



Wolf Gordon Case Study – Growing Revenue with Pardot Goat Email

Founded in 1967 in NYC by Mel Wolf, Bernie Gordon, Tony Protá and Frank Carr, Wolf-Gordon initially distributed vibrantly colored and textured, vinyl wallcovering. The company soon diversified with textile, paper and cork wallcovering, and grew in major East and West Coast markets.

Challenge

Limitations with Pardot and Marketing Cloud

Wolf Gordon approached Quadrix Soft as they were looking to implement Marketing cloud and wanted to use our product GOAT Email. We were not able to offer them a mass emailing solution as our product is for single click emails. So instead they took Marketing Cloud Account Engagement formally known as Pardot. We completed a full implementation for them for marketing cloud from the ground up and used our email experience to implement Marketing Cloud Account Engagement.

However after 1 year of licenses they faced several critical challenges that were limiting the effectiveness of their Pardot and Marketing Cloud implementations. These included:

1. Inability to Receive Emails in Salesforce
 - The system was not configured to allow email replies from journeys to flow back into Salesforce, creating a gap in communication and data tracking.
2. Dynamic Email Template Limitations
 - Issues with dynamically attaching sample requests to email templates created inefficiencies in personalized communication.
3. Inadequate Response Tracking
 - A lack of tools to effectively track customer response times within specific journeys impacted the ability to measure and optimize engagement.
4. Pricing Challenges and Overcharges
 - Pardot’s pricing structure posed significant challenges, with penalties and overcharges incurred whenever usage limits were exceeded. This made it difficult for Wolf Gordon to scale operations without facing unpredictable costs.

These challenges highlighted the need for innovative solutions to maximize the potential of Pardot and Marketing Cloud, while aligning their functionalities with Wolf Gordon's operational goals.

Solution

Migration to Goat Email

Quadrix Soft assisted Wolf Gordon in migrating from Pardot to Goat Email, a product developed by our company.

- Simplified complex journeys that were previously created to accommodate Pardot's limitations, including eliminating unnecessary segmentation lists.
- Resolved issues related to dynamic lists by leveraging Goat Email's advanced features.
- Thanks to the additional features provided by Goat Email, we enhanced analytics capabilities, enabling insights such as Response Time per Journey, Response Time per Email Template, Response Time of Agents in Salesforce, and more.
- By utilizing Goat Email's Thread functionality, we enabled Wolf Gordon's users to seamlessly track and manage the entire email communication directly within Salesforce.

This migration not only streamlined Wolf Gordon’s email processes