless car buying experience without frustrating buyers with aggressive sales tactics.

Early in the process, it was obvious that personalization was critical to delivering relevant content across audiences. Target customer segments would need to be defined and customized content delivered to them in a deliberate, managed way.

Ford Motor Company, the parent company of Lincoln Motor Company, procured a global license for Adobe Marketing Cloud. The company viewed the Adobe solution as the only way it could develop a powerful digital engine to target, optimize, and continually deliver relevant digital experiences to various customer segments. The challenge for Hudson Rouge and Cognifide—agencies working with Ford Motor Company to create a personalized digital experience—was that the site needed to be launched in only ten weeks, in advance of the 2015 Detroit Auto Show.

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Jeremy Horne, Vice President of North America, Cognifide



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Vice President of North America,
Cognifide



Scott Oliverio
Managing Partner, Senior Vice President
of Technology, Team Detroit

WPP leverages global expertise to build one team

Hudson Rouge, the Lincoln brand’s digital marketing agency, recognized an opportunity to deliver value to its client looking to gain a stronger market position. Scott Oliverio, Managing Partner, Senior Vice President of Technology with Team Detroit, Hudson Rouge’s parent company, reached out to Cognifide—a sister company under the WPP umbrella that is considered one of the world’s leading Adobe integrators.

Cognifide developed and launched the world’s first Adobe Experience Manager accelerator, Zen Garden, which enables content editors to enter content in parallel with the front-end development phase, as well as make advanced changes that normally require code deployments.

Within days, Cognifide and Hudson Rouge were tapped to migrate Lincoln’s digital marketing activities to Adobe Marketing Cloud, create a personalized experience for priority customer segments, and maintain a platform on which Lincoln marketers could update content on demand and in real time to match changing customer preferences.

Using Adobe solutions to improve user engagement

Hudson Rouge and Cognifide worked with Lincoln stakeholders to develop home page components and implement segmentation, personalization, analytics, reporting, and live copy for multilanguage functions. The unified team also created a powerful yet streamlined UX design that would provide the best possible experience for users. The platform was delivered in ten weeks using agile software development processes—with plenty of time to roll out the reveal site in advance of the targeted auto show.

“We are very encouraged by the results we’ve seen through early testing, such as with our MKX Reveal site. Our partnership with Adobe should definitely help us continue to deliver a warmer and more personal digital experience to our luxury clients that delivers on the notion of just In time, not just in case.”

Jim Peters, Digital & CRM Marketing Manager, Lincoln Motor Company

WPP Companies use Adobe Marketing Cloud to:

- Collect data in real time to classify visitors: Adobe Experience Manager tracks predefined traits about a user, including location and familiarity with brand based on reported zip codes and referring URLs. It feeds this information to the Adobe Target and Adobe Analytics solutions to determine whether the visitor is urban or rural, an existing customer, or a prospective customer. In the future, this data will be combined with login profile information and fed into Adobe Audience Manager for advanced targeting.
- Deliver personalized content to targeted car buyers: Adobe Experience Manager delivers specialized content to each user segment based on research into their preferences. Custom content can include a unique car image, tailored navigation, specific features geared toward different types of users, and calls to action specifically designed to engage with new or existing customers.
- Surface customized content in real time: Lincoln can then automatically tweak content to better fit dynamic user behavior, pushing the personalized content in real time based on analytics captured by solutions in Adobe Marketing Cloud.

Lincoln MKX site boosts visitor engagement and stickiness

As a result of the personalization delivered by Cognifide and Hudson Rouge, the Lincoln MKX 2016 reveal site significantly increased visitor engagement and stickiness compared to previous reveal sites.

	Lincoln MKX (Adobe platform)	Lincoln MKC (Non-Adobe platform)	Lincoln Navigator (Non-Adobe platform)
Section Engagements	99%	37%	24%
Gallery Interactions	27%	9.5%	11%
Get Updates Sign Up	5.4%	2.1%	1%

The success of the Lincoln MKX reveal site also resulted in a set of best practices that can be used when other websites are rolled out—including a Lincoln.com redesign scheduled for later in 2015.

