Relevant experiences for each customer.

Maxim Integrated delivers one-to-one customer engagement for global audiences with Adobe Experience Cloud.

maxim integrated™

"Making a purchase is such a seamless and simple experience that e-commerce revenue has grown 300% after switching to SAP Hybris and Adobe Experience Manager for our e-commerce site."

Robert Reneau, Director of Digital Marketing, Maxim Integrated

SOLUTION

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

Adobe Customer Solutions

RESULTS

300% **HIGHER REVENUE** with seamless site experience

Faster **TIME TO MARKET** for launching marketing campaigns

Supports website with **OVER 100,000** SKUs

More **RELEVANT** experiences with Search&Promote

Maxim Integrated

Established in 1983

Employees: 7,040

San Jose, California

www.maximintegrated.com

CHALLENGES

· Accelerate time to market for customers by helping them find information and products quickly

· Deliver personalization to connect with customers on an individual level

· Improve operational efficiency for greater scale, consistency, and speed

USE CASES

· Digital Foundation

· Customer Intelligence
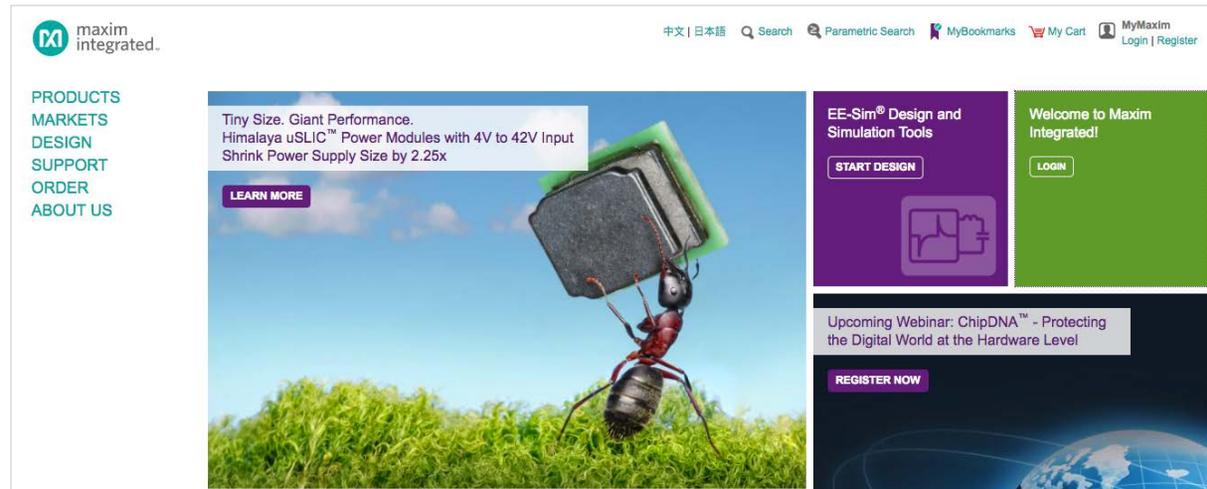
## Personal dialogue with global audiences

Companies today use the Internet to take commerce global and reach customers around the world. But as companies reach broader and more diverse audiences, it becomes harder to hold the personal, one-on-one dialogue that turns customers into lifelong, loyal supporters.

Maxim Integrated designs, manufactures, and sells highly integrated, semiconductor-based solutions that can be found in a broad range of market areas, including automobiles, communication and networking equipment, consumer electronics, industrial systems, and medical devices.

"Our customers are looking to get to market faster, and that means that they want to find and order the products that they need from our website as quickly as possible," says Robert Reneau, Director of Digital Marketing at Maxim Integrated. "To help our customers achieve their goals, we need to understand what each individual customer wants so that we can help them get there faster."

One issue was the complexity of the website. Maxim sells 9,000 products, but each product may have up to 15 SKUs associated with it for variations such as package size or electrical parameters. Trying to manage all of these products, across both the website and e-commerce site, could be very complicated. Helping customers get to the information and products that they needed quickly could be even more difficult.

Maxim was primarily using home-grown systems to manage its digital presence, but it wanted a flexible, enterprise digital marketing platform that could not only scale for thousands of products, but help provide a personalized experience for each individual customer. After evaluating several web management solutions, the Maxim team chose the Adobe Experience Manager solution in Adobe Marketing Cloud, part of Adobe Experience Cloud.
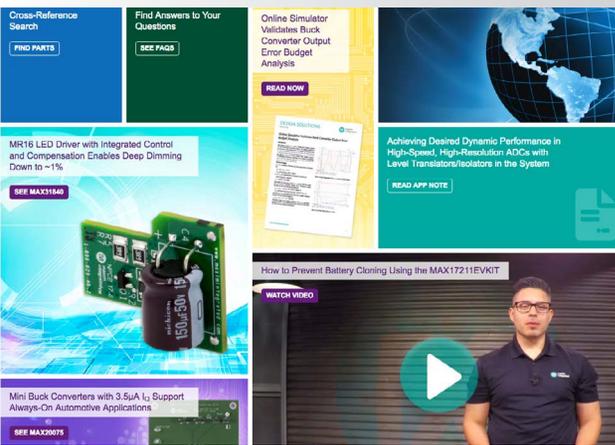
"By paying attention to the highest performing content for different audiences and tags, we can push relevant information in front of customers to deliver a smoother and more personalized online experience."

Robert Reneau, Director of Digital Marketing, Maxim Integrated

With Adobe Experience Manager, Maxim successfully improved creation, management, and publication of digital content. Maxim is expanding its Adobe Experience Cloud footprint to drive richer integration, deeper customer insights, and a seamless user experience across both the corporate website and e-commerce site. Moreover, Maxim is leveraging targeted experiences to build an internal sales portal on top of the customer-facing website, providing better support for sales teams while dramatically reducing resources needed to manage both.

