



venca

CASE STUDY

# Venca takes control of its digital marketing campaigns with style

## Business situation

### Keeping up with the latest trends

Venca isn't afraid of change. As a leading fashion retailer for more than 30 years the company has proved its ability to adapt to evolving customer habits and preferences – styles change, and so do the ways people want to buy their clothes. What started as a traditional catalog business has transitioned online, and Venca has enjoyed continued success in the digital world.

However, while its online business is thriving, the legacy tools Venca used to run its marketing campaigns weren't up to speed for e-commerce nor future-ready. Operational efficiency was a key challenge, as the company manages complex email campaigns comprised of millions of emails per month. Its marketers had no easy way to manage workflows or get detailed insights into campaign performance – users relied on spreadsheets and disconnected data. With limited analytics capabilities, customers were presented with generic content that didn't necessarily target their personal styles and shopping habits or enhance their shopping experience. With so much content competing for attention, customers always need something that speaks to their preferences immediately. Venca understood that the best way to increase engagement and make it easier for marketers to run successful campaigns that deliver value to both customers and the company was to leverage a modern digital marketing platform. It wanted to improve campaign management, increase lead generation to grow its customer base and reconnect with consumers who had moved away from the brand.

The company found what it was looking for with Adobe Campaign.

## Solution

### Full visibility offers full flexibility

Venca selected Avanade as its trusted partner to not only help implement its new Adobe Campaign platform, but to properly deliver a customer-centric vision by integrating the solution with Microsoft Dynamics 365, unlocking the full power of its customer data.

As one of the leading tools in the retail industry, Adobe Campaign provides Venca's marketers with exciting new campaign management capabilities. With each campaign, users have full visibility into activities and customer interactions for enhanced analytics and improved performance – there is no more guessing. Because Venca runs multiple campaigns simultaneously and deals with a variety of customer profiles and personas, the company is taking advantage of the solution's segmentation capabilities to deliver the right offers to the right people at the right time. By connecting the digital marketing tool to Venca's CRM, data is continually passed back and forth to help Venca personalize its campaigns with contextually relevant offers and messaging.

## Results

### Value for everyone

The seamless integration of Adobe Campaign and Dynamics 365 will change the game in terms of using data and predictive analytics to enhance both the employee and customer experience.

Venca's marketers now have a future-ready tool that infuses intelligence into their operations to help do their jobs better, and the company's customers are rewarded with personalized content. The company has begun running new campaigns using the tool and is excited to begin measuring its impact.

## About Venca

Venca is the fashion and home pioneer and leader in Spain in online sales since 1997, with more than 2 million monthly visits. The sum of fashion, logistics and technology allows clients to offer an unparalleled shopping experience to its 500,000 active customers.

The Venca collection, with six product categories: fashion for women, men, children, plus sizes, lingerie, accessories and home, is sold, in addition to Spain, in countries such as France, Belgium, Portugal, and Russia. Venca has 265 employees and belongs to the Digital Lola group.

### About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 38,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

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