

HEXAWARE

Maximizing ROI Through Marketing Automation Solutions for a Fortune 500 Electronics Company

Case study



Client

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- Solution
- Benefits
- Summary

Global Leader in Electronics with Ambitious Personalization Goals—and a Need for Scale

A high-tech electronics company specializing in mobile devices and home appliances wanted to unlock the full potential of its marketing technology stack. Operating across North America with 20,000+ employees, the company serves millions of customers through multiple digital touchpoints and flagship product launches.

The brand had already adopted a MarTech solution for web personalization and campaign operations. What it needed next was a more scientific, scalable way to maximize underutilized marketing automation capabilities and translate data into personalized experiences and high-velocity campaign operations, while balancing:

- **Speed-to-market**
- **Customer engagement**
- **Operational efficiency**

To achieve this, the company initiated a transformation supported by advanced marketing automation solutions that integrate Adobe Target personalization and by close coordination among its CRM, Digital Experience, and Data Science teams.



Challenge

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Underutilized Technology and Fragmented Operations Slowed Scale and Personalization

The company was struggling with operational inefficiencies and technology limitations to deliver personalized experiences at scale. Despite having advanced platforms, the gaps in execution and integration were creating silos, slowing progress, and impacting ROI.

- **Underutilized Marketing Automation Platform:** The existing Martech, including CRM and other marketing automation solutions, was not fully optimized. While the platform had advanced capabilities for segmentation, targeting, and automation, these features were underused. This limited the ability to scale lifecycle marketing programs, resulting in slower campaign execution and missed opportunities for personalization.
- **Fragmented Campaign Operations:** Campaign development relied on manual and disconnected steps across different teams. Due to underutilized automations and workflows, campaign operations became time-consuming and prone to errors. This fragmentation resulted in increased operational overhead and delayed time-to-market, reducing agility in a competitive environment.

- **Performance Bottlenecks:** Database inefficiencies created significant platform performance issues. These bottlenecks impacted throughput for large-scale email marketing automation, leading to delays in campaign delivery and reduced reliability. As a result, the company struggled to maintain consistent engagement during high-volume campaigns tied to flagship launches.
- **Ambitious Personalization Goals:** The company aimed to deliver hyper-personalized experiences under extremely compressed timelines for major product releases. Achieving this required advanced Adobe Target personalization, seamless data activation, and integration with a customer data platform, as well as in-house data science models. The complexity of cross-platform orchestration added further pressure to meet deadlines without disrupting existing operations.



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A Scalable, Data-driven Framework Combining Marketing Automation and Adobe Target Personalization to Deliver Speed, Precision, And Measurable ROI

The company executed a comprehensive transformation that combined marketing automation solutions, advanced personalization strategies, and streamlined campaign operations to deliver measurable business impact.

Consulting and Operational Excellence

The team assumed full ownership of campaign operations and platform administration. A detailed audit was conducted to resolve database inefficiencies and eliminate performance bottlenecks. Standardized templates, workflows, and QA processes were introduced to ensure consistency and reduce errors.

Key actions included:

- Automating email marketing automation steps for faster campaign execution.
- Implementing governance frameworks for high-volume campaign tasks.

Personalization at Scale

To meet ambitious goals, the company deployed Adobe Target personalization integrated with Tealium AudienceStream and in-house data science models. This enabled hyper-personalized homepage experiences for over 75% of visitors.

Highlights:

- Delivered rapid solution architecture and data activation under compressed timelines.
- Personalized homepage content to align with user profiles and commercial priorities.

Data Activation and Integrations

Data from multiple sources was onboarded into Adobe Target profiles via APIs and Tealium, enriching targeting and decision-making in real time.

Key integrations:

- Leveraged customer data platform capabilities for unified profiles.
- Enabled dynamic personalization across channels through real-time data flows.

Tailored for Enterprise Scale

The solution was designed to meet the needs of enterprise marketing automation and governance. Operational processes were standardized, and automation was applied to high-volume tasks. Data science models were integrated within Adobe Target to ensure experiences aligned with business objectives.

Core Initiatives:

- Standardizing operational workflows for compliance and scalability.
- Automating repetitive, high-volume campaign tasks to improve efficiency.
- Integrating predictive models within Adobe Target for data-driven personalization.

Benefits

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Delivering Rapid ROI and Long-term Growth Through Automation and Advanced Personalization

The implementation of advanced marketing automation solutions, streamlined campaign operations, and Adobe Target personalization delivered both immediate and long-term benefits. By stabilizing operations and enabling hyper-personalization at scale, the company achieved rapid ROI and built a foundation for sustainable growth.

Immediate Impact

The transformation enabled a rapid launch of a sophisticated personalization program under aggressive timelines, with over 75% of homepage experiences personalized using Adobe Target personalization.

Key outcomes:

- Stabilized and scaled campaign operations, achieving a 99.5% email delivery success rate within six months.
- Executed more than 1,000 campaigns in the same period through advanced email marketing automation workflows.
- Delivered a tenfold improvement in platform performance following database cleanup and system optimization.

Long-Term Impact and Measurable Outcomes

The initiative drove significant business results by leveraging marketing automation solutions and advanced personalization strategies.

Highlights:

- Increased average order value by 75% through homepage interactions powered by Adobe Target personalization and data science activation.
- Streamlined, template-driven operations and automation reduced cycle times, improved collaboration, and enhanced quality across teams.
- Established a scalable foundation for enterprise marketing automation, enabling future growth and cross-channel personalization through data activation and customer data platform integrations.



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Driving Continuous Innovation in Marketing Operations

This engagement demonstrates how a Fortune 500 electronics leader successfully transformed its marketing operations by leveraging advanced marketing automation solutions, Adobe Target personalization, and integrated data strategies. Through a blend of strategic planning, technical architecture, and hands-on execution, the initiative delivered rapid ROI while establishing a scalable foundation for future growth.

The project highlights the ability to stabilize and automate campaign operations, activate data across platforms, and deliver hyper-personalized experiences at enterprise scale. Looking ahead, the roadmap includes extending personalization beyond the homepage, deepening profile enrichment, and scaling cross-channel activation for lifecycle programs.

The combination of compressed launch execution and durable operational improvements—including automation, standardized templates, and governance—sets a benchmark for enterprise marketing transformation and illustrates the value of a consulting-led managed services approach.



Achieve Rapid ROI and Sustainable Personalization at Scale

Want similar results for your business?

Contact our team at marketing@hexaware.com to discuss your goals or schedule a personalized demo of our consulting-led managed services model.

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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