



Create seamless experiences for your community.

Using Adobe Campaign in the public sector.

Citizens expect clear, helpful communication across every channel—including email, mobile, and direct mail. Managing these communications is a challenge all its own, made only more difficult when campaign teams are siloed. Collaboration, across teams and data, helps every team campaign more effectively.

Survey says: citizens want more channels.



40% prefer online interaction.



18% prefer interacting over the phone.

Citizens **want consumer-friendly apps** and **support their government** using new technologies to connect with them.

Source: [The Center for Digital Government Survey, 2018](#)

Give a better experience to everyone.

CITIZENS

Campaign helps you **orchestrate** citizen journeys, **personalize** every touchpoint for every citizen across any channel, and **track every step** of the journey so you can deliver better content, matched to citizen needs out in your communities.

STAFF

Public affairs and communications staff gain **more autonomy** over their data, content, and delivery systems—so they can drive **informed outreach** and **decrease costs** in each campaign. Government users can also **build customized reports** that prove ROI.

You're facing many challenges.

- **Siloed data and teams** cause disruptions and delays in citizen communications and magnify operational inefficiency.
- **Lack of visibility** across channels makes it hard to measure overall campaign effectiveness.
- **Inability to connect** with citizens on their preferred channels causes a lack of citizen loyalty and involvement.
- **Lack of insight** to citizens' preferences and interests makes it hard to deliver relevant, personalized communications.

Campaign helps you reach citizens with clearer and timely communication.

- **Reach more people**, no matter what channel they're on.
- **Increase data visibility** so you can take action on meaningful insights and inform citizens in real time.
- **Increase team efficiency** with native email and mobile content design and personalization capabilities that improve campaign performance.
- **Build individual profiles** based on citizens' actions, preferences, and interests, leading to better targeting, profiling, and segmentation.
- **Connect more powerfully** with each and every citizen as you open the channels they use the most.

See how far a great experience can take you.

London Heathrow Airport strives to deliver the world's best airport service. Across digital channels, they deliver experiences based on customer interests and locations. Their passengers are notified of nearby services and offers at the airport—with specific offers that reflect their past travels and online behaviors.

Working with Adobe solutions, London Heathrow Airport experiences ongoing success with:



75 million annual passengers; **10 million** active monthly users



6 million personalized communications going out monthly



28% conversion rates from personalized remarketing messages



Analytics that **track individual** responses to channels and content



Targeted content on the web and mobile that builds retention

“Delivering useful information is clearly a benefit, but our real goal for using Adobe Campaign is to provide travelers with the absolute best airport service.”

—Simon Chatfield, Head of eBusiness and CRM, Heathrow Airport Limited

Get the full story at

<https://www.adobe.com/customershowcase/story/london-heathrow.html>

Get everyone engaged and informed. From one platform.

Using a centralized management system, you can rely on automation to distribute information that allows you to connect more powerfully with all your audiences by giving them the information they need to make the right decisions at the right time. With Campaign, you'll also realize value as you:

Increase your multi-channel reach by connecting with citizens in all the traditional ways that work, like direct mail and email, while also personalizing experiences on emerging mobile and online channels.

Reduce and control costs with dynamic reporting and cross-channel campaign analysis. Slow your spending on ineffective channels and campaigns to focus on the ones that will pay off.

Control when, where, and to which citizens you release information, publish media or data, and execute cross-channel campaigns. Give your content authors power to publish and manage content without technical support.

Keep citizens engaged with agency services through helpful tools and responsive experiences that are personalized and relevant to each citizen's interest and preference.

Let automation help as you gather validated data that reveals which outreach efforts work best. Then, let automation handle the straightforward tasks while you focus on the big picture.

Connect with citizens throughout the community with engaging content based on targeted audience segments and A/B testing that ensure the right content gets to the right people.

Learn more about Adobe Campaign at
<https://www.adobe.com/marketing/campaign.html>

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