Driving customer loyalty.

Volkswagen reaches millions of drivers with rich website experiences from Adobe Marketing Cloud.

“The future of digital lies in cross-channel experiences and personalization. Adobe Marketing Cloud will play an important role in helping us transform our customers’ digital experiences.”

Candido Peterlini, Head of Customer Interaction Management, Volkswagen AG

SOLUTION
Adobe Marketing Cloud including the Adobe Experience Manager, Adobe Analytics, Adobe Audience Manager, Adobe Campaign, and Adobe Target solutions

RESULTS
- Reach customers on MOBILE-OPTIMIZED sites
- Consolidate onto a GLOBAL web platform
- PERSONALIZE content to entice buyers
- Drive TRAFFIC with exciting web experiences
Shifting digital into high gear

For millions of drivers worldwide, a car is more than just transportation. It’s an office, an entertainment system, a fun toy, and a refuge all in one. And customer interest in cars is only growing globally, whether it’s first-time buyers in emerging markets or long-term auto enthusiasts from other regions.

Volkswagen AG is a recognized automotive and business leader, ranking #22 on the Forbes Global 2000 list. With automobiles manufactured and sold around the world, Volkswagen wanted to unify its global brand image and project a gold standard of excellence. The first step in this transformation required consolidating fragmented websites onto a single platform.

"Our global website is our biggest showroom, visited by millions of people daily," says Candido Peterlini, Head of Customer Interaction Management at Volkswagen AG. "Before they visit a dealership, 90% of buyers often come to our website to learn more about the features and options they want in a car. Therefore, we want to create an experience that customers connect to emotionally and that generates leads for our dealers."

Navigating traffic

To foster deeper customer connections, the Volkswagen website needs to convey the company’s brand using video, interactive graphics, and stylish pictures, so customers can envision themselves in a new Volkswagen vehicle. This meant that the global website environment not only needed to be powerful enough to support tens of millions of page views every month, but it also needed to support advanced features and rich media.

Volkswagen turned to Adobe Marketing Cloud, focusing on Adobe Experience Manager to centralize global assets and create and publish website content, and Adobe Analytics to provide real-time insight into site performance. While Volkswagen was impressed by the power of each solution, the company’s digital leadership was even more excited by the potential of using many integrated Adobe Marketing Cloud solutions together.

"Taking advantage of built-in integration between Adobe Marketing Cloud solutions, we can create a powerful digital marketing platform to provide customers with more personal and engaging experiences."

Candido Peterlini, Head of Customer Interaction Management, Volkswagen AG

Mapping expectations and experiences

Using Adobe Experience Manager, Volkswagen is working with creative agencies to develop highly visual websites that capture the fun and excitement of every Volkswagen vehicle. Adobe Experience Manager Sites currently powers more than 100 global websites managed by Volkswagen. By centralizing onto a global hub, Volkswagen can share templates and assets across international websites to maintain high-quality branding across borders.
SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Analytics, Adobe Audience Manager, Adobe Campaign, and Adobe Target solutions. Capabilities used include:
  - Sites
  - Assets
  - Marketing reports and analytics

Many creative agencies develop assets using Adobe Creative Cloud, making importing and tagging assets in Adobe Experience Manager Assets smooth. The standardized templates are also flexible enough that marketers can easily adapt messaging to give websites a local flavor that speaks directly to each audience.

Equally important, the rich media design carries across channels. With strong support for responsive design, Experience Manager delivers content that works on all screen sizes, from desktop computers to smartphones. "When reaching customers worldwide, mobile is very important," says Peterlini. "One of the first markets where we're launching new online experiences is China, which has a high mobile adoption rate. Adobe Experience Manager gives us the flexibility to reach more screens without rebuilding our website."

Putting customers in the drivers' seat

Of the millions of potential customers who look at Volkswagen cars every month, no two are alike. Based on the information, features, and advertisements visitors are looking at, Volkswagen can develop more of the content that attracts car buyers. By driving more digital traffic, Volkswagen can increase leads and customer satisfaction to ultimately generate more dealer sale and long-term customer loyalty.

Adobe Analytics is Volkswagen's main hub for digital analytics worldwide. Using the global findings, Volkswagen develops best practices and learnings that can be used to improve websites. Marketers and their suppliers at all levels use the real-time dashboards in Adobe Analytics to measure consumer interactions and analyze the effectiveness of marketing activities. For example, Volkswagen stopped airing television ads on its microsite landing pages when analytic data demonstrated that it interfered with lead generation.

Learning what content attracts the most customers is only the first step. Volkswagen aims to anticipate a customer's needs and provide everyone with a highly personalized experience. If a customer starts looking at safety features and family-friendly cars, Volkswagen might highlight safety ratings and entertainment features in select vehicles. If a customer recently purchased a car, Volkswagen could show promotions on accessories or the locations of local service centers. "Adobe Analytics infuses our efforts with true intelligence about what our customers are doing," says Peterlini. "We want to drive personalization to make each customer feel invested in the Volkswagen experience."

Test driving integrations

Adobe Experience Manager and Adobe Analytics are only the beginning for Volkswagen. The company will soon be rolling out a pilot for Adobe Audience Manager to enhance personalization efforts, followed by similar trials for Adobe Campaign, Adobe Social, and Adobe Target.

"The future of digital lies in cross-channel experiences and personalization. Adobe Marketing Cloud will play an important role in helping us transform our customers' digital experiences," says Peterlini.