

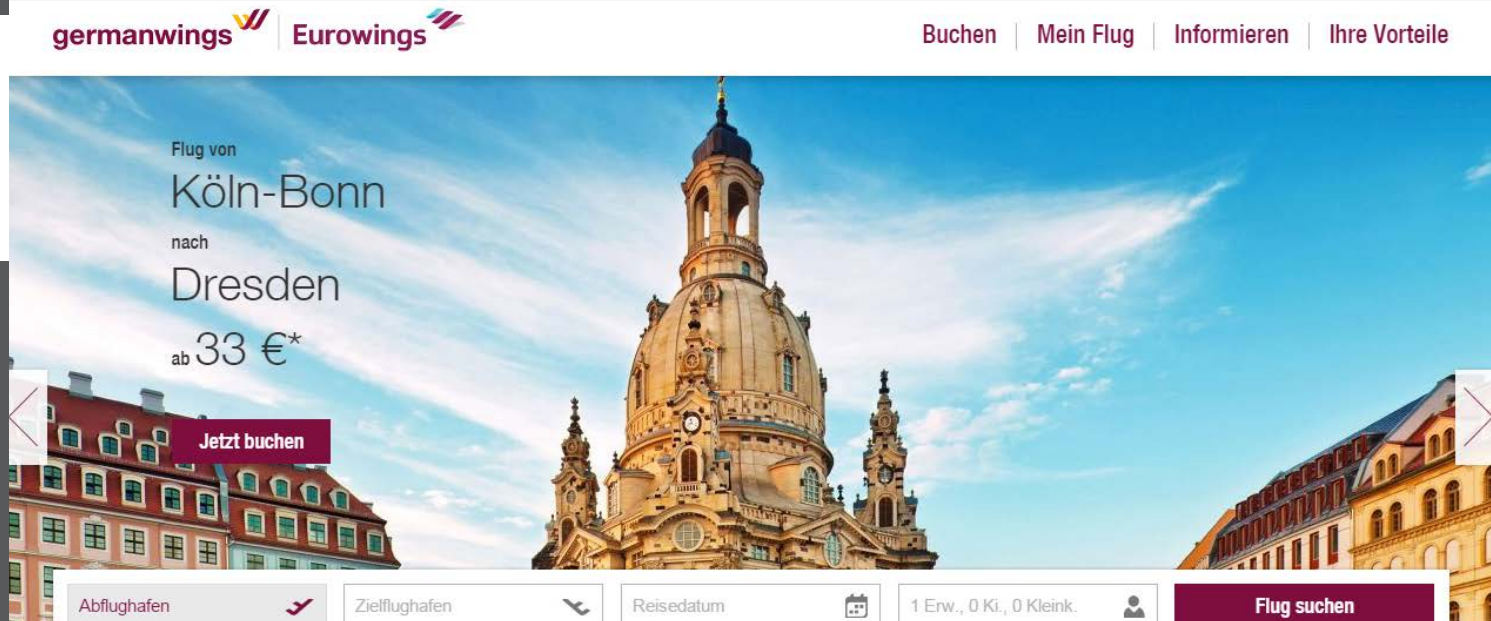
Germanwings, reaching travelers across borders.

European airline develops a dynamic website to reach more customers with Adobe Experience Manager.



“Adobe Experience Manager not only helps us be more productive, but it has also improved website performance by enabling us to handle five to seven times more visitors.”

Juri Gabbe, Director of eCommerce, Germanwings GmbH



SOLUTION

Adobe Experience Manager and Adobe Analytics solutions within Adobe Marketing Cloud

RESULTS

UP TO **7**
TIMES MORE

HIGH PERFORMANCE

Improved website capacity, enabling support for five to seven times more visitors at once



SMOOTH TRANSLATIONS

Enhanced website updating and translations workflow with centralized management, supporting up-to-date content in six languages

UP TO **2%**
INCREASE

CONVERSION BOOST

Improved the conversion rate up to 2% by providing visitors with timely information and better experiences



DYNAMIC CONTENT

Enabled faster content creation through reusable assets and drag-and-drop page design

Germanwings GmbH

Established in 2002

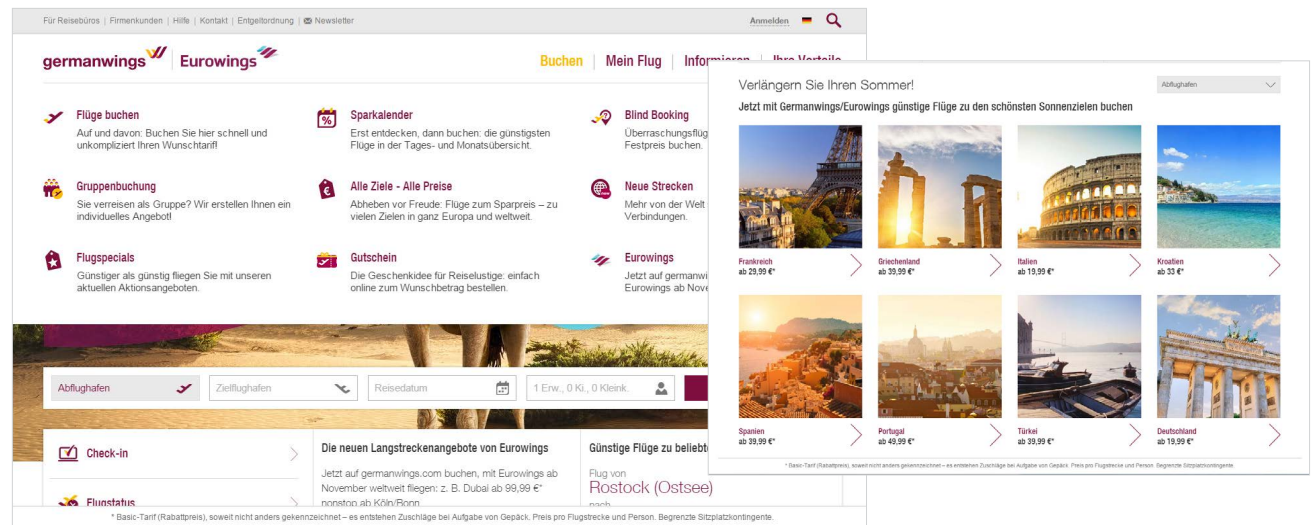
Employees: 2,500

Cologne, Germany

www.germanwings.com

CHALLENGES

- Streamline and automate website content creation
- Add dynamic elements and options to websites
- Integrate website elements with reservation and other systems



