

Client success story



Creating 360 view of Customer for a Luxury Fashion Brand

Client Challenges

- **Low Email Campaign Performance:** Engagement and conversion rates were poor.
- **Ineffective Integrations:** Struggled to connect with third-party vendors.
- **Customer Data Issues:** Difficulty capturing details for targeted marketing campaigns.

Our Solutions

- **Salesforce Integration:** Connected Marketing and Service Clouds for a 360° customer view.
- **Enhanced Third-Party Connectivity:** Implemented cloud integration services.
- **Improved Customer Engagement:** Integrated Salesforce Marketing Cloud Connector.

Business Outcomes

- **Eliminated Record Duplication:** Improved data accuracy and consistency.
- **Increased Subscriber Count:** Expanded audience reach.
- **Enhanced Email Performance:** Higher open and click-through rates.
- **Optimized Marketing & Service Cloud:** Strengthened customer engagement.