

See how we helped the world's largest tire manufacturer

IMPROVE PRODUCT DISCOVERABILITY AND INCREASE STORE FOOTFALL

ABOUT OUR CLIENT

180 Production and Development Bases across **26** countries

Regional websites across **6** continents



Business Presence in more than **150** countries

1 CMS that binds all

Adobe Experience Manager

TRANSLATING CHALLENGES TO BUSINESS REQUIREMENTS



CHALLENGES

BUSINESS REQUIREMENTS

TECH IMPLEMENTATION

1

- Poor site engagement and experience.

- Adopting a holistic strategy that loops in every avenue of customer engagement: personalized, omnichannel CX.
- Offering users a unified experience across microsites and new pages.

- Leverage **Adobe Marketing Cloud, AEM Assets**.

2

- The client has regional web sites across 6 continents. The site had to be localized.

- Managing a multi-lingual site; allowing the client to manage content from a centralized location.

- Configure **Multi Site Manager (MSM)**.

3

- Prolonged publishing time.
- Manual approval/rejection process of content updates done by multiple users: vendors, resellers, and employees.

- Streamlining the process of authoring and publishing, also leveraging its digital assets across the organization.

- Create **shared data store** to manage huge digital assets and binary data to connect multiple authors and publishers.
- Automate the publishing process using **AEM Workflow**.

SOLUTIONS

Implemented AEM CMS and Adobe Marketing Cloud for overall efficiency



INTEGRATION

- Adobe Target
- Adobe Campaign
- Hybris



EXTENDING OUT-OF-THE-BOX COMPONENTS

- eCommerce
- Content Translation for Regional Sites
- AEM Workflows

RESULTS

Greater administrative control over regional content

20% Improved digital team efficiency

25% Increased CLV with personalized customer experience

15% Increased sales due to Omnichannel investments

A **built-in personalization engine** strengthened the client's bottom line. **Personalized offers** and **recommendations** boosted the user engagement metric.

Core user action:

- Streamlined appointment scheduling**
- Increased store footfall**

Product details are not stored in AEM. **Hybris** integration helped in maintaining a **customizable stack for the webstore**, enabling better performance and scalability.

A drop in replication time **accelerated** the **authoring-publishing** process.

An enhanced customer experience led to seamless product discoverability and better personalization.

CYBAGE MARKETING SERVICES



Design Thinking



Content Marketing



CMS-driven Personalization



Video Production



Campaign Management



Marketing Automation

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