



DATA SHEET

Adobe Campaign v7 to v8 migration

**Modernize campaign operations with
a scalable, cloud-native platform**

virtusa

As customer engagement demands evolve, legacy campaign systems often struggle to keep pace. Adobe Campaign v7 users face challenges such as limited scalability, slower processing speeds, and complex on-premises maintenance — all of which hinder agility and innovation.

Migrating to **Adobe Campaign v8** empowers organizations with a **cloud-scale architecture** that enhances performance, simplifies operations, and enables real-time, personalized experiences.

With native integration to **AEP**, marketers gain unified customer profiles, faster segmentation, and AI-driven orchestration for better outcomes.

Adobe Campaign v7 is a robust but legacy, on-premises platform designed for batch-based campaign management. Adobe Campaign v8 is its next-generation, cloud-native evolution, built on Adobe Experience Platform (AEP) to deliver real-time, data-driven, omnichannel customer engagement at scale.

Features and capabilities

Accelerated campaign performance:

- Optimized message throughput with parallelized data processing
- Faster audience segmentation and campaign execution
- Cloud-native delivery for higher scalability and uptime

Unified data and profiles:

- Native integration with Adobe Experience Platform (AEP)
- Real-time profile enrichment and segmentation
- Seamless data flow across online and offline touchpoints

Operational efficiency:

- Simplified deployment and maintenance through managed services
- Automated workflows and error handling
- Streamlined campaign orchestration with modern APIs and connectors

Future-ready architecture:

- Cloud-scale infrastructure with built-in elasticity and resilience
- Continuous access to Adobe's latest feature updates and security patches
- Native integration with Adobe Journey Optimizer, Target, and Real-Time CDP for end-to-end journey management

Key benefits:

- **Omnichannel orchestration** → Deliver consistent, personalized campaigns across channels.
- **Real-time engagement** → Activate audiences instantly with AEP integrations.
- **Enhanced scalability** → Run high-volume campaigns with cloud-native performance.
- **Simplified operations** → Reduce maintenance with managed cloud deployment.
- **Faster execution** → Accelerate campaign setup and delivery with automation.
- **Unified customer view** → Target with connected, real-time profiles.
- **Future-ready platform** → Integrate seamlessly with Journey Optimizer, Target, and RT-CDP.



Why Virtusa?

Adobe Platinum partner with deep expertise in campaign modernization

Strong AEP and campaign integration expertise for real-time personalization

Proven migration accelerators and implementation frameworks

End-to-end advisory and governance to ensure smooth, low-risk transition

Industry-aligned best practices to ensure faster time-to-value

Success story

Virtusa helped a leading credit union modernize its marketing platform by migrating from Adobe Campaign Classic v7 to v8 on Adobe Managed Cloud Services. The cloud-native setup delivered 40% faster campaign execution, 25% higher email delivery, 60% lower maintenance effort, and seamless AEP integration—empowering scalable, data-driven marketing.

Unify your campaigns, accelerate engagement—
migrate from Adobe Campaign v7 to v8 with Virtusa

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

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Headquartered in Massachusetts with global delivery centers, Virtusa provides a broad range of services, solutions, and assets, including strategy and design, AI advisory and services, digital engineering, data and analytics, digital assurance, cloud and security, and managed services across industries such as financial services, healthcare, communications, media, entertainment, travel, manufacturing, and technology.

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