



Adobe solutions for digital government: Outreach and engagement

Personalize citizen communications, gain better insight, and improve internal processes.

Offer coordinated and consistent citizen experiences by modernizing outbound and bidirectional communications. Reduce costs and allow business and IT teams to scale efforts for creating, managing, and delivering cross-channel communications.

The challenge

Managing agency outreach and engagement efforts is a huge challenge. Citizens expect communications across email, SMS, social media, and direct mail. But communications and IT teams approach each channel in a silo. Any step in the process that requires active human editing, scheduling, delivery, or monitoring increases costs and decreases efficiency. It's also difficult to measure campaign effectiveness across channels. Extra time is needed to collect data piecemeal from each silo in the absence of coordinated efforts.

The solution

Adobe offers a comprehensive set of solutions to meet outreach and engagement challenges in federal agencies, Department of Defense (DoD) branches, and state and local governments. With Adobe, agencies can:

- Create, manage, and deliver cross-channel communications from a single screen
- Manage and optimize the customer journey across channels—offline and online
- Leverage centralized creative asset management and analytics across channels to speed workflows
- Improve citizen experiences with one-to-one communications and deeply personalized content

By modernizing outreach and engagement with Adobe, agencies can reduce costs for each campaign, avoid the expense of ineffective outreach programs, quickly measure increased impact with existing communications budgets, and improve citizen satisfaction.

Agencies and citizens benefit from more efficient government operations.

Positive results with Adobe solutions:

- The Sydney Opera House drove donations up 150% by using data to personalize web visitor experiences.
- London Heathrow Airport delivers personal digital experiences annually to over 78 million travelers.
- British Telecom cut call center volumes in half by providing timely and relevant service information.

Adobe can help government organizations:

- **Maximize digital reach**—With Adobe Experience Manager Sites, reach citizens across any touchpoint with fluid experiences that rapidly adapt across devices in context of the personalized journey. Leverage stored personalization criteria—agency information interests, past agency interactions—to create highly personalized messages.
- **Target the right audience**—Communicate across channels and understand where to push information for appropriate and consistent messaging. Use Adobe Campaign to establish highly targeted and personalized one-to-one communications.
- **Maintain engagement through personalization, automation, and consistent messaging**—Create seamless communications with citizens and benefit from better targeting and audience segmentation via Adobe Campaign. Promote engaging self-service experiences for citizens, keep them informed, and make them feel valued with continuously updated content. Communicate relevant content and messages at key points along the citizen journey, personalizing experiences based on demographics, geographic region, languages, and more.
- **Analyze processes and citizen satisfaction**—Evaluate and assess outreach and engagement processes, as well as performance against communications metrics, to determine the most effective methods. Enhance the execution of Adobe Campaign and increase citizen satisfaction through insights derived from Adobe Analytics.
- **Build an outreach and engagement process that meets legislative and security requirements**—Leverage 21st Century IDEA requirements by adding functions that provide access, consistency, and mobile capabilities to digital experiences. Improve the security of online and mobile transactions.

Adobe can help government build more meaningful relationships and improve citizen experiences. Citizens remain engaged and receive faster service which, in turn, leads to higher satisfaction with government. Updated systems and workflows enable agencies and departments to run more efficiently at lower costs and with reduced burdens on IT personnel. Modernized outreach and engagement with Adobe serve government and citizens well.

Adobe solution components:



Adobe Campaign— Campaign management, orchestration, and automation across all channels from one screen.

Adobe Analytics— Comprehensive view across all touchpoints of outreach performance; analysis of engagement efforts to determine effectiveness.

Adobe Target— Personalized cross-channel campaigns to improve engagement effectiveness.

For more information.

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