

# Transforming Customer Experience with Adobe Experience Cloud for a Leading Travel Industry

## *About the Client*

The client is one of the largest and most respected vacation companies in USA. The client's product line includes popular vacation destinations throughout Mexico, the Hawaiian Islands, the Caribbean, South America and Central America, as well as ski resorts all over North and South America.

# At a Glance

**INDUSTRY** | Travel Industry

**LOCATION** | USA

## USE CASE

A USA-based tour operator wanted to deliver a personalized customer journey.

## CHALLENGE

The client was looking to engage a niche audience across global markets.

## Business Challenge

- 1 Engage with niche audience across the globe.
- 2 Develop a brand that offers personalized customer journeys to next-generation travelers.
- 3 Build a social experience and community for travelers.
- 4 Insights into customer behavior through in-depth data and tools to ably act on that intelligence.

## Our Approach

Today's tech savvy audience expects digital experiences that are convenient, fast, and provide a personal touch.

- 1 The client made Adobe Analytics the foundation of client's digital marketing strategy.
- 2 The client leveraged Adobe Analytics to gain detailed insight into how customers use its websites and apps.
- 3 The client used data from Adobe Analytics which was integrated smoothly with Adobe Campaign to help the client reach its audience across a variety of digital channels.
- 4 Using customer behavior data in Adobe Analytics, Adobe Campaign built a detailed audience segments, which the client used to provide customized communications across different touchpoints with the right message at the right time.
- 5 The client's marketers can now deliver more than 1 billion emails per year to customers at different points in their journeys with the help of Adobe Campaign.

# RESULTS

The Client gained the following Results

- 1 Using segmentation to target customers, the client has noted lower unsubscribe rates and higher click-through rates
- 2 Personalized Push Notifications

## CASESTUDY

### SOLUTION

Royal Cyber's Adobe Experience Cloud consultants helped the client take advantage of Adobe analytics and Adobe campaign to deliver a personalized customer journey.

### KEY BENEFITS

- › 1 Billion emails per year with high click-through rates
- › Determine which advertising campaigns are proving most effective

# About Royal Cyber:

## Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace. Today we stand tall as a **One Stop Shop for all your IT needs.**

55 Shuman Blvd, Suite 275, Naperville, IL 60563 USA. Tel: +1.630.355.6292

Email: [info@royalcyber.com](mailto:info@royalcyber.com)

[www.royalcyber.com](http://www.royalcyber.com)