Digital signage at the speed of culture.

Optus customizes its in-store customer experience with Adobe Experience Manager Screens.

OPTUS

"By transforming our approach to digital signage, we can react to consumer trends at the speed of culture and increase conversions and revenue for our company."

Chris Smith, Vice President Digital, Optus

SOLUTION

Adobe Experience Cloud, including Adobe Experience Manager, part of Adobe Marketing Cloud

RESULTS

Creates **TARGETED**, localized campaigns for stores and regions to increase customer engagement

REDUCES COSTS of digital signage to expand production and increase personalization

Boosts company **REVENUE** by increasing engagement and conversions in retail stores

Promotions using in-store screens can be created in **HOURS**, not months

Singtel Optus Pty Limited

Established in 1992

Sydney, Australia

www.optus.com.au

CHALLENGES

· Bring personalized digital marketing approach to retail stores through digital signage

· Increase flexibility and time to market for creating digital signage displays

· Increase engagement and conversions through rich and relevant visuals in retail stores

USE CASE

· Connected Experience

Real-world digital marketing

Targeted, personalized digital marketing is quickly becoming the norm on websites, social media channels, mobile apps, and paid search ads. But some retail stores are discovering ways to bring targeted messaging into the real world through digital signage.

One such leading edge company is Singtel Optus Pty Limited. Operating under the Optus brand, it is the second largest telecommunications company in Australia, delivering mobile, broadband, cable television, and telephone services to millions of homes and businesses. The company decided that it needed a way to stand out and draw customers into physical stores by reinventing its retail experience.

Optus had already replatformed its website to Adobe Experience Manager, part of Adobe Marketing Cloud, to bring greater flexibility and agility to its website. When looking for ways to transform digital signage possibilities and enhance the in-store experience for customers, the company turned to another Adobe capability: Adobe Experience Manager Screens.

With Experience Manager Screens, Optus can use the familiar component sharing capabilities and intuitive interfaces of Experience Manager Sites to quickly create, update, and even personalize digital signage that improves customer engagement and conversion.

SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Marketing Cloud
- Adobe Experience Manager Screens

Creating nuanced digital signage

Before Experience Manager Screens, digital signage production was fragmented across external agencies and multiple internal departments. It could take weeks or even months to plan, produce, and propagate digital signage due to multiple rounds of review cycles.

Experience Manager Screens is simple to use, which allows in-house team members to create and change signage without the cost and time associated with external agencies. Staff simply arrange and edit individual components into templates. They can reuse digital assets, including those created for online campaigns or the website. Optus can even register, manage, and monitor the signage playing on Google Chromebox media players, directly through Experience Manager Screens, reducing the need to switch between multiple platforms.

With in-house teams working on Experience Manager Screens, Optus can create digital signage in a fraction of the time and stay on top of customer trends. For example, when Australia voted "Yes" on the issues of marriage equality, Optus delivered a marriage equality campaign to stores within hours. Working with components also empowers Optus to easily create dynamic customer messages for each of its 350 retail locations.

"Millions of customers pass through our retail stores every year," says Chris Smith, Vice President Digital, Optus. "By transforming our approach to digital signage, we can react to consumer trends at the speed of culture and increase conversions and revenue for our company."

For more information
www.adobe.com/marketing-cloud.html

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