

ALIGNING CONTENT LIBRARY TO CONTENT PROMOTIONS



Capgemini helped a streaming service better standardize its customer experiences across channels and brands

The Challenge

A video streaming service provider regularly updated its content library to ensure that customers were receiving timely shows and live sports. However, onboarding new content and content providers into the appropriate marketing and customer-experience channels was a slow, manual process – misaligning the content library with offers and promotions promoted by the marketing and CX team.

The Solution

Capgemini helped build a scalable, multi-brand model that could be updated easily to incorporate new content options, innovative features, and on-demand real-time events. Based on the Adobe Experience Manager suite of products, the solution included a single repository to store and manage assets with tags that enabled integration with the marketing cloud where customers could be sent highly targeted offers and promotions. Unifying all the websites and other digital assets into a single platform helped internal and external stakeholders to author a simpler, richer experience for customers.

The Outcome

The new customer experience platform allows the company to easily and quickly launch a new brand or streamable content from scratch. It can also deliver consistent experiences across channels while tracking users from various data streams in a single journey.

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE TARGET

About Capgemini

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