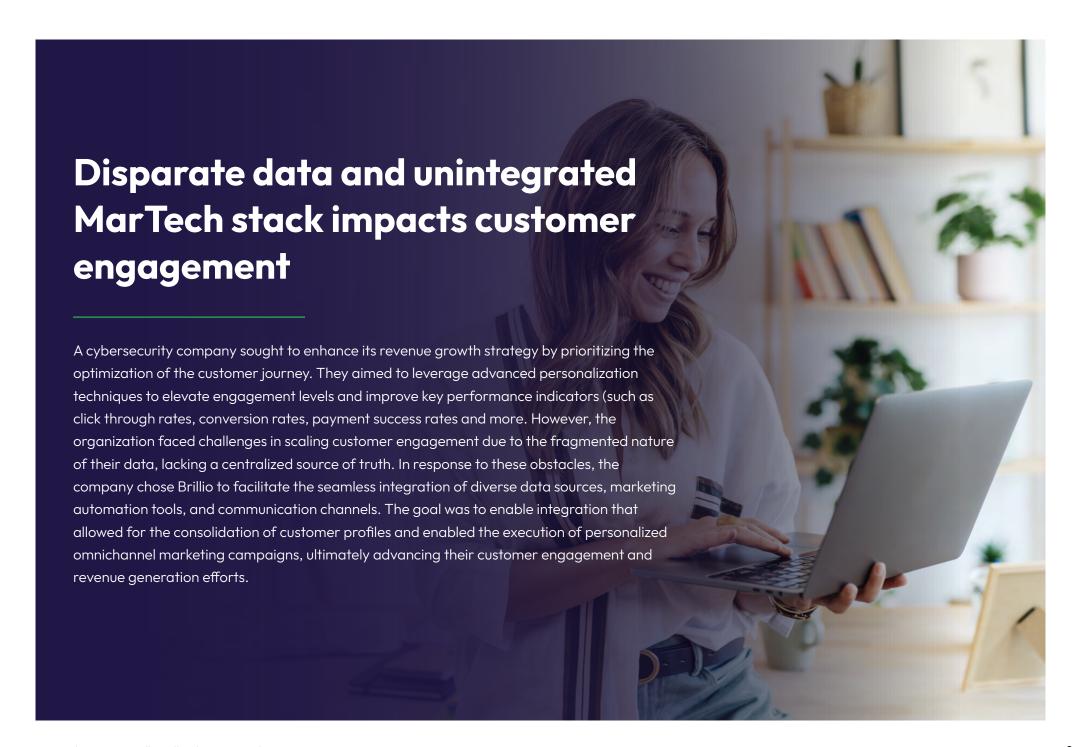# brillio

Making Real-time Personalization Real for a Cybersecurity Firm

30% increase in engagement by harnessing the power of the Adobe Experience Platform

Disparate data and unintegrated MarTech stack impacts customer engagement

A cybersecurity company sought to enhance its revenue growth strategy by prioritizing the optimization of the customer journey. They aimed to leverage advanced personalization techniques to elevate engagement levels and improve key performance indicators (such as click through rates, conversion rates, payment success rates and more. However, the organization faced challenges in scaling customer engagement due to the fragmented nature of their data, lacking a centralized source of truth. In response to these obstacles, the company chose Brillio to facilitate the seamless integration of diverse data sources, marketing automation tools, and communication channels. The goal was to enable integration that allowed for the consolidation of customer profiles and enabled the execution of personalized omnichannel marketing campaigns, ultimately advancing their customer engagement and revenue generation efforts.

Harnessing the power of the Adobe Experience Platform for personalized engagement

Brillio collaborated with Adobe to revamp the cybersecurity company's digital marketing strategy. The primary objective was to harness the power of the Adobe Experience Platform (AEP), Real-Time Customer Data Profile (RTCDP), and Adobe Journey Optimizer (AJO) to enable real-time personalization, optimize the customer journey, and enhance content management capabilities.

The solution was meticulously implemented, involving the setup and configuration of AEP, AJO, Twilio, and AT. Data integration was a key focus, as Brillio seamlessly connected various data sources with AEP. This involved the ingestion of data from the client's CRM, data warehouse, device data, web events data, email subscriptions, and GDPR-related data. AJO was integrated with Next-Gen Marketing (NGM) and Twilio to deliver targeted email and SMS campaigns, while channels like Email, SMS, Adobe Target, and NGM were empowered through AEP and AJO. Data governance and policies were diligently implemented to ensure the security and integrity of datasets.

The technology stack featured components like AEM as a Cloud Service, Adobe Assets, Adobe Launch, Spark Post, Kafka, Microservice, Ping SSO, Global translations, and Google Analytics, all orchestrated on the AWS CloudFront. To illustrate the potential of this endeavor, the client along with Brillio introduced a persona and customer journey concept, aptly named "Digital+." This innovative approach showcased how a new and highly engaging customer experience could unfold seamlessly along the customer journey, leveraging relevant mobile-first use cases.

A set of KPIs were established to measure its impact comprehensively. These KPIs included metrics such as Email Sent, Email Delivered, Email Clicked, Email Bounced, SMS Sent, SMS Delivered, CTR (SMS Click Through Rate), PSR (Payment Success Rate), CVR (Conversion Rate), Auto Renewal Opt-out rate, and Opt-out Rates.

> Brillio with AEP enabled unified customer profiles, personalized engagement & omnichannel campaigns at scale.

Supporting end-to-end customer journey at scale

The company's marketing strategy incorporated a diverse range of use cases to enhance customer engagement and conversion. These included delivering a personalized experience on landing pages tailored for specific customer segments. Additionally, the strategy involved retargeting customers who had abandoned their checkout process, reaching out to customers experiencing issues with payment processing, as well as targeting customers currently in their trial period, guided by the Tapestry segment. Furthermore, the strategy extended to customers who had completed specific actions within the application and, notably, to users identified through churn and propensity scores, creating a comprehensive and customer-centric approach to marketing.

The scale of this transformative project is underscored by some remarkable statistics. Over 64 million profile records were ingested, enabling the creation of 10 distinct campaigns targeting audiences through Email, SMS, NGM, and Adobe Target. Daily, the project saw the ingestion of 600,000 profile records, 500,000 web events data, 35 million CSP events data, 250,000 Mosaic events data, and 550,000 subscription events data. This staggering volume of data and the innovative use of Adobe's technology stack have propelled the company's digital marketing strategy into a new era of personalization, engagement, and efficiency.

The integration supported a plethora of marketing use cases including personalization, retargeting & more.

Real-time personalization driving engagement up

Embracing a data-driven approach to targeting, Brillio enabled real-time activation and personalization of B2C profiles, ensuring a tailored experience for every customer across all touchpoints. This approach provided rich insights into the customer base and audience segments, driving increased engagement. We introduced scalability and harnessed new digital capabilities previously overlooked. This helped identify unique customer profiles, enabling the customization of email and SMS content based on these profiles, resulting in increase in engagement and a significant reduction in bounce rates.

30% increase in engagement

42% reduction in bounce rate

10 campaigns created

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ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.

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