virtusa | Adobe Solution Partner PLATINUM

Virtusa's personalization at scale

Contextual, personalized, and consistent omni-channel customer experiences in real-time

In today's increasingly competitive marketplace, delivering contextual customer experiences is no longer a "nice to have" feature; it's an expectation. Companies that excel at demonstrating customer intimacy generate faster revenue growth rates than their competitors. Personalization matters more than ever with the surge in digital transformation raising the bar. According to McKinsey, companies that grow faster drive 40% more revenue from personalization than their slower-growing counterparts. Also, with the advent of Generative AI, content creation and decisioning process can reduce cost by 30%.

Personalized content is more likely to grab customers' attention, engage them in a conversation, and lead them to conversion. Implementing personalization at scale is complex, involving transformation of your data, content, teams, and technology. Virtusa helps organizations take their personalization experience strategy to the next level with Personalization at Scale offering, ensuring real-time personalization and helping businesses like yours realize the following:

Increase in funnel conversion by 25%	
Revenue increased by 10%	
Increase in customer interactions by 5-10%	
A holistic Customer 360 view to unify data and draw meaningful insights	
Data Governance for protecting and respecting customer's privacy through compliance measures	
Data centralization along with identity resolution and duplicate reduction for minimizing waste on ad spend	

Why clients are choosing Virtusa?

We empower our clients to know and predict their customers better:

Bridging the gap
Business realize value with Virtusa's experience helping clients bridge the gaps between knowing their customers and understanding them at 360° view

Insights to action
Our clients leverage Virtusa's customer data strategy and expertise to be able to unlock insights that they're unable to do or see

Assurance
Accelerators put us in the top percentile Platinum partners who can deliver products 30% faster with data privacy compliances.

Capabilities

The areas where our clients want to engage to drive personalization at scale are:

Customer data point of view - Competitive analysis for clients to trust their technological choice, based on technology stack and use case needs.

Data ingestion - Identifying customer data sources, integrations, target schema and creating custom experience through unified data models

Automation and headless - Reduce cost and automate manual tasks by leveraging Adobe's APIs

Data privacy and security - Data classification, defining data governance model and tagging data with privacy labels

Segmentation and activation - Identifying the target destinations and channels for customer segmentation, and then build the customer profile activation

Generative personalization – Appling Generation AI in brand identification, creative creation, identifying segments, and placing content for 1:1 personalization

Virtusa helps businesses deliver compelling real-time experiences in the moments that matter

		Adobe experience platform	Adobe analytics /CJA	Audience manager /RTCDP	Adobe target
	Collect Customer data	**Collect** Customer data	**Analyze** Actionable insights	**Activate** Customer profiles	**Personalize** Omni-channel experiences
Key tasks	• **Build XDM Objects** • Configure Profile Schemes • Identify key KPI's	• **Create and provide profile and event-based scheme** • Configure identifiers for each data source • Identify security requirements	• Propose AEP measurement • **Map data element to profile properties based on rules** • Identify dashboard KPI's	• **Configure data elements based on XDM scheme object** • Configure data collection • Configure AEP Web SDK code on development site	• **Customized dashboards, data segmentation** • Page level validation • Report validation and sign off • Hyper-personalization through Generative AI
Key deliverables	• AEP Audit • Data Source report	• SDR • Page Action Matrix (PAM)	• Processing Rules Configuration • Mapping Document	• Adobe Launch integrations • Extended integration with tools such as Salesforce and Pega CDH	• Processing Rules Configuration • Segment Dashboard
Additional benefits	Building enterprise data model	Data ingestion from all the available sources	Providing holistic view of customer	Real-time customer profile activation	Deliver rich personalized experiences

Success stories

We helped a premier US bank in personalizing marketing campaigns to boost loyalty and revenue, generating 2.9 million analytics driven personalized interactions, 5% increase in customer interactions, and 3.5% CTR growth

A large American credit union increase revenues by 10% with Virtusa's marketing solutions, thereby increase in funnel conversion by 25%, cart abandonment decreased by 20%, bounce-rate decreased by 3%, and open and click rate increased by 5%

To learn more, contact us today at **marketing@virtusa.com**

About Virtusa

Virtusa Corporation is a global provider of digital engineering and technology services and solutions for Forbes Global 2000 companies in the financial services, healthcare, communications, media, entertainment, travel, manufacturing, and technology industries worldwide. At Virtusa, digital engineering is at the heart of everything we do. We are 35,000 builders, makers, and doers that partner with customers to reimagine enterprises and creatively build solutions to the most pressing business challenges that move them to the forefront of their industries.

Virtusa's unique "Engineering First" approach means never presenting an idea we can't execute. With deep industry expertise and empowered agile teams made up of world-class talent, we think about execution early in the process, because the earlier you think about execution the earlier an idea can have an impact. Solving from the inside out enables businesses to respond swiftly to changing needs with improved quality, lower costs, and lasting results.

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Engineering First

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