

How to optimise

Adobe Campaign



Tips for Success

- ✓ 8 tips for maintaining top performance
- ✓ Understand common maintenance issues

Maintaining top performance in Adobe Campaign

At Purple Square CX we spend a lot of our time supporting our end-clients with ensuring they get the most out of their Adobe Campaign environments, whether they are using Classic or Standard. This support can take the form of our Application Management service, where we provide proactive monitoring and maintenance, as well as L1 support to enterprise level organisations and via ongoing consultancy, where we can troubleshoot tactically, direct strategically, or even implement or retire components on request as licensing entitlements change.

This report includes performance recommendations from the hard-earned knowledge obtained by our skilled consultants and Application Support specialist in the pursuit of perfection on behalf of our customers.

These tips are applicable to both Adobe Campaign Classic and Standard, so whatever your flavour of deployment, they could make the ultimate difference between a system that meets your ever growing marketing needs, or a system that lets you down when you need it most.



8 tips for maintaining top performance:

01 Do not keep deliveries in failed state on the instance, as this maintains temporary tables and significantly degrades the performance of your environment.

Remove deliveries which are no longer needed (whether successful or failed).

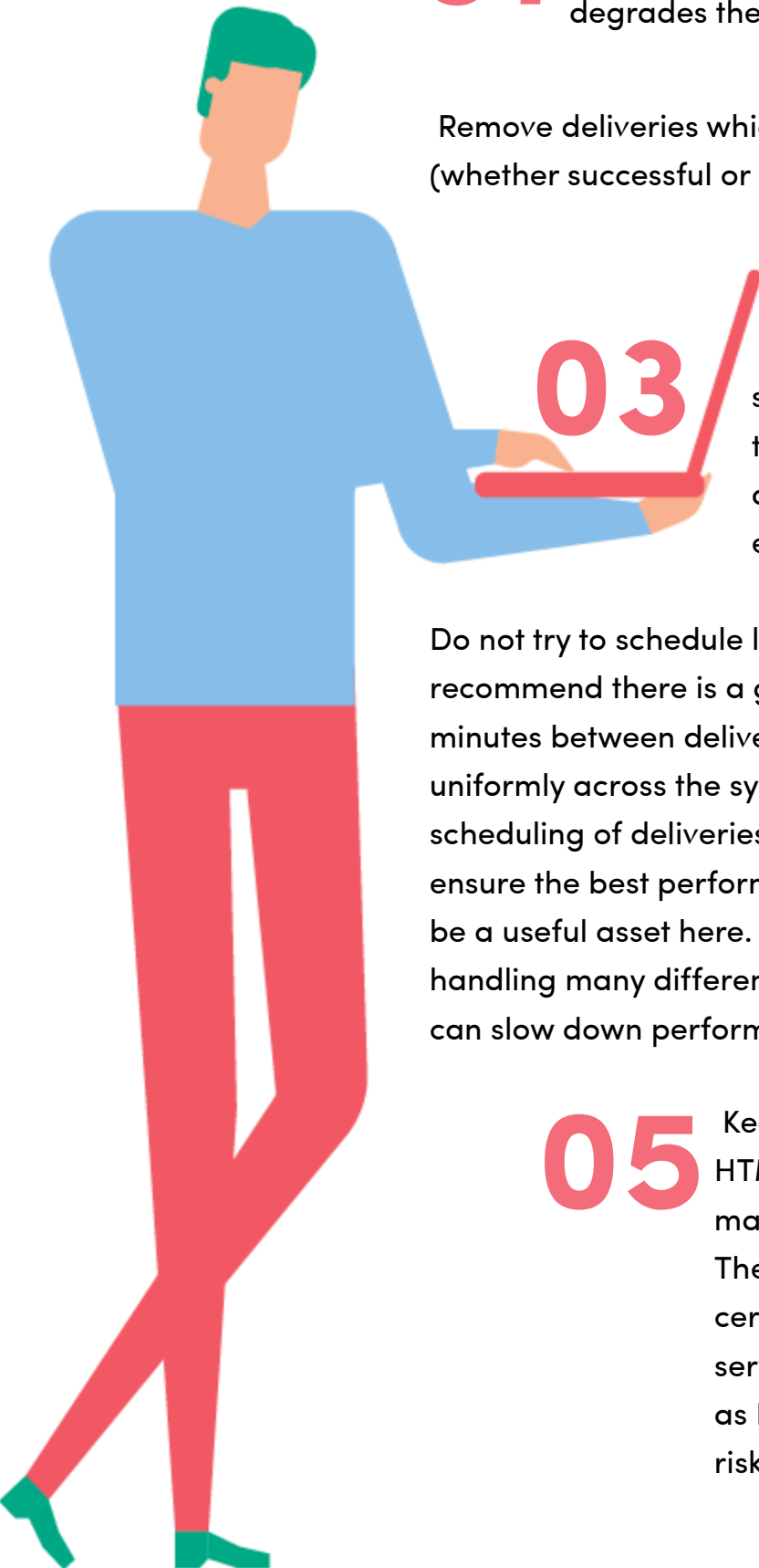
02

03 Inactive recipients in the last 12 months should, wherever possible be removed from the database, to help maintain address quality (subject to GDPR procedures and exclusions).

