

## Overview

A globally renowned leader in the beverage industry, with a diverse portfolio of iconic soft drink brands and operations in over 100 countries, faced the challenge of delivering hyper-personalized customer experiences. To enhance engagement, increase sales, and improve retention, the client needed a unified view of customer behavior across its vast and diverse customer base.



## Objective

The primary objective was to create a single view of customer behavior by consolidating 98 million customer profiles from over 100 countries into a unified platform. The client aimed to achieve hyper-personalization in marketing campaigns, drive a 60% uplift in click-through rates, and generate measurable engagement, such as a 40% open rate for personalized reward emails, to boost sales and customer retention.

## Business Challenges

The client faced significant obstacles in delivering hyper-personalized experiences to their global customer base, which impacted sales, engagement, and retention. Key challenges included:

- **Fragmented Data:** No unified view of 98 million customer profiles across 100+ countries
- **Complex Segmentation:** Diverse demographics complicated hyper-personalized campaigns
- **Inefficient Campaigns:** Limited ability to design and deliver personalized offers
- **Missed Opportunities:** Lack of insights reduced upselling and cross-selling

## The Solution


The client was provided with a robust, data-driven personalization framework powered by Adobe Real-Time Customer Data Platform and Adobe Journey Optimizer, integrated with AEM 6.x. This enabled the consolidation of 98 million customer profiles into a single platform for streamlined segmentation. Additionally, Adobe Customer Journey Analytics was implemented to analyze cross-channel data, empowering teams to explore deeper insights. This comprehensive solution laid the foundation for executing hyper-personalized marketing campaigns tailored to the diverse needs of the client's global customer base..

## Value Delivered


The solution empowered the client to unify customer data and implement hyper-personalized marketing campaigns across 100+ countries, significantly enhancing engagement and driving measurable results. With over 350 email journeys running in multiple languages, the client successfully executed innovative, demographic-specific campaigns,

**63%** Uplift in click-through rates due to personalized campaigns


**40%** Open rate achieved for personalized rewards emails

 Significant increase in conversion of prospects into customers through cross-channel insights and tailored promotions.


### Business Benefits




Faster Development Cycles



Increased Customer Acquisition



Enhanced Operational Efficiency



Seamless Disruption Management