Point of sale
Loyalty promotions and special offers are tough to grab in-store. For 49% of marketers, point of sale is highly important.* Adobe Campaign gives you a tight hold on point of sale by providing content via iBeacons or printed receipts.

**ADOBE CAMPAIGN IS YOUR TICKET TO REAL-TIME SUCCESS.**

Kiosk
Adobe Campaign helps to deliver relevant and contextual content to kiosks, where hitting the sweet spot can be tough.

Web
On the web, coordination is key. Adobe Campaign helps to synchronize real-time web with channels like email and SMS. Over two-thirds of marketers see the web as highly important.*

Video game consoles
Adobe Campaign lets you embed dynamic messages and offers into video games. Your marketing gets extra life, reaching consumers with a high level of engagement.

In-vehicle
With Adobe Campaign, you can target dynamic messages and offers toward the digital dashboards emerging within automobiles.

Social
Social networks like Facebook and Twitter are highly important to 45% of marketers.* With Adobe Campaign, use highly-targeted messages and landing pages to get higher scores in the social channel.

Mobile and wearables
Nowadays, our pockets hold a lot more than just quarters. Adobe Campaign can push notifications to mobile and wearable devices. For 53% of marketers, real-time mobile is highly important.*

Call center
Nearly half of marketers say call centers are highly important.* Adobe Campaign keeps callers from bouncing around and dropping out by driving effective conversations.

Email
Adobe Campaign helps you avoid missed shots and keeps your emails blasting toward the goal. For 80% of marketers, real-time email is highly important.*

Adobe Campaign puts the world of real-time marketing channels at your fingertips. Boost ROI, increase loyalty, and foster great customer experiences.

For more information, visit adobe.com/campaign.


**IT’S TIME TO PLAY.**

THE CLASSIC CHANNELS

**CLASSIC CHANNEL**
Point of sale
49%

**CLASSIC CHANNEL**
Kiosk
49%

**CLASSIC CHANNEL**
Mobile and wearables
53%

**CLASSIC CHANNEL**
Email
80%

**CLASSIC CHANNEL**
Social
45%

**CLASSIC CHANNEL**
Call center
69%

**NEW CHANNEL**
Video game consoles
80%

**NEW CHANNEL**
In-vehicle
53%

**NEW CHANNEL**
Mobile and wearable devices
80%

**NEW CHANNEL**
Email
80%

**NEW CHANNEL**
Social
53%

Real-time marketing is an exciting game to be playing. It’s no surprise that 77% of marketers find real-time marketing to be an important part of their business.* Adobe Campaign lets you dominate both the new and classic channels in real-time marketing. Grab your quarters and jump in.