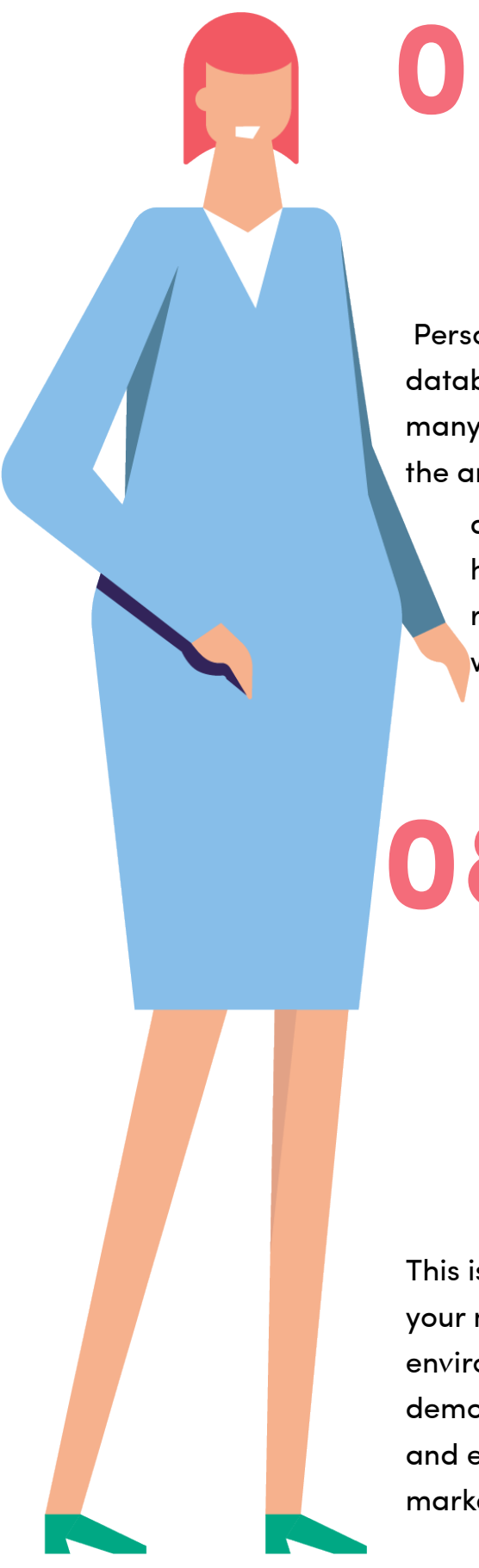
Do not try to schedule large deliveries together. We recommend there is a gap of not less than 5-10 minutes between deliveries to spread the load uniformly across the system. Coordinate the scheduling of deliveries with team members to ensure the best performance. A shared calendar can be a useful asset here. When the marketing server is handling many different tasks at the same time, it can slow down performance.

04

05 Keep the size (AKA weight) of your email HTML as low as possible. The recommended maximum size of an email is about 35KB. The size of an email delivery generates a certain amount of volume in the sending servers, not to mention deliverability issues as ISPs consider weighty emails to be greater risk of spam.



8 tips for maintaining top performance:



06 Larger deliveries, such as those to over one million recipients, require space in the sending queues. This alone is not an issue for the server but when combined with dozens of other large deliveries all going out at the same time, it can introduce a sending delay, which for time sensitive mailings could prove catastrophic.

Personalisation in emails pulls data out of the database for each recipient. If there are too many personalisation elements, this increases the amount of data needed to prepare the

delivery and can introduce delays to sending. Ensure that heavy personalisation is reserved for those emails that return the most value. E.g, for service messaging, is it really worth including a dozen or more personalisation elements?

07

08 Index addresses. To optimise the performance of the SQL queries used in the application during Campaign Execution, an index can be declared from the main element of the data schema that will greatly improve the speed of selection.

This is just the tip of a very big iceberg however, in terms of keeping your much-loved Adobe Campaign Classic or Standard environment working optimally, and there when you need it, with a demonstrably high ROI both in terms of licensing costs and the time and effort it takes to bend it to your will and achieve below the line marketing magic.

Common Maintenance Issues

Perhaps you've already been experiencing problems that can be indicative of maintenance issues, such as:

1. Consistently slow comms delivery.
2. High levels of soft bounces.
3. Poor system performance during large-scale sends, or when multiple users are trying to complete their work simultaneously.
4. Persistent workflow failures, indicating an underlying issue that needs resolution.

