Sony PlayStation connects gamers across communities.

Top gaming platform uses Adobe Marketing Cloud to enhance experiences and help boost traffic from social media to system and game pages.

SONY

COMPUTER ENTERTAINMENT ®

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Roberto Kusabbi, Senior EMEA Social Media and Community Manager, Sony Computer Entertainment Europe (SCEE)

SOLUTION

Adobe Social and Adobe Analytics solutions within Adobe Marketing Cloud

RESULTS

STANDARDIZE
Consolidated data collection, analytics, and reporting on a single platform, accelerating time to market for new social experiences

GLOBAL ENGAGEMENT
Empowered international social media managers with proven social analytics solutions and best practices to drive results

VISIBILITY
Improved insights into customer behaviors and preferences across social and online channels

CROSS CHANNEL
Optimized social experiences to drive traffic, engagement, and conversion for Sony PlayStation and developer sites

Sony Computer Entertainment Europe

Established in 1993

London, England

www.playstation.com/en-gb

CHALLENGES

- Centralizing social capabilities on a single platform to improve data collection and reliability
- Delivering optimized social posts to encourage customer engagement and boost traffic to product and game pages
- Improving insights into customer social behaviors and reporting

Not your parents' games

For 20 years, Sony PlayStation has enjoyed success on the leading edge of in-home and on-the-go entertainment through its flagship gaming platform. With the release of the PlayStation 4, the world's most powerful and best-selling console, the company has taken another step forward in becoming the favorite of gamers with a product that puts their needs at the center of the experience.

As the world around Sony PlayStation has evolved, the company has both shaped the direction of entertainment and mirrored trends to meet the desires of increasingly demanding customers. Similarly, the company has diversified and transformed marketing strategies to capture mindshare of audiences across emerging channels, including social. While Sony PlayStation and its marketing has become more advanced, the company has relied on data to shape its direction and make more calculated bets.

"The social community has grown exponentially over the last few years. We have followers on multiple social platforms in over 100 territories in Europe, the Middle East, and Africa," says Roberto Kusabbi, Senior EMEA Social Media and Community Manager, Sony Computer Entertainment Europe (SCEE). "Although we had a lot of data available, it was fragmented and didn't offer the visibility we needed for it to be quickly actionable."

Since its data arrived from multiple third-party sources, and agencies relied on different systems, consolidating data was a highly manual process. The cumbersome workflows also hindered the company's ability to communicate key findings to decision-makers throughout the organization, impairing the team's ability to initiate change on social channels and elsewhere. At its core, Sony PlayStation wanted a way to optimize social interactions and drive traffic to its system pages, the PlayStation Store, and pages dedicated to the latest game titles.

"We wanted to transform the way we measured and communicated social data, and then integrate those findings seamlessly into social activities," says Kusabbi. "Adobe Marketing Cloud offered us the most clear, immediate path to tying all online and social data together, communicating those findings quickly, and deploying new social experiences that drive traffic and conversion."

Platform for innovation

By centralizing its digital marketing operations on Adobe Marketing Cloud, including Adobe Social and Adobe Analytics, Sony PlayStation has a clearer picture of its customers' social behaviors and preferences, as well as more insight into each customer segment across geographies. Specifically, digital marketers can measure engagement by product interest, geography, social channel, and more. They can then view responses to different types of social content to optimize posts and target audience segments during campaigns.

"Adobe Social and Adobe Analytics support adopting best practices built on data."

Roberto Kusabbi, Senior EMEA Social Media and Community Manager, Sony Computer Entertainment Europe (SCEE)

Adobe Marketing Cloud now sits as the hub of social and online marketing efforts at Sony PlayStation. "Rich reporting enables us to quickly deliver easy-to-understand visualizations to our executive team, as well as to offices across regions to provide a universal understanding and language around what social audiences want," says Kusabbi. "Adobe Social and Adobe Analytics support adopting best practices built on data." Kusabbi also notes how the platform helps to identify differences between audience segments and regions, enabling Sony PlayStation to capitalize on local preferences and uncover global best practices.

While Sony PlayStation can collect more robust datasets using Adobe Social and Adobe Analytics, increased automation—including tag management—improves the company's marketing agility. Because data can quickly be compiled from across social and online channels and then new social experiences can be deployed with fewer manual steps, the marketing team can respond faster to ever-changing social conversations.

Marketers also measure traffic and interactions from social sites for its landing page and eCommerce pages, helping to optimize click through and conversion. At the same time, the company measures traffic from social pages to editorial and marketing microsites to gain better insight into how fans engage all of the games available for its platform on all Sony PlayStation websites.

"Adobe Marketing Cloud provides unparalleled visibility into the full social and online environment," says Kusabbi. "But what really sets the solution apart is its ease of use. If it wasn't intuitive to use for everyone, from regional managers up to executives, we wouldn't have the same level of adoption or success."

Creating buzz

In celebration of its 20th anniversary, Sony PlayStation launched a 20-hour social channel takeover on Facebook and Twitter, featuring customer stories and watershed moments throughout the product's history. The goal was to build buzz through social channels, establish conversations around Sony PlayStation products, and drive traffic to a site dedicated to its special edition 20th Anniversary PlayStation 4.

Throughout the campaign, the company used Adobe Social to measure custom KPIs and then promote wins across the organization for social posts. For posts that achieved over 400% engagement of a traditional post, the post would receive a gold trophy. Posts achieving 200% to 300% engagement levels received a silver trophy, while 100%-200% engagement levels received a bronze trophy. Throughout the campaign, more than 50 trophies were awarded—with the vast majority being gold and silver. Weekly reports were sent across the organization to promote the posts and success of the campaign.

Additionally, the company could measure which posts resonated throughout which regions to refine and tailor posts. Sony PlayStation also used the management and governance capability—specifically, the calendar functionality—to more strategically time when posts were launched within each region to maximize impact.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Social and Adobe Analytics solutions. Capabilities used include:
  - Management and governance
  - Listening and moderation
  - Application builder
  - Social analytics
  - Social campaigns
  - Publishing and ads
  - Marketing reports and analytics
  - Data connectors
  - Data workbench
  - Data warehouse
  - Tag management
  - Ad hoc analysis

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

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"Adobe Social enables us to engage with customers globally across social sites with extreme precision," says Kusabbi. "We can help to ensure that we're serving the right group of customers the right message at optimal times of day, as well as improve planning."

In other unique social campaigns, the company has measured steady increases in customer engagement and reach for content. Most importantly, Sony PlayStation can measure results across regions rapidly, and then report those results to decision makers within the same day, rather than waiting days or a week, as compared to previous methods.

While other Facebook brand pages are showing decreases in organic reach, Adobe Social has allowed PlayStation to track and gather insights on what works. The company has seen organic reach increase over a six month period, with native video especially key to driving reach and engagement. Finding what formats work best using the historic data in Adobe Social and being able to see that across territories has meant PlayStation can alter tactics as the platforms change, like Facebook.

Next evolution of social marketing

Building on its success using Adobe Social and Adobe Analytics, Sony PlayStation plans to continue to invest into Adobe Marketing Cloud and add new solutions to its digital marketing toolset. By adding new capabilities, the company can continue to incrementally drive KPIs, without sacrificing ease of use or complicating workflows or reporting.

"Of all the things we've seen using Adobe solutions, we're most excited about the way that the solutions integrate with one another," says Kusabbi. "By integrating new capabilities into the platform, we see virtually unlimited opportunities to gain marketing efficiencies, engage with audiences through new experiences, learn more about our customers, target social ads, and more. Adobe Marketing Cloud makes it a very exciting time to be in the digital space."