"Our goal is to engage customers and help them accomplish their goals faster," says Reneau. "With Adobe Experience Cloud solutions working together and connecting with our third-party solutions, including SAP Hybris, we're delivering relevant content that's improving customer experiences."

Fueling personalization

With Adobe Experience Manager Sites, the digital marketing team uses responsive templates to quickly build and update content optimized across virtually any device. More than 30,000 assets, from templates and branded logos to product images and documentation, are stored and tagged in Adobe Experience Manager Assets for easier management.

Tagging plays an important role in building contextual relationships between assets, pages, and users. This array of relationships is then pushed into Adobe Target, part of Adobe Marketing Cloud, to customize experiences for customers. If a customer is known to be an engineer working for a company that designs wearables, for example, Target might push content related to battery chargers into prime locations in the Adobe Experience Manager web template. Maxim further improves relevancy of content the using the Search&Promote capability in Adobe Target to rank and recommend high-performing content and assets.

"Adobe Experience Manager is the engine behind digital communications at Maxim, but tagging provides the fuel," says Reneau. "By paying attention to the highest performing content for different audiences and tags, we can push relevant information in front of customers to deliver a smoother and more personalized online experience."

Maxim also leverages the tagging and targeting to create an internal sales portal built on top of the customer-facing website. If a customer searches for a specific product SKU, the website will display links to product information, data sheets, and even popular news about that product. But if a sales representative logs in as an employee and searches for the same product SKU, they will also see internal content such as sales documentation, images, and presentations related to that product. This use of targeting allows Maxim to help employees and partners find what they need quickly and easily in one location, but without investing in the development of a separate internal portal.

"By analyzing how our customers interact with our website, we can better understand how to communicate in a way that works for them."

Robert Reneau, Director of Digital Marketing, Maxim Integrated

Leveraging integrations for better performance

Adobe Experience Manager and Adobe Target also feed data into multiple touchpoints beyond the website, including the e-commerce site, email, search, and even digital or print documents through the XML connector. This highlights one of the biggest benefits of Adobe Experience Cloud for Maxim: the way that it flexibly connects with a wide variety of systems through native integrations or strong API connectors. As a result, Adobe Experience Cloud is helping to deliver efficient operations and consistent messaging beyond the website.

Maxim previously used a homegrown system to manage the e-commerce site separately from its website. The redundancies increased work for internal teams, as they would have to duplicate changes made from one website to the other, essentially doubling the website management workload. This separation sometimes also affected the user-friendly aspect of the e-commerce site, causing some customers to flip back and forth between product details on the website and pricing information to make their purchase decision.

Maxim replaced its e-commerce logistics engine with SAP Hybris due to its compatibility with Adobe Experience Manager. While Hybris powers the backend of the e-commerce site, Adobe Experience Manager provides the front-end experience. Leveraging existing Experience Manager resources improves operational efficiencies for Maxim and, more importantly, it dramatically improves the online experience for customers.

"Now our customers can view product information on the e-commerce site, without needing to flip back and forth," says Reneau. "Making a purchase is such a seamless and simple experience that e-commerce revenue has grown 300% after switching to SAP Hybris and Adobe Experience Manager for our e-commerce site."

Maxim is also in the process of integrating Adobe Experience Manager with Gigya for user registration and Microsoft Dynamics for customer relationship management. Using integration with Experience Manager, Maxim plans to use Dynamics as a one-stop sales portal with product information and documentation fed directly from Experience Manger into the Dynamics dashboard for maximum usability.

Using data to drive design

"If Adobe Experience Manager is the engine and intelligent tagging the fuel, Adobe Analytics is the steering wheel that helps us guide our digital experiences in the right direction," says Reneau. "By analyzing how our customers interact with our website, we can better understand how to communicate in a way that works for them."

SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Marketing Cloud

· Adobe Experience Manager

· Sites

· Assets

· Adobe Target

· Search&Promote

Adobe Analytics Cloud

· Adobe Analytics

· Marketing Reports and Analytics

Adobe Customer Solutions

Maxim currently uses Adobe Analytics to analyze more than 100 metric charts, including referrals, customer location, page traffic, and site navigation. Not only does Maxim work to understand the overall effectiveness of the site, it also segments audiences to determine what types of content, campaigns, and communication work best with its unique customers. Dashboards in the Marketing Databank help Maxim improve data analysis for continual and enhanced user optimization.

"We're encouraging people from across Maxim to come to training sessions and learn more about how customer intelligence can lead to better customer experiences," says Reneau. "Personalization is the key to connecting with customers, and Adobe Analytics provides the data that will help us unlock this connection. We're delivering relevancy to customers, and the next step is learning how to turn relevancy into revenue."

Maxim is working now with Adobe Customer Solutions to optimize its analytics framework to make it easier for teams to build connections between data and gain deeper insights into next steps. At the same time, Adobe Customer Solutions is working to improve efficiency and scalability so that Maxim can expand its analytics program.

With Adobe Experience Cloud, Maxim has established a digital marketing platform capable of greater efficiency, flexibility, and productivity. "Adobe Experience Cloud helps us get to market with new information and changes to our digital environment faster," says Reneau. "But most importantly, we're also helping our customers get to market faster by personalizing experiences and delivering relevant content so that they can keep engineering the products of our future."

For more information

www.adobe.com/marketing-cloud.html

www.adobe.com/data-analytics-cloud.html

www.adobe.com/experience-cloud/service-support/consulting-services.html

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