



# Adobe Campaign

On-premises Solution



## Client Profile

The client is one of the leading integrated financial services providers in the world and among the largest coverage providers in property and casualty.

## Business Challenges

Our client hosted their marketing database with a third-party marketing service provider. They used Adobe Campaign for campaign management and Tableau for data visualization. There were nagging performance issues that impacted execution of planned campaigns.

A decision was taken to migrate the marketing database to a private IT infrastructure with an on-premises Adobe Campaign solution.

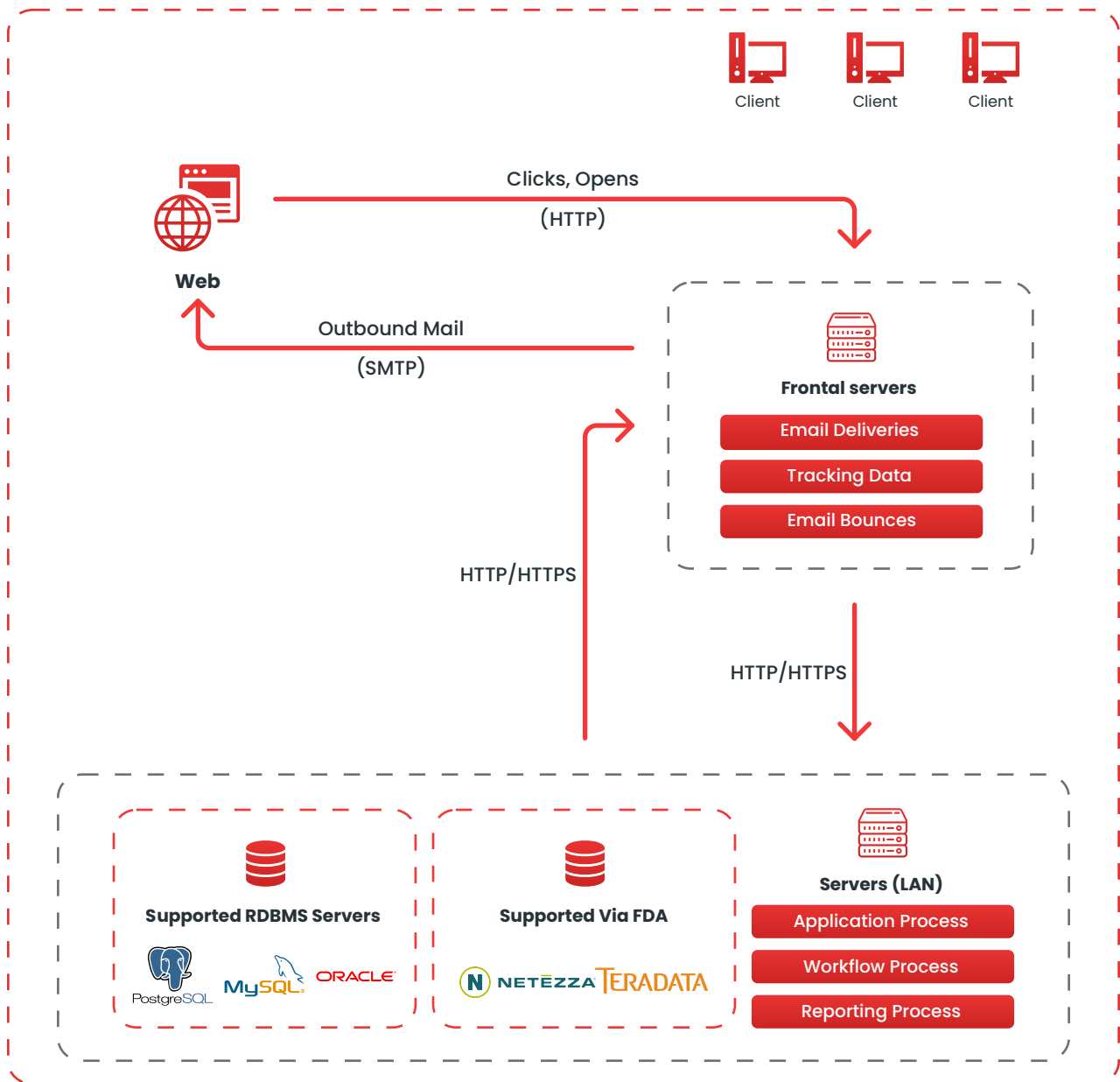
## Project Scope

Lead the solutioning and design for marketing services and migrate the existing databases from the external service provider to an on-premises solution. This was to be done in a timely and phased manner. Post implementation, QBurst would continue support as a partner.

## Solution

We implemented the on-premises Adobe Campaign solution and also integrated Tableau for reporting and analysis. The project was independently handled by our architects, while our business practitioners supported the in-house marketing team in developing complex business workflows.

Knowledge transfer of customized workflow templates was provided to enable the marketing team to operate independently. Our Tableau experts assisted in the integration of the new database and developed customized reports for day-to-day marketing activities.



## Business Benefits

- Marketing system offers better controls with little to no outage
- The new system is capable of processing large data sets quickly
- The marketing team can customize new campaigns and web applications independently
- Increase in revenue, validated by the campaign performance reports

