



Improving Marketing ROI with Integration Across the Salesforce Ecosystem

THE CUSTOMER

The customer is an American educational technology provider that helps non-profit colleges and universities develop, deliver, and support online degree and non-degree programs.

THE CONTEXT

The customer has a solid tech stack with Salesforce as its CRM, Salesforce Marketing Cloud (SFMC) as its marketing automation platform, and Marketing Cloud Customer Data Platform (CDP) for a single source of truth around their customer data. Their existing marketing processes were designed as per their previous marketing automation platform (Pardot). They migrated from Pardot to SFMC as they wanted to leverage Interaction Studio to deliver superior web personalization.

THE OBJECTIVE

The customer wanted to deliver personalized experiences to their customer and monitor customers' activities closely to boost conversions. They wanted to boost their program sales with relevant recommendations and improve their up & cross-selling processes. To achieve this, they wanted to partner with an organization with extensive experience and expertise in Salesforce that could understand their needs and help them improve their marketing ROI.



Successfully Integrated Salesforce Marketing Cloud, Salesforce CDP, Interaction Studio, and Salesforce CRM



Build Unified Customer Profiles Using Salesforce CDP



Created Einstein Recipes for Data-Driven Marketing Decisions

THE SOLUTION

After analyzing the customer's challenges, team Grazitti:



Integrated Salesforce Marketing Cloud, Salesforce CDP, Interaction Studio, and Salesforce CRM to capture and unify customer data from anywhere.



Build unified customer profiles using Salesforce CDP to launch personalized campaigns for their target audience.



Moved the lead data from SFMC to CRM. Next, we synced that data with Objects in Salesforce CDP.



Moved the catalog & profile information to Interaction Studio through the sitemap for better personalization.



Created segments in CDP and moved these segments to Interaction Studio. Next, through Interaction Studio, we triggered journeys in SFMC to provide an end-to-end solution to the customer that tracks everything about the customer from touchpoint to conversions.



Created machine learning algorithms - Einstein Recipes based on the Catalog & Profile Objects and used them to create web templates.

THE OUTCOME

The customer could integrate the information across platforms (Salesforce Marketing Cloud, Salesforce CDP, Interaction Studio, and Salesforce CRM) effortlessly and get a holistic overview of their users. With Einstein Recipes, they could get better insights into their customer's behavior and activity, they could make data-driven decisions to improve their marketing ROI. This helped them improve their cross and up-selling initiatives and deliver personalized experiences that today's customers demand and expect.

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SCAN CODE

