CUSTOMER STORY

Using AEM & Adobe Campaign to Cut Platform Costs in Half & Enhance CX

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As technology continues to evolve, more and more companies are realizing the value of creating and implementing digital marketing strategies. These strategies allow companies to remain competitive by increasing customer loyalty, brand awareness and customer satisfaction while providing data-driven analytics to generate measurable, scalable results.

Hilti Group, a multinational company that develops products, software and services for the construction industry, embarked on a digital transformation journey to provide effective, personalized marketing campaigns for its global customer base.

Hilti selected EPAM as a strategic implementation partner because of our extensive experience with Adobe Marketing Cloud products, custom solutions, accelerators and dedicated Adobe CoE.

In 2018, Hilti successfully rolled out a unified global, multi-channel campaign management platform across 61 markets, which decreased platform costs by 50 percent along with a 30 percent increase in time-to-market, a 55 percent increase in team productivity and an 18 percent boost in customer acquisition.

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LEGACY CAMPAIGN PLATFORM BRINGS MARKETING CHALLENGES TO HILTI

Before 2018, the limitations of Hilti's existing systems resulted in several critical marketing challenges, including:

- Low-volume email distribution
- Low customer acquisition
- Inefficient tracking and reporting
- Slow time-to-market
- Costly platform and operations
- Poor end-user experience

TECH STACK AT A GLANCE:

- Adobe Campaign
- Adobe Experience Manager
- Adobe Experience Cloud
- Amazon Web Services (AWS)
- Google Analytics
- Internal/External systems

EPAM'S ADOBE SOLUTION TRANSFORMS THE CUSTOMER JOURNEY

To address these challenges, Hilti initiated an enterprise-wide digital transformation strategy to provide effective, personalized campaigns for its customers. In collaboration with EPAM, Hilti chose Adobe Campaign to help reach the company's current and future digital marketing objectives. The new platform included the following features:

- Template-driven email editing
- Data acquisition using import templates
- Campaign orchestration via workflows
- Audience management
- Subscription management
- Transactional messages
- Email & SMS messaging
- Extended customer profiles
- Personalization & A/B testing
- Re-marketing
- Operational reporting

> "As the Hilti Digital Marketing and Services team embarked on a journey to transform Hilti's email marketing experience, it was important for us to align with our company's vision, 'We passionately create enthusiastic customers and build a better future.' While our platform is not accessible to customers directly, every output is customer-facing and requires a deep understanding of how our brand impacts our customers and drives growth. This initiative was critical, and having partners like EPAM to help execute enabled us to realize the vision and effectively transform our technology."
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> *Ebony Hunt, Global Program Manager, Hilti Group*

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HILTI'S NEW CAMPAIGN PLATFORM DELIVERS BIG RESULTS

With the help of EPAM and Adobe, Hilti built and implemented a unified global, multi-channel campaign management platform by integrating Adobe Campaign and Adobe Experience Manager (AEM) with other tools in their ecosystem. Using Agile methodology, Hilti and EPAM's teams operated across multiple geographies and successfully rolled out the platform across 61 markets for email and SMS channels.

With the new highly personal, targeted email marketing campaign platform in place, Hilti was able to launch effective campaigns that resulted in:

- Accelerated time-to-market by 30%
- Grew team productivity by 55%
- Increased customer acquisition by 18%
- Expanded email volume by 133%
- Consolidated technology landscape from 16 marketing tools and technologies to 8
- Decreased platform costs (Infrastructure, Software licenses and Operations) by 50%

Following the successful launch of the project, Hilti received the 2019 Adobe Experience Maker Award for Best Experience-Driven Campaign. EPAM continues to support Hilti's enterprise digital transformation journey and help build digital solutions leveraging Adobe Experience Cloud products.

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ABOUT HITLI

The Hilti Group supplies the worldwide construction and energy industries with technologically leading products, systems, software and services. With more than 29,000 team members in over 120 countries the company stands for direct customer relationships, quality and innovation. Hilti generated annual sales of CHF 5.6 billion in 2018. The headquarters of the Hilti Group have been located in Schaan, Liechtenstein, since its founding in 1941. The company is privately owned by the Martin Hilti Family Trust, which ensures its long-term continuity. The Hilti Group's strategic orientation is based on a caring and performance-oriented culture and the goals of creating enthusiastic customers and building a better future.

ABOUT EPAM'S ADOBE PRACTICE

EPAM is an Adobe Silver Solution Partner and has been Adobe Experience Manager Specialized since 2015. With a team of 600+ Adobe consultants and 40+ Adobe-certified specialists worldwide, EPAM has delivered 50+ successful Adobe projects. From strategy to design and development to support, our experts deliver end-to-end Adobe solutions, tailored to the business needs of our customers.

ABOUT EPAM

Since 1993, EPAM has leveraged its software engineering expertise to become a leading global product development, digital platform engineering, and top digital and product design agency. Through its 'Engineering DNA' and strategy, consulting and design capabilities, EPAM delivers next-gen solutions that turn complex business challenges into outcomes for its customers.

QUESTIONS?

Contact us at Sales@EPAM.com
or visit us at EPAM.com

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