“There were a lot of eyes on this project given that Ford Motor Company just made a significant investment in Adobe Marketing Cloud,” said Jeremy Horne, Vice President of North America for Cognifide. “A lot of people were looking to see if we—Hudson Rouge, Team Detroit, and Cognifide—could come up with something that was going to be different in a short period of time. We delivered.”

“We were able to leverage the best of the best within our parent company to deliver results for our client.”

Managing Partner, Senior Vice President of Technology, Team Detroit

“There are great synergies between our digital strategy for Lincoln and the relevance and personalization enabled by Adobe Marketing Cloud solutions,” says Jim Peters, Digital & CRM Marketing Manager, Lincoln Motor Company. “We are very encouraged by the results we’ve seen through early testing, such as with our MKX Reveal site. Our partnership with Adobe should definitely help us continue to deliver a warmer and more personal digital experience to our luxury clients that delivers on the notion of just In time, not just in case.”

Why Hudson Rouge and Cognifide

- Track record of delivering results—Hudson Rouge has worked with Lincoln for years, delivering powerful digital experiences for car buyers around the world. The team was in place and deeply familiar with internal processes.
- Adobe Marketing Cloud integration experience—Cognifide is an Adobe Experience Manager Specialized Partner and winner of the Partner Innovation Showcase at 2015 North America Adobe Summit.
- One unified team—Both companies are part of the WPP network, a global conglomerate of marketing communications companies. WPP businesses can leverage expertise from around the world, allowing customers of any individual agency to take advantage of a global pool of company-wide best practices.
- An accelerated timeline—Lincoln Motor Company needed an innovative website, and it needed it fast. Both Cognifide and Hudson Rouge were primed to begin work on an accelerated launch schedule right away.

About Hudson Rouge

Hudson Rouge brings together experts from the luxury, fashion, and automotive industries. The agency’s professionals are nimble, wear many hats, and are positioned to take on a select group of premium brands looking to distinguish themselves in a relentlessly competitive space.

About Cognifide

An Adobe partner and member of the WPP Alliance, Cognifide is a leading digital consultancy that understands the marketer’s need for speed. Cognifide was recognized by Adobe in May 2014 for its outstanding contribution across Northern Europe. Founded in 2005, the company has offices in the United Kingdom, Poland, Denmark, and the United States with over 200 staff.

About Lincoln Motor Company

The Lincoln Motor Company is a division of the Ford Motor Company that sells luxury vehicles under the Lincoln brand. The current Lincoln model range consists of two sedans (MKS and MKZ), three crossover utility vehicles (MKC, MKT, and MKX), and two sport utility vehicles (Navigator and Navigator L).

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions

IN PARTNERSHIP WITH



WPP ALLIANCE

For more information

www.adobe.com/marketing-cloud/enterprise-content-management

www.adobe.com/marketing-cloud/web-analytics

www.adobe.com/marketing-cloud/testing-targeting

www.adobe.com/solutions/digital-marketing.html

www.cognifide.com

www.cognifide.com/accelerators

www.hudsonrouge.com

www.teamdetroit.com

WPP companies provide value to critical client

With its commitment to delivering highly personalized digital experiences, parent company Ford Motor Company continues to engage with Hudson Rouge, Cognifide, Team Detroit and other WPP companies that are using Adobe Marketing Cloud solutions. Within just a few months of working with Lincoln, Cognifide became well known within the global structure of Ford Motor Company and is seen as a vital partner in the company's efforts to evolve its digital marketing strategy.

Hudson Rouge and Team Detroit were also able to prove value to a long-time client that was looking to go in a new direction. "We were able to leverage the best of the best within our parent company to deliver results for our client," Oliverio said. "It showed us how beneficial it can be to step outside your day-to-day comfort level and really look at who's the best at doing certain things and leveraging that expertise."

Integrated expertise through the WPP Alliance

The WPP Alliance is a subset of the network's digital agencies and an Adobe partner in implementing Adobe Marketing Cloud solutions. With a proven track record of collaboration and delivering implementation and marketing services, the WPP Alliance allows clients to leverage the network's strengths when client needs go beyond the expertise or footprint of a single agency.



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