Hoodoo + A Global Non-Profit

Global nonprofit gets personal with Adobe Experience Platform

CASE STUDY

KEY FEATURES

- Create and manage audiences
- Create, manage, and report on a unified customer profile across channels
- Deliver scalable journey orchestration, triggers, and reporting across channels
- Deliver automated recommendations based on segment needs and behaviors

Overview

With various global needs it is critical for this organiztion to show deep undersrtanding to its patrons by delivering timely, relevant, and valuable information.
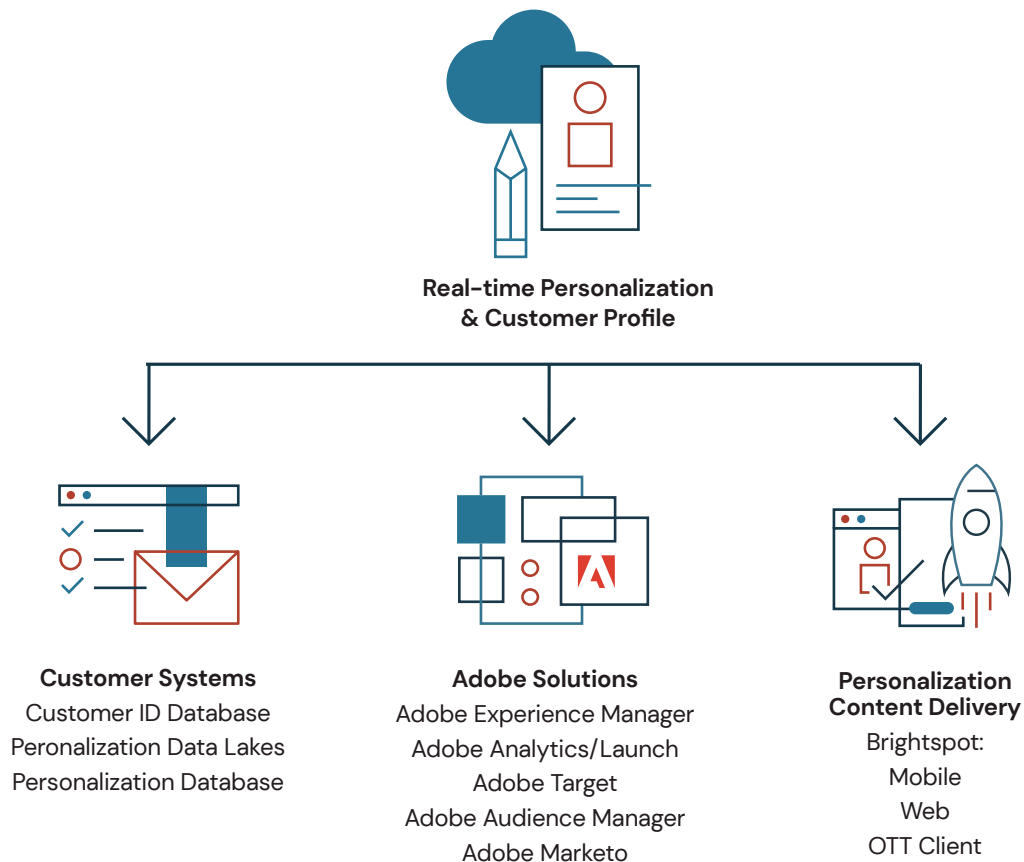
ABOUT THE CLIENT

This organization spans the globe and is well known for providing humanitarian services. They have many systems that manage various aspects of their organization and fill the needs of patrons with regional, cultural, and other diverse backgrounds.

The Project

Hoodoo Digital was brought in to allow the organization to deliver valuable and personalized information to its patrons on a global scale. The project included the following:

- Validate MSR and AEP data flows and governance
- Document and validate key personalization tools and architecture
- Identify & surface valuable content by role and behavioral data
- Target individual audiences for a focused campaign
- Recognize non-loyalty members and provide optimal paths to them
- Report on audience segments across channels

Consistently personalize experiences across all channels and environments

**Real–time Personalization
& Customer Profile**

Customer Systems
Customer ID Database
Peronalization Data Lakes
Personalization Database

Adobe Solutions
Adobe Experience Manager
Adobe Analytics/Launch
Adobe Target
Adobe Audience Manager
Adobe Marketo

**Personalization
Content Delivery**
Brightspot:
Mobile
Web
OTT Client

The Solution

IDENTIFY & SURFACE VALUABLE CONTENT BASED ON ROLE

As a user visits the homepage, the content feed will display content based on role: Young Single Adult (male, 18-30) will see specific information about their particular age group and demographic. Authenticated users are presented content based on their known role or position within the organization. The experience is delivered across the web and mobile with content and audience tagging.

DISPLAY TEASER FEATURES OF CONTENT FOR A SPECIFIC AUDIENCE

We went beyond just customized content and worked on addressing future needs in the present. For example, when parents of children turning 12 next calendar year visit the current homepage, the system recognizes if they fit those segment criteria and displays unique tile and content behaviors in real-time, building deeper customer engagement and smooth experiences for their customers.

"With a wide variety of criteria at our disposal, we are able to create unique and personalized experiences across the organization's various endeavors."

**JARED LINARES
HOODOO DIGITAL**

Adobe Experience Platform

WHAT IS THE ADOBE EXPERIENCE PLATFORM?

An open system that transforms all your data — Adobe and non-Adobe — into robust customer profiles that update in real time and uses AI-driven insights to help you to deliver the right experiences across every channel.

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Hoodoo