Time Warner Cable is more than television, Internet, and telephone.

Service provider uses Adobe Marketing Cloud to better acquire, develop, retain, and serve customers with optimized digital experiences.

"Using Adobe solutions, we can explore new opportunities to drive conversion, increase customer engagement, and build revenue."

Rob Roy, head of eCommerce & Digital Marketing, Time Warner Cable

SOLUTION

Adobe Marketing Cloud, including the Adobe Analytics Premium, Adobe Target, Adobe Experience Manager, Adobe Social, Adobe Campaign, Adobe Audience Manager, and Adobe Primetime solutions

Adobe Creative Cloud

RESULTS

GET
Increased new customer conversions by 49% and conversion rate by 20% by personalizing multichannel offers based on audience affinity for services

GROW
Boosted existing customer conversion rate for new products by 9% by targeting existing customers with "Add Service" messaging based on their current package

SATISFY
Improved customer satisfaction scores by driving customers to information they care about faster and easily and optimizing content

PERSONALIZE
Integrated over 100 first-party CRM data elements into visitor profiles to improve relevancy of content, messaging, and offers

Time Warner Cable

Employees: 51,200

Customers: Over 15 million

New York City, New York

www.timewarnercable.com

CHALLENGES

- Leveraging first-, second-, and third-party data to optimize content and campaigns across digital properties
- Personalizing customer experiences based upon visitor profiles
- Adopting a central, scalable digital marketing platform to support more mature experiences, campaigns, and strategies

Vision for a better experience

Time Warner Cable's residential business is comprised of 14.5 million customers who make more than 17 million monthly visits to each of the company's websites. Given the company's size and scale, gaining insights into customer segments is a monumental task, while understanding individual customer behaviors and preferences added even greater challenges. However, that is exactly the approach the company wanted to take to create more personal customer experiences in order to acquire, grow, and retain customers.

"Building successful customer relationships is vital to our business," says Rob Roy, head of eCommerce & Digital Marketing at Time Warner Cable. "We needed to create the best first impression possible for the broadest audience, as well as create personalized experiences so customers understand exactly how important they are."

To support its overarching digital strategies and focus on connecting one to one with customers, Time Warner Cable wanted to gain deeper visibility into customer behaviors and preferences, as well as make those insights actionable. By understanding what each customer was looking for and then automating content and offer delivery, digital teams could enrich experiences and sales delivery to boost customer engagement and revenues.

At the highest level, the company wanted to identify new and existing customers arriving on the site to deliver content focused on account login, personalized upgrade offers, or general product information. "By identifying customers on the landing page and delivering optimized experiences, we set a much better impression and more positive tone for customer conversations," says Jeff Henshaw, director of Web Analytics and Business Intelligence at Time Warner Cable. "It also eliminates redundant conversations and enables us to keep relationships with customers moving forward."

Foundation for omnichannel personalization

With an eye on delivering dynamic digital experiences, Time Warner Cable chose to retire its disparate digital marketing technologies and implement an extensible, end-to-end digital marketing platform built on Adobe Marketing Cloud. Prior to using Adobe Marketing Cloud, the company had a set of disparate analytics, targeting, and audience management systems in place. However, challenges with integrating and maintaining the various third-party technologies, maintaining interoperability when new version releases came out, and keeping staff proficient on multiple systems limited the value the company was able to extract.

By implementing Adobe solutions, the company upgraded to best-in-class technology in each functional area and improved overall marketing and business performance by moving to a single, unified platform with Adobe Marketing Cloud. As a result, the company saw a significant opportunity to have its marketing initiatives meet the maturity of its business.

"Adobe Marketing Cloud helps us break through a one-size-fits-all approach to marketing by building insights into segments. With the integrated solution, we can build and share actionable, data-driven insights that we can continually build upon."

Jeff Henshaw, director of Web Analytics and Business Intelligence, Time Warner Cable

To achieve the company's vision, Time Warner Cable had to do three things. First, it had to create a unified customer profile taking into account all known first-party data including visitor and customer CRM database information, as well as second- and third-party data from partner and paid data providers. Secondly, the company's need to integrate a unified profile with web and display media channel technology in order to deliver personalized content. And finally, its need to establish a strategy and process to test and target personalized content.

A disciplined approach

The first step was to integrate visitor data with CRM database information and second- and third-party provided consumer data. To do this, Time Warner Cable utilized Adobe Audience Manager. By integrating visitor data captured in Adobe Analytics with the company's CRM database along with second- and third-party provided consumer data, Time Warner Cable had a complete view of its current customers as well as prospective customers for the first time.

For example, the company can create a segment of current customers who have Internet-only service in the Northeast and are due for a subscription renewal. The output of this step was a unified customer profile with nearly 300 active segments of customers from which Time Warner Cable could target content and offers.

The second step was to integrate this profile information with downstream systems, including display media technology, to personalize display media content with Adobe Experience Manager and Adobe Target. In turn, the company could push personalized content to hundreds of customer segments across the website based on profile attributes, such as navigation and indicated interest.

"Adobe Marketing Cloud has accelerated our testing and measurement capabilities," says Henshaw. "It enables us to interpret customer engagement within different side-by-side experiences and, in turn, make informed, segment-driven marketing decisions." The net effect was the ability to target detailed segments with precise communication across channels.