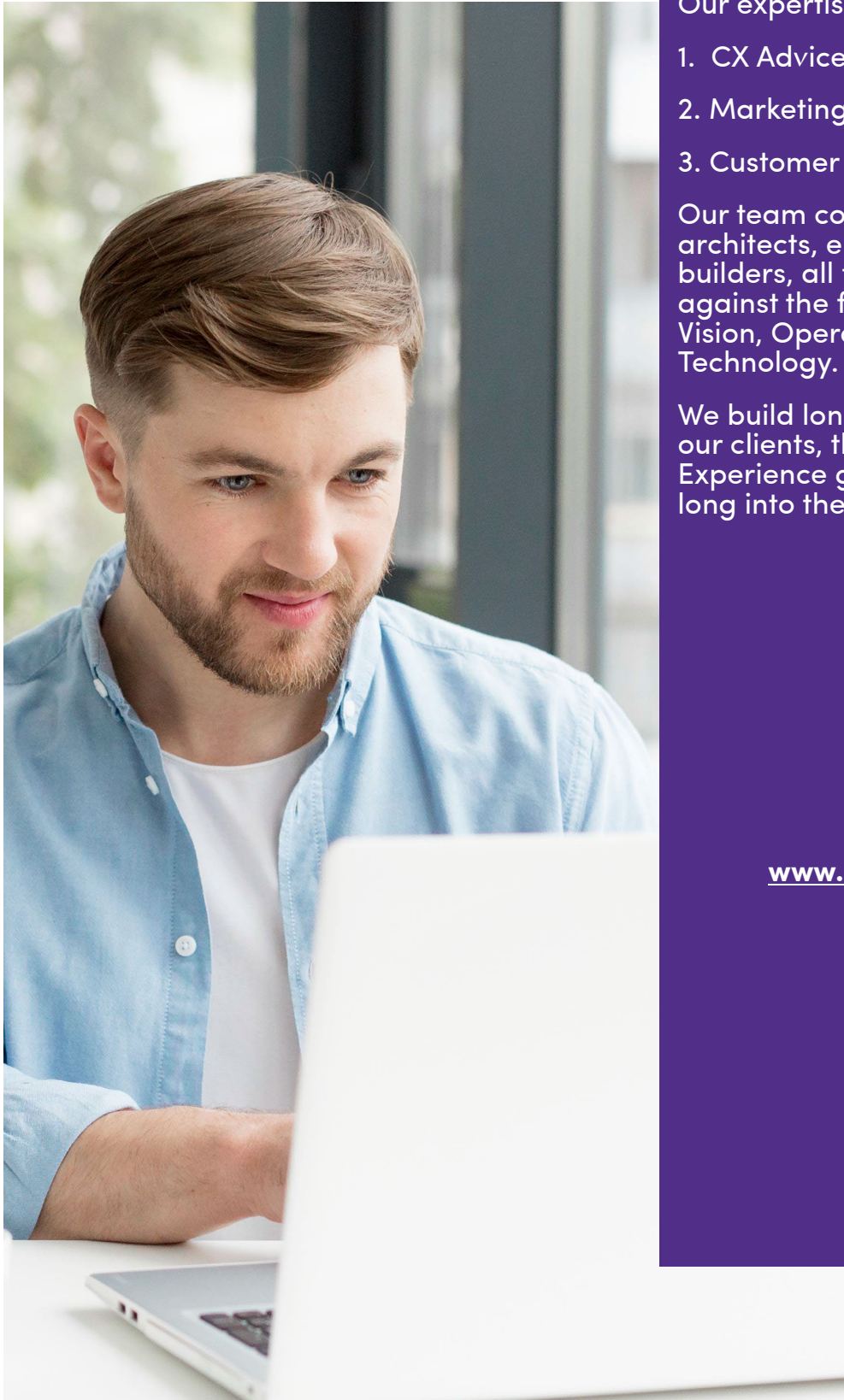
If some of the above resonates with your experience, then for your own sake, we'd like to hear from you sooner, rather than later.

Solving problems gets us out of bed in the morning!

Why not get in touch to discuss the tiers of our [Application Management](#) service, or for an obligation-free call to discuss how a [consulting](#) engagement might help you get more out of your existing solution.



About Purple Square CX



We are Purple Square CX, a Customer Experience Advisory that offers a diverse range of services aimed at enhancing customer interactions for businesses.

Our expertise lies in three key areas:

1. CX Advice and Strategy
2. Marketing Automation
3. Customer Data Platforms (CDPs).

Our team comprises CX strategists, architects, engineers, developers and builders, all focused on delivering against the five core principles of CX: Vision, Operations, People, Data and Technology.

We build long term partnerships with our clients, that deliver their Customer Experience goals, both short-term and long into the future.



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