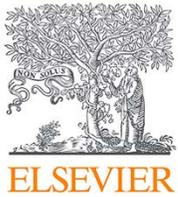




Elsevier finds its one global voice.

Leading information solutions provider standardizes on Adobe Marketing Cloud to further enhance customer communications, increase engagement, and implement digital marketing best practices.



"Standardizing on Adobe Marketing Cloud enables us to tie information together from all regions and campaigns to develop a richer view of what resonates with individuals, as well as Elsevier customers as a whole."

Henk Jan Gerzee, vice president of eBusiness, Elsevier



SOLUTION

Adobe Campaign and Adobe Analytics solutions within Adobe Marketing Cloud

RESULTS



STANDARDIZATION

Consolidated digital marketing toolkit from 11 solutions to one standard platform

UP TO **30%**
INCREASE

OPEN RATES

Achieved high engagement and conversion from campaigns



COST SAVINGS

Deduplicated digital marketing efforts and reduced number of software vendors



COMMUNICATION

Enhanced communications through a consistent message, implementing best practices, and deploying a single solution set

Elsevier

Established in 1880

Employees: 7,000

Amsterdam, The Netherlands

www.elsevier.com

CHALLENGES

- Standardizing on a single, integrated digital marketing platform
- Improving campaign effectiveness, while cutting costs
- Implementing best practices to help enhance customer communications, drive conversion, and increase engagement

Ambassadors of insight

Elsevier began in 1880 as a publisher of scientific and medical information in print journals and books. Today, the company has evolved into the world's leading provider of scientific, technical, and medical information, and a technology company serving over 30 million scientists, health professionals, and students worldwide. Elsevier's mission is to help its customers advance science and improve healthcare by providing world-class content and innovative information solutions that enable them to make critical decisions, enhance productivity, and improve outcomes.

As part of the transition from print to digital, Elsevier has strived to make finding information more intuitive. At the same time, Elsevier has worked to better understand who is accessing information in an effort to deliver more relevant marketing campaigns and experiences—closing the gap between clients and the information they want.

In its move to being more customer focused, Elsevier wanted to develop a consistent and integrated way of communicating with customers across touch points. This required the company to standardize its digital marketing platform to develop a single source of truth and to create a holistic, end-to-end view of customer journeys. Additionally, unifying its digital marketing platform would enable the company to achieve its ONE Elsevier initiative, more tightly weaving its e-commerce, marketing, products, and customer service together.

“Though the data we collected using several digital marketing solutions was valuable, it created a segmented view into the customer journey, duplicated efforts, and limited the sharing of best practices,” says Henk Jan Gerzee, vice president of eBusiness at Elsevier. “By adopting a single platform, we saw a significant opportunity to build digital marketing efficiencies and competencies.”

Standardizing on a single platform and enriching its digital insights, Elsevier projected that it could increase retention, maximize value customers could achieve, and boost engagement. By offering relevant and personalized content, as well as products and services based on insights coming from customer data, the company could also increase sales opportunities.

ONE Elsevier, one solution

In working with 11 solutions across its global and regional operations—including proprietary solutions—Elsevier was in a unique position to have experience with many top digital marketing platforms and opted to implement Adobe Campaign, part of Adobe Marketing Cloud. By standardizing on Adobe Campaign, the company has both a leading-edge digital marketing solution to enhance customer communications, as well as an environment to improve digital marketing insights with standard data sets across global business units.

“Now that we have one solution—Adobe Campaign—we are confident that we are sending a single, clear message to our customers.”

Henk Jan Gerzee, vice president of eBusiness, Elsevier

“Standardizing on Adobe Marketing Cloud enables us to tie information together from all regions and campaigns to develop a richer view of what resonates with individuals, as well as Elsevier customers as a whole,” says Gerzee. “We can also scale to create and deploy a wide variety of campaigns across business units and measure success consistently across groups.”

Within its academic and government sectors, Elsevier is using customer data to target email and direct mail campaigns to specific customer segments, such as librarians. For example, once a library signs up for the service, welcome emails are provided early in the relationship to get customers up to speed on basic functionality, tutorials, and tips.

As customer relationships become more mature, digital marketers can check in to help ensure services are being used to their fullest. And near the end of a usage contract, Elsevier also engages its customers by sending reminders for service renewal. Integrating data from sales software and existing customer databases helps to build results faster.

Based on success with these campaigns, similar communications built around where customers are in their lifecycles and usage information are also being deployed across corporate and other business units. Already, targeted email marketing campaigns have performed with open rates between 20% and 30%.

“Using Adobe Campaign, we can match our communications to where customers are within their interaction journey with Elsevier,” says Gerzee. “We can remain relevant, keep our services in front of our customers, and keep them engaged.”

Engaging with customers responsibly

In addition to increasing marketing agility on Elsevier digital marketing campaigns, Adobe Campaign helps to enhance control over what is communicated with specific customer segments. By centralizing operations, the company has improved oversight for regulatory requirements of multiple regions.

“Adobe Campaign allows us to build a template for the way we interact with different industries in specific regions, and then apply rules for how we extend that template to new regions,” says Gerzee. This approach helps the company to scale services to new geographies as its business grows.

New best practices aren’t just limited to how the company interacts with different industries, but also how it interacts with all of its customers. Using a centralized dataset, the company can generalize how all of its customers, as well as segments, respond to different types of communications, and then deploy the most effective strategies. Additionally, the company has eliminated repeat messages to customers, cutting costs, and enhancing campaign effectiveness.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign and Adobe Analytics solutions. Capabilities used include:
 - Campaign management
 - Visual cross-channel orchestration
 - Integrated customer profile
 - Personalized targeting
 - Centralized offer management
 - Real-time interaction management
 - Cross-channel execution
 - Operational reporting
 - Marketing reports and analytics
 - Ad hoc analytics
 - Tag management

“When business areas were working independently, there were instances of customers receiving duplicate communications from the same campaign, all with a different look and feel,” says Gerzee. “Now that we have one solution—Adobe Campaign—we are confident that we are sending a single, clear message to our customers.” Gerzee also noted that this unified model has helped to improve overall campaign effectiveness, while cutting costs of repeat emails and digital marketing efforts, as well as delivering enhanced communications faster.

Evolving insights

The company continues to use Adobe Campaign to support higher-level engagement among existing customers. For instance, as eJournal readers are coming on the site to gain information about a specific topic, published authors are alerted when their articles are read by an individual. Authors are also notified if another author is citing content within their articles. This data helps authors to better understand what audiences are consuming content and how information is being used, adding value to the relationship and keeping authors active on the site.

Finding success using Adobe Campaign, the company has also begun to integrate Adobe Analytics into its digital marketing platform. Adding new Analytics capabilities, Elsevier hopes to enhance how it plans, executes, and measures campaign successes across channels, including on its website.

“Internal alignment of our digital marketing strategies and campaigns has been our biggest achievement in deploying Adobe Marketing Cloud,” says Gerzee. “With the new integration of Adobe Analytics, we can work closer with business units with shared KPIs and discuss how we can execute on new objectives in terms everyone can understand.”

For more information

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



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