

Overview

IMS is a leading, independent, owner-run data and marketing consultancy that specializes in the Adobe Experience Cloud. With a decade of experience in the industry, we have successfully implemented and supported over 20 Adobe Campaign solutions, collaborating with renowned companies across EMEA. Our extensive expertise has allowed us to develop best practices and refine processes within the Adobe Campaign solution.

At the core of IMS's capabilities lie several key areas of specialization:

- **Analysis and Insight:** Our team excels in digital analytics, conducting comprehensive site and behavioural analysis to optimize performance. We leverage customer analysis techniques, including behavioural, descriptive, and predictive methods, to drive effective segmentation, targeting strategies, and channel optimization.
- **Data Strategy:** We possess a deep understanding of how to strategically leverage data within client projects. From defining requirements to implementing solutions, our experts guide clients in maximizing the strategic use of data.
- **Data Management and Technology:** IMS is skilled in optimizing data structures and processes to drive efficiency and performance. We offer automation solutions for reporting and dashboard capabilities, allowing clients to access real-time insights effortlessly. Additionally, we provide expertise in designing and developing Single Customer View (SCV) and Data Warehouse (DWH) solutions, which can be deployed either on-site or as hosted solutions.
- **CRM and Campaign Management:** Our team specializes in designing, implementing, and optimizing multi-channel marketing campaigns within the Adobe Marketing platform. By harnessing the power of Adobe Campaign, we enable clients to deliver impactful and personalized campaigns across various channels.
- **Technical Development:** IMS possesses a strong technical development team capable of creating web applications, custom channel integrations, and data integrations. We also excel in configuring APIs to facilitate seamless connectivity and data exchange between different systems.

Through our diverse range of capabilities, IMS aims to provide comprehensive solutions that drive meaningful results for our clients. Our passion for excellence and commitment to staying at the forefront of industry trends enable us to deliver innovative strategies and cutting-edge solutions that help our clients achieve their marketing goals.

With IMS as your trusted partner, you can expect a dynamic collaboration that leverages the full potential of the Adobe Experience Cloud, empowering your organization to achieve new heights of success in the digital landscape.

Who we do it for

With a wealth of experience spanning various industry verticals, we have successfully catered to the needs of leading blue-chip clients, ranging from global leaders in the airline and telecommunications sectors to renowned luxury hotel brands and thriving ecommerce players. Our impressive portfolio includes

collaborations with top-tier companies. Regardless of our clients' size or industry, we consistently deliver the highest level of expert consultancy skills, meticulous attention to detail, the application of best practices, and an unwavering commitment to providing exceptional service

What makes IMS the perfect partner

- **Extensive Adobe Campaign Expertise:** With our vast experience in Adobe Campaign implementation and optimization, IMS possesses the proficiency necessary to maximize the potential of this powerful marketing automation platform. Our track record of successful Adobe Campaign projects speaks to our ability to deliver outstanding results.
- **In depth Sector Knowledge:** Our team has extensive experience across multiple industry verticals and geographies and this allows us to provide tailored solutions that address the unique challenges and opportunities for each client – leveraging not only best practise within the respective industry as well as from other verticals.
- **Director Involvement for Client Success:** At IMS, we prioritize client success above all else. That is why our directors are personally involved in every client engagement. This hands-on approach ensures that our clients receive the highest level of attention, expertise, and strategic guidance throughout the entire project lifecycle.
- **Direct Collaboration with Consultants:** Unlike agencies with account management or project management layers, our clients work directly with the IMS consultants who are actively delivering the solutions. This streamlined communication and collaboration process foster a more efficient and effective working relationship, eliminating unnecessary complexities and delays.
- **By choosing IMS as your partner,** clients can be confident in our ability to deliver a solution that exceeds expectations. Our proven expertise in Adobe Campaign, deep knowledge of the travel sector, hands-on director involvement, direct collaboration with consultants make us the ideal choice to drive the success of your CRM optimization initiative. With IMS by your side, you can unlock the full potential of your CRM activity and achieve remarkable results in your communication efforts.

Approach

At IMS, we firmly believe in the power of partnership with our clients. We strive to become an extension of your team, offering expert resources and leveraging our extensive experience across various industry verticals and geographic regions. Our goal is to provide you with the best possible guidance on platform utilization and the application of best practices.

IMS is highly flexible when it comes to structuring engagements, tailoring our approach to suit your specific needs. We understand that each client is unique, and we are committed to finding the most suitable engagement model for you. Whether it is an overall project, a monthly retainer, time and materials, or a pre-allocated pool of upfront days that can be drawn down, we are dedicated to accommodating your preferences.

By working collaboratively and customizing our engagement model, IMS aims to build a strong and lasting partnership with Clients. Our dedicated team is eager to assist you at every step, ensuring that your CRM optimization journey is seamless and impactful. Together, we can achieve the desired results and unlock the full potential of your Customer Engagement Strategy.