



William Reed: 150 years of publications.

Market leader connects companies with specialized audiences through targeted email campaigns managed with Adobe Campaign.

William Reed

INFORMING BUSINESS GROWTH

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Vincent Renaud, Digital Marketing and Data Manager, William Reed




Grocery & Retail

Leading the market

Our extensive grocery and retail portfolio includes 10 award schemes and campaigns, three major conferences, two trade exhibitions and numerous topical seminars and networking lunches.

Celebrating **150** Years of Business

William Reed Business Media has a long history but is focused on the future. We're shaping our business in line with our customers requirements, to match the changing dynamics of the sectors we serve.

With high-value information and research, robust journalism, innovative events and revered awards, we're helping customers' to compete and succeed within their markets.



Food Manufacturing, Processing & Ingredients

From local to global

The UK is one of the world's most advanced food manufacturing markets. Here, and around the globe, our brands are leading the way.

SOLUTION

Adobe Campaign solution within Adobe Marketing Cloud

RESULTS

20 MILLION
EMAILS

HIGH VOLUME
Sent 20 million emails monthly across multiple email campaigns



AUTOMATED WORKFLOWS
Automated email campaign workflows, including review cycles, improving productivity for the digital marketing team



CENTRALIZED DATA
Consolidated data from multiple sources to create an accurate view of audience preferences



LIVE REPORTING
Enabled sales representatives to adjust segments on the fly to share insights with potential advertisers and increase sales

William Reed

Established in 1862

Employees: 400 employees worldwide,
with offices in the UK, France, and
United States

West Sussex, United Kingdom

www.william-reed.com

CHALLENGES

- Consolidate marketing data from multiple systems onto one system
- Send millions of emails monthly with a small marketing team
- Streamline and automate workflows for creating and reviewing content

“Only Adobe Campaign has excellent workflow automation that creates a seamless process from campaign creation to delivery and beyond.”

Vincent Renaud, Digital Marketing and Data Manager, William Reed

Over a century of business innovation

Since 1862, William Reed has been providing leading business information through magazines, websites, newsletters, and events. By sharing information, research, and expert editorial content, William Reed delivers the high-value news that helps businesses succeed within their industries.

Although William Reed originally focused on print, the company has expanded in recent years by taking its digital offerings to the next level to reach more users worldwide. “We’re analyzing our brands and using data to better target audiences,” says Vincent Renaud, Digital Marketing and Data Manager at William Reed. “That means looking at more data and looking at ways that we can target people to help generate more visits or leads for our brands and our advertisers.”

William Reed implemented Adobe Campaign, a solution within Adobe Marketing Cloud, to help manage the marketing database, but the digital marketing team soon started using Adobe Campaign to efficiently manage targeted email marketing campaigns. “By consolidating our data onto Adobe Campaign, we can get a better picture of our audiences and target them with email campaigns for news, events, or deals that interest them,” says Renaud. “We’ve reviewed other campaign management solutions, but no other solution offers the unique combination of powerful workflow capabilities and multichannel delivery like Adobe Campaign.”

Smooth email campaigns

For William Reed, one of the biggest advantages of Adobe Campaign is its advanced workflow capabilities. From regular newsletters to one-time notifications of special events, Campaign helps the digital marketing team automate email campaigns so that they can spend more time refining campaign copy and analyzing results.

When creating newsletters, for example, Adobe Campaign automatically pulls new copy uploaded by the editorial team and combines it with advertising pieces. Campaign then forwards the newsletters to editorial and then ad production teams for review before delivering all newsletter emails at once.

“There are many products that allow you to send email campaigns, but only Adobe Campaign has excellent workflow automation that creates a seamless process from campaign creation to delivery and beyond,” says Renaud. “We’re improving productivity for the digital marketing team, allowing us to send 20 million emails a month across brands.”

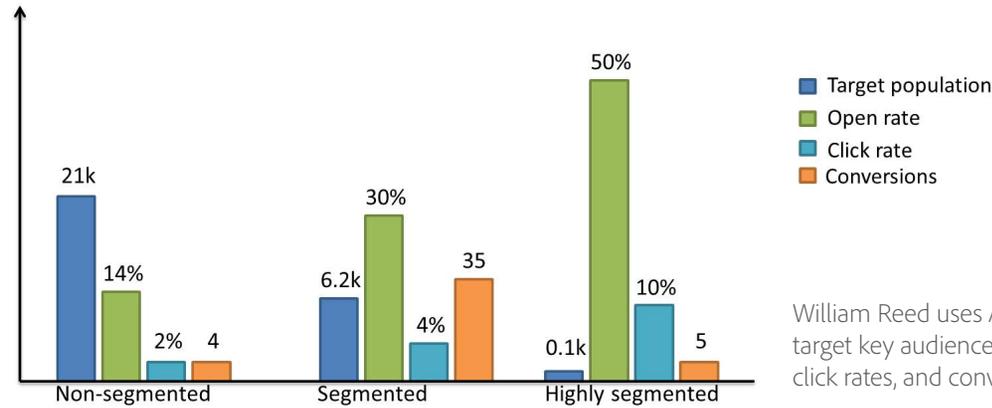
William Reed plans to continue expanding use of Adobe Campaign for email campaigns by migrating all of its brands onto the platform. Once migration is complete, the company will increase its audience from 500,000 to 3 million names. Despite the vastly growing numbers, the automated workflows in Adobe Campaign are expected to minimize manual processes, enabling the digital marketing team to efficiently keep up with demand.

“Adobe Campaign allows us to bring together data from multiple sources under one analytic umbrella.”

Vincent Renaud, Digital Marketing and Data Manager, William Reed

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign solution. Capabilities used include:
 - Campaign management
 - Integrated customer profile



William Reed uses Adobe Campaign to better target key audiences, impacting open rates, click rates, and conversions.

Reaching niche audiences

Through Adobe Campaign, William Reed centralizes marketing data from across the company to gain more complete customer profiles. This allows digital marketers to analyze user behavior and target user segments with even greater accuracy.

“Adobe Campaign allows us to bring together data from multiple sources under one analytic umbrella,” says Renaud. “It’s not just enough to know whether a user clicked on a link in a newsletter. We want to bring in the web analytic data to find out if they continued browsing and which articles they read. This gives us an even better idea of what type of content our users want to see.”

Using the built-in segmentation and analytics capabilities, digital marketers optimize email campaigns, combining the right copy and deals that will resonate with specific audiences. Sales teams also use the reporting and segmentation capabilities when talking to current or prospective advertisers. Using simple drag-and-drop tools, sales representatives can quickly create or adjust segments. If an advertiser wants to reach restaurateurs living in a specific region or hoteliers that have read, downloaded, or clicked content around a specific topic, representatives can do queries and report potential reach while on the phone with the advertiser.

Having seen the efficiency Adobe Campaign brings for email campaigns, William Reed is looking to expand its use to other channels. Text messaging, push notifications in mobile apps, and even print campaigns could benefit from the segmentation capabilities in Adobe Campaign. By bringing together data from all channels, Campaign can deliver even stronger analysis of the audience.

“Centralizing data through Adobe Campaign brings changes to our processes, but more importantly it brings changes to people,” says Renaud. “We can help advertisers reach their desired audiences, while improving efficiency for internal marketing and sales teams, so that we can reach even more global audiences.”

For more information

www.adobe.com/marketing-cloud/campaign-management.html



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