The third step was to create a testing and optimization strategy to target personalized content. In conjunction with Adobe Global Service Consulting, Time Warner Cable developed a world-class testing and optimization process. When Time Warner Cable first embarked on content testing, the development cycle for creating a test, developing content, and deploying the test took upwards of four to six weeks. After process improvements made by Adobe Global Service Consulting, tests could be live in as little as two to five business days.

"Having the right talent behind the technology is equally as important as the solution itself," says Roy. "Adobe Consulting enabled us to align our vision with the capabilities available, deploy quickly, work tactically, and realize returns faster. Most importantly, it gave us the confidence to push the boundaries of what we thought we could do." The result was a process through which to deploy omnichannel personalization using the foundation it developed in earlier phases.

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Because all the solutions within Adobe Marketing Cloud were part of a single, integrated platform, Time Warner Cable could seamlessly integrate data and utility from multiple components of the scalable solution stack quickly. This allowed the company to get to market faster with a more effective and flexible solution than continuing to integrate third-party technologies.

Personalization in action

To improve customer experiences, Time Warner Cable used integrations between Adobe Audience Manager, Adobe Experience Manager, and Adobe Target to leverage data and strategically implement optimizations.

In support of new customer acquisition, Time Warner Cable analyzed potential new customer affinity for different primary service units (PSU)—such as cable service or Internet service—and then promoted package offers across display media and throughout the company's website. For example, a consumer new to a Time Warner Cable market that has searched on Google for "home cable and Internet packages" may receive an offer for the Time Warner Cable Triple Play bundle with tailored messaging and an introductory price point.

Additionally, the offer shown to this segment would be consistent whether the consumer was being exposed to a display media banner, coming to a landing page, or viewing the Time Warner Cable homepage. The result of this targeting and experience consistency was a 49% increase in PSUs for new customers and a 20% improvement in the new customer conversion rate.

Expanding on this strategy, Time Warner Cable further refined parameters to target potential new customers with specific package levels—such as basic cable or premium cable services—based on factors such as household income and household spending data. The result was a 30% increase in conversion rate and a 47% increase in revenue per visitor, generating a $1.4 million increase in annualized revenue.

Time Warner Cable also created segments of existing customers based on its current subscription footprint. On the My Account overview page, the visitor was presented with an "Add Service" call-to-action that was personalized based on the individual's current products. Internet-only subscribers, for example, could be targeted with an offer to upgrade to the Triple Play bundle or to add cable service. The result was a 12% increase in revenue from existing customers and a 9% increase in the existing customer conversion rate. This test accounted for annualized impact of $219,000.

Overall, the iterative testing methodology has helped to boost conversion, click through, average order values, and revenue per visit across the company's website. Time Warner Cable also achieved a seven-figure ROI annualized for its Adobe Marketing Cloud investment. "We can take a disciplined approach to testing using Adobe Target, delivering measurable, actionable results," says Henshaw. "More importantly, we can feed those learnings back into our Adobe Marketing Cloud solutions to magnify results."

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics Premium, Adobe Target, Adobe Experience Manager, Adobe Audience Manager, Adobe Campaign, and Adobe Social solutions. Capabilities used include:
- Marketing reports and analytics
- Ad hoc analytics
- Data workbench, data connectors, and data warehouse
- Dynamic tag management
- Enhanced advertising
- Search, display & social optimization
- 1st, 2nd, and 3rd party data ingestion
- Audience management
- Audience targeted creative
- Campaign management
- Personalized targeting
- Sites
- Assets
- A/B testing and multivariate testing
- Rules-based targeting and geo targeting
- Automated behavioral targeting

For more information
www.adobe.com/solutions/digital-marketing.html

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Expanding the ecosystem

Further building on the success Time Warner Cable has had with Adobe Marketing Cloud, the company will be rolling out Adobe Campaign, a cross-channel campaign management platform that will enable Time Warner Cable to extend its personalization strategy across nearly every consumer touchpoint including mobile, social, email, and more.

In addition to its online channel, Time Warner Cable can enhance its mobile website and app to encourage customer engagement. "Adobe Marketing Cloud helps to unlock countless possibilities across screens, devices, and digital channels," says Roy. "Using Adobe solutions, we can explore new opportunities to drive conversion, increase customer engagement, and build revenue."

Additionally, Time Warner Cable has enhanced its segmentation and targeting capability by adding the data workbench capability, a multi data source statistical analysis engine. With data workbench, Time Warner Cable can further refine its segmentation schema through advanced statistical modeling techniques, including k-means clustering. Data workbench will also enable Time Warner Cable to enhance campaign targeting by predicting specific campaign performance against segments or down to the individual customer level using powerful propensity scoring models.

"Adobe Marketing Cloud helps us break through a one-size-fits-all approach to marketing by building insights into segments," says Henshaw. "With the integrated solution, we can build and share actionable, data-driven insights that we can continually build upon." Henshaw also noted that the full utilization of Adobe Marketing Cloud will help Time Warner Cable continue to deliver a world class experience to its customers as well as continually improve marketing and business performance.