



From Platform Lockouts to 24/7 Stability: The Impact of Adobe Campaign Classic V7 to V8 Migration for a Telco Client



Improved processing time for workflows and large record sets by up to 80%



Zero lockouts post-migration, compared to monthly disruptions in the past



Estimated cost savings of \$550K USD in reduced troubleshooting and support



Client

Our client is a leading American telecommunications and media company providing digital cable television, internet, and home automation services to millions of households across the United States. As a large-scale enterprise with complex marketing operations, their campaigns rely heavily on data-driven workflows and platform reliability to deliver consistent and personalized customer experiences at scale.

Challenges

Before partnering with Munvo, the client was experiencing performance and stability issues within their Adobe Campaign Classic (ACC) platform. Critical marketing workflows were taking excessively long to process, often resulting in delays that jeopardized campaign timelines and revenue.

Even more disruptive were recurring platform lockouts—occurring at least once a month—caused by concurrent heavy processes that overwhelmed the system. These outages not only made Adobe Campaign temporarily unusable but required dedicated monitoring, frequent manual resets, and out-of-hours interventions by the technical team.

Due to processing limitations in their existing version, the client also struggled to execute large data imports and complex tracking/reporting workflows. As a result, marketing teams spent countless hours troubleshooting or idle, unable to meet campaign deadlines or scale initiatives effectively.



Solution

To address these challenges, Munvo led the planning, execution, and monitoring of the client's Adobe Campaign Classic migration to V8, leveraging the enhanced capabilities of Snowflake database integration.

- 1) Munvo implemented and optimized both SMS Gateway and Event Gateway, allowing for streamlined campaign orchestration and real-time event-driven triggers.
- 2) The V8 environment allowed complex logic and heavy data operations to be processed more efficiently, reducing system strain and completely eliminating the lockout issues experienced in V7.
- 3) Munvo also provided Run Services post-migration, ensuring ongoing stability and performance with minimal disruption to internal teams.



Event
Gateway



SMS
Gateway

Benefits

The impact of this migration extended beyond improved performance—it unlocked new capabilities and operational efficiency across the client's marketing team:

- **Uninterrupted Operations:** With no more lockouts, teams could execute campaigns on schedule, improving delivery reliability and reducing idle time.
- **Faster Execution:** Campaign imports, exports, and heavy workflows now run up to 80% faster, empowering teams to launch more initiatives without increasing labor costs.
- **New Capabilities:** Reporting workflows that were previously impossible in V7—such as frequent Contact and Response history exports—are now running successfully. This gives marketers near real-time visibility into campaign performance and customer behaviors.
- **Cost Savings:** The migration has reduced the need for technical troubleshooting and off-hours support, delivering estimated savings of \$550,000 USD in resource costs annually.



Results

- ✓ Imports, exports, and complex workflows now execute up to 80% faster
- ✓ No platform lockouts post-migration, compared to monthly disruptions in V7
- ✓ Enabled new tracking and reporting exports that were previously impossible
- ✓ Delivered real-time marketing insights that fuel machine learning initiatives
- ✓ Estimated cost savings of \$550K annually from reduced downtime and support needs



The entire Munvo teams worked quickly and professionally to see this project through. They handled many custom and complicated use cases with diligence and expertise that was praised and appreciated by the client. Truly, this was one of our many examples of how well our teams can take client's to the next level in marketing technology.

— Munvo Team



Munvo was paramount to the success of this migration and the improvement of our tech stack. We were in good hands with a partner who managed the project from beginning to end with minimal customer impact. They provided great stewardship, support, and knowledge and have saved us hundreds of thousands in technical support that could be better spent on bigger initiatives

— Client



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