

THE COMPARISON

Beyond Adobe Campaign

Eight reasons how imagino's Customer Engagement Platform compares...

Capability	Adobe Campaign v7/v8	Customer Engagement Platform
 Data source	Relies on manual imports	Connects to Snowflake, BigQuery and other live data sources
 Activation latency	Manual execution	Real-time
 IT involvement	High	Low (marketer self-serve)
 Personalisation speed	Scripted/limited	Dynamic + contextual
 Compliance risk	High (limited control)	Low (no duplication)
 AI readiness	Disconnected add ons	One intelligence layer
 Time-to-Campaign	Weeks	Hours or minutes
 Roadmap	A platform at the end of life	Shaped by the customers

Works with your existing stack

imagino connects natively to Snowflake, BigQuery, Azure, Redshift, Databricks, and on-premises systems. Your data stays where it lives.

Every channel from one platform

Email, SMS, WhatsApp, social, push, and in-store. All from the same segment, the same workflow, the same platform.

AI that stays open

Compatible with OpenAI, Claude, Gemini, and your own models. Not locked to a proprietary ecosystem.

[Talk to us before your next renewal!](#)

[imagino.com](https://www.imagino.com)