High-quality service at the right price

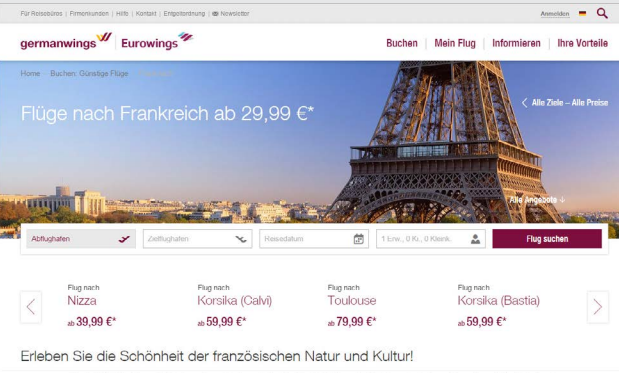
As low-cost European airlines become more popular, Germanwings, a full subsidiary of Lufthansa, balances affordable costs with excellent service through a wide selection of flight tiers and add-on services. To further stand out in the competitive airline market, the German-based company wanted to continue growing online sales by providing more personalized services, such as recommended travel deals and targeted search options.

“The majority of our customers are booking flights online, which makes our website vital to overall sales,” says Juri Gabbe, Director of eCommerce at Germanwings. “We needed an automated, efficient web content management system to speed creating and delivering personalized content to customers.”

The Germanwings eCommerce team worked with Adobe and internal departments to gather a list of requirements for a new web content management system, including maintainability and usability. After evaluating the top software vendors, the company concluded that Adobe Experience Manager in Adobe Marketing Cloud was best suited to addressing the company’s requirements.

Automating website updates

Germanwings and Adobe Consulting collaborated to build a new website with powerful search engine optimization capabilities with Adobe Experience Manager. Experience Manager enables Germanwings’ small website team to quickly create and update dynamic web pages in six languages, without needing advanced programming skills. With simple drag-and-drop commands, the team can arrange text, images, or even dynamic content such as rotating banners.



“We want to increase the contact we have with customers between when they book and when their flight departs. With personalized offers, we can suggest add-on services that travelers might want.”

Juri Gabbe, Director of eCommerce, Germanwings GmbH

“Adobe Experience Manager integrates with our reservation and ticketing system, so we can easily add booking functionality to any page,” says Gabbe. “With this integration, we give travelers multiple ways to book and view flights, from traditional booking to calendar view or even blind bookings.”

Assets stored in Adobe Experience Manager can be placed and reused across websites, eliminating redundancies and reducing time to create content. In addition, text and pieces of scripts can be reused across pages, streamlining content updating on multiple pages. With automated publishing and reusable content, Germanwings is finding it can do more on its websites with a small team.

“By building a complete new infrastructure that includes Adobe Experience Manager, we’ve enhanced our productivity and improved website performance by supporting five to seven times more visitors,” says Gabbe.

Reaching international audiences

Germanwings operates across Europe, making multiple language websites important to reaching its audience. Adobe Experience Manager supports a smooth translation workflow that helps managers efficiently localize web page content. “The translation workflow supported by Adobe Experience Manager allows us to easily reach international customers with more up-to-date content,” says Gabbe.

Translations managers can view all content and translations from one central interface. They receive an email once content has been translated, at which point they can review and publish updates with just a few clicks.

Integrated analytics

Germanwings started using Adobe Analytics, another solution within Adobe Marketing Cloud, to gain insight into customers and behaviors on the website. Leveraging the integration between Adobe Experience Manager and Adobe Analytics, Germanwings can gain deeper insights into how changes on the website affect sales.

As part of its focus on enhancing customer experiences, Germanwings started using data from its reservation system to build segments and target customers with relevant offers by location, fare type, or flight. “We want to increase the contact we have with customers between when they book and when their flight departs,” says Gabbe. “With personalized offers, we can suggest add-on services that travelers might want.”

“Adobe Experience Manager serves as a foundation to grow our most important sales channel to stay ahead of the competition.”

*Juri Gabbe, Director of eCommerce,
Germanwings GmbH*

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager and Adobe Analytics solutions. Capabilities used include:
 - Sites
 - Marketing reports and analytics
- Adobe Consulting

By testing different types of content, Germanwings plans to begin further optimizing site performance to reach customers with more engaging content. The company also plans to move its mobile portal to Experience Manager, taking advantage of the shared assets to achieve faster development while providing more targeted services.

With its more integrated digital marketing strategies, Germanwings has already seen the online conversion rate jump by 2%, with rates likely to grow as site optimization continues. “With Adobe Experience Manager, we’re building a flexible, easily updated website that offers travelers a better digital experience,” says Gabbe. “Adobe Experience Manager serves as a foundation to grow our most important sales channel to stay ahead of the competition.”

For more information

www.adobe.com/solutions/customer-experience/web-experience-management



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