LIBERTY GLOBAL

Liberty Global
Amsterdam, The Netherlands
www.lgi.com

Results

- Improved web presence with optimized and dynamic websites, resulting in 11% more orders
- Optimized call-to-action buttons and increased clickthroughs 23%
- Reduced demand on developers, enabling them to focus on higher-value development activities
- Created 1,500 webpages in only eight weeks by leveraging reusable assets and components
- Targeted existing customers with customized product tables, resulting in a 68% conversion lift

Liberty Global

Engaging a global audience

Adobe Marketing Cloud helps Liberty Global bring its brand to life across websites supporting marketing, customer care, and media delivery internationally

Liberty Global is the largest cable operator outside of the United States, serving more than 34 million homes in 13 countries. The company has a 20-year history and, since then, technology and evolving customer demands have changed the cable industry. Today, modern customers tend to multitask over multiple devices; they watch TV while browsing the web or start reading an article on their smartphones before switching to their computer.

In response, Liberty Global has evolved its services over the years, adding broadband, voice over IP telephony, video on demand, mobile apps, digital and high-definition TV, and other services. This shift has also impacted how the company engages customers online across channels and devices. Most customer touch points are now online versus in stores, and an increasing amount of services and content is delivered over the Internet.

"Each of the websites of our country operations act as an active service center where customers can order products, receive support, and access entertainment," says Morgan Evans, Director Online at Liberty Global. "The quality and depth of digital experiences that we can deliver are critical to ensuring high levels of customer satisfaction."

While the Liberty Global country websites traditionally provided customers with access to basic services and information, the company knew that it could do much more to enhance online engagement, offering more online content, advanced mobile apps, and better service, including giving customers the flexibility to change subscriptions, pay bills, and manage other activities online. At the same time, as an industry innovator, Liberty Global wanted to stay ahead of the rapid pace of change in the cable industry and put a technology foundation in place to support its current and future online needs.

The company's marketing and IT teams knew that with faster internet connections and broader adoption of media-friendly HTML5, customers would be demanding even richer, more interactive digital experiences. Equally important, with the increasing number of smartphones and tablets, digital content also had to be created with responsive design in mind to optimize user experiences on any size screen. However, the company's homegrown content management system wasn't able to adapt to the rapidly changing customer demands and new business opportunities.

"We wanted to redirect our IT resources away from website maintenance and instead focus our resources on enabling faster, more efficient delivery of high-impact content and experiences," says Evans. To support these goals, Liberty Global set out to find a proven, enterprise-class web content management solution that supported HTML5 and responsive design, while offering an easy-to-use interface to enable non-technical managers company-wide to quickly create and publish web content.

Challenge

- Standardizing on a proven web content management platform that can meet current and future business demands
- Improving online presence for better customer engagement

Solution

- Use Adobe Marketing Cloud, including the Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions, to enable advanced website functionality across devices with streamlined content creation and management
- Create and deliver digital content optimized with Adobe Marketing Cloud to provide the content that viewers want at any time

Systems at a glance

Adobe Marketing Cloud, including the Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions. Capabilities used include:

- Web content management
- Digital asset management
- Social communities
- Adobe SiteCatalyst
- Adobe Discover®
- Adobe DataWarehouse™
- Adobe Test&Target™

Empowering teams, enhancing digital experiences

Liberty Global chose Adobe Marketing Cloud, including the Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions. Liberty Global first rolled out the web content management and digital asset management capabilities of Adobe Experience Manager in Germany and gave marketing managers an intuitive interface to create and deliver dynamic digital content to customers across devices. Today, Experience Manager supports websites in Germany and in Switzerland in four languages. Eventually, the Adobe Experience Manager solution will support all Liberty Global websites in countries across Europe.

The streamlined creation and management of web content enabled by Adobe Experience Manager saves the Liberty Global IT and marketing teams substantial time by supporting the reuse of assets and components across web pages. Templates and design elements need only to be created once, after which they can be reused by marketing managers and other content authors worldwide to help ensure faster delivery of quality digital content. Building the first website in Germany took six months. "By reusing the components and templates in Adobe Experience Manager, we built websites containing more than a thousand pages for our Swiss operation in only eight weeks," says Evans.

With the ability to manage and support rich graphics and deliver them to users across devices, Liberty Global can render sophisticated animations for more engaging web experiences overall.

Building better websites

Adobe Experience Manager integrates smoothly with other Adobe Marketing Cloud solutions, including Adobe Analytics and Adobe Target. Together, the Adobe solutions provide solid analytics across channels that help Liberty Global continuously measure, analyze, and optimize performance across its websites.

Using the Adobe SiteCatalyst® capabilities in Adobe Analytics to track activity for digital content such as videos, Liberty Global can determine what genres different viewers enjoy. Taking this analysis a step further, the company can better target content to audiences by making more appropriate recommendations. When integrated with the Adobe Test&Target capabilities in Adobe Target, the Adobe Marketing Cloud solutions help Liberty Global optimize all aspects of digital experiences, from webpage design elements to overall flow pages to the buttons used in the checkout process.

"For the company, the returns from optimization have been strong. For example, optimizing call-to-action buttons on the product page produced a 23% increase in clicks," says Evans. "By using Adobe Marketing Cloud to optimize our websites, we are able to more readily take advantage of opportunities and trends we see in the marketplace in order to improve customer engagement."

By optimizing the design and content of the website, Liberty Global creates a more engaging customer experience that encourages more page views and time spent on the website, as well as increased service orders.
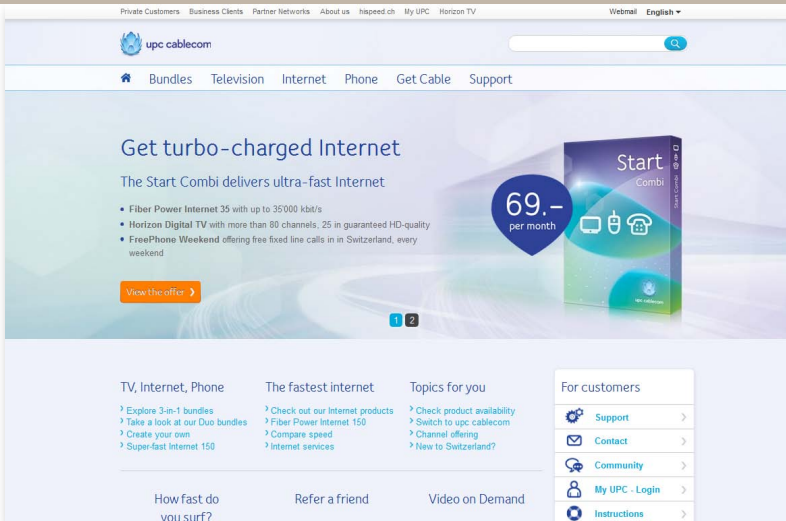
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Morgan Evans, Director Online, Liberty Global

Integrated solutions boost returns

For Liberty Global, an important advantage of Adobe Marketing Cloud is the streamlined integration between solutions. Using a simple point and click interface, producers can easily create variations of content for audiences for comparative testing, view analytics reports showing test results, and continually refine content. By putting content authors in charge of creating and optimizing content, Liberty Global can achieve greater returns on its digital campaigns and eliminate work that previously would have gone to its already busy IT team.

Over the next few years, Liberty Global plans to continue using Adobe Experience Manager and other Adobe Marketing Cloud solutions to accelerate rolling out more personalized, higher-impact websites in all the countries it operates in. Evans also believes that the use of Adobe Test&Target will continue to grow, providing even greater value not only through testing, but also by enabling more targeted customer experiences. In one test, for instance, the company found that targeting existing customers in Austria with more customized product tables resulted in a 68% lift in conversion.

Using Adobe solutions, Liberty Global is enabling outstanding customer experiences that keep the company on the cutting edge of the cable industry. "With Adobe Marketing Cloud, we can develop and deliver engaging online content that continues to reach customers worldwide on popular digital devices at any time."

For more information
*www.adobe.com/solutions/
digital-marketing.html*