

Migrating from Marketo to Salesforce Marketing Cloud to Achieve 10% Increase in Conversion Rate

HIGHLIGHTS



Successfully Migrated from Marketo to Salesforce Marketing Cloud



10% Increase in Conversion Rate



7% Improvement in Click-through Rate



90% Improvement in Email Deliverability Rate

THE CUSTOMER

The customer is a leading designer and manufacturer of engineered access solutions for 70+ years. Their product portfolio includes cam latches, compression latches, cam locks, lock plugs, and more catering to industries like automotive, aerospace, railway, lightning, and so on.

THE CONTEXT

The customer was using Marketo for their marketing operations and Salesforce CRM. However, Marketo had a few limitations such as reporting, limited sync with Salesforce CRM, and the inability to directly edit custom objects in Salesforce. This was making it difficult for their marketing team to get desired results.

THE OBJECTIVE

The customer wanted to migrate from Marketo to Salesforce Marketing Cloud for a higher level of personalization in their marketing campaigns with multilingual marketing collaterals, customized reporting capabilities, and advanced syncing with its Salesforce CRM. They were looking for a reliable Salesforce partner that could help them migrate from Marketo to Salesforce Marketing Cloud and drive personalized and data-driven campaigns.

THE SOLUTION

After analyzing the customer's requirements, team Grazitti:

- Reviewed their marketing team's requirements such as multilingual asset creation, more control over marketing campaigns, and helped them migrate from Marketo to Salesforce Marketing Cloud.
- Configured the advanced suite of tools within SFMC including Email Studio, Content Builder, Automation Studio, and Journey Builder for optimized campaign management, customer segmentation, and automation.
- Built templates for email campaigns and landing pages for effective messaging.
- Enabled marketing team to send marketing emails from their work email addresses.
- Provided intensive documentation and training to the customer's marketing team over a period of time to ensure smooth operations.

THE OUTCOME

With Grazitti's help, the customer was able to seamlessly migrate from Marketo to SFMC and configure functionalities without disrupting the existing processes.

The customer can now:

- Execute targeted marketing campaigns for enhanced customer engagement and improved conversion rates.
- **Access the performance of the campaigns with better insights than earlier.**
- Keep track of customer journeys and contact details by leveraging SFMC Studios.
- Easily check all the customer data at a centralized location due to better syncing between Salesforce Marketing Cloud and Salesforce CRM.