



Decreasing Time to Market for Multi-Channel Campaigns with Munvo's SMS/ Event Gateway and Adobe Campaign



Reduced Time to
market



Implemented
migration of unique
customers' journey



Streamlined work
processes

Client

Our client is a telecommunications company that is committed to creating meaningful moments of human connection through technology. They provide advanced digital video, Internet, telephone and home security and automation services over their own nationwide IP network.



Challenge

Our client turned to Munvo as they needed help taking control of their content and SMS templates so they could get to market faster without involving IT teams. By working with Munvo, they were able to free up time so they could focus on more important tasks.

Solution

Munvo Event Gateway and SMS Gateway were deployed to bridge the gap and expose client specific data to the Adobe Marketing Cloud. This enabled different business units to manage template/content delivery, as well as enabling the business to create customer journeys and complex use cases. By connecting these two tools, it was possible for different business units within the organization to share data, collaborate on projects, and track the performance of their campaigns. Additionally, the client became more independent leveraging Adobe Campaign and Message Center to implement complex use cases apart from their IT teams.



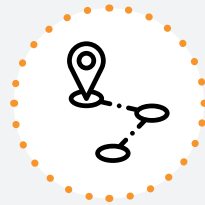
Results

We helped our client **reduce the time** it takes to develop and deploy e-mail and SMS templates by **5 months and 3 weeks**. In addition, we helped them process **12 million** unique customer communications a month. This allowed different business units to take ownership of the content delivery using Munvo products and streamline the work process while migrating over **300 customer journeys** implemented.

Benefits



Template time to market was reduced **from 6 months to <1week**



Migrated over **300 unique customer journeys** implemented in the span of a year



Streamlined the work process, **reducing processing time by 41.8%**



Processed **12 million unique customer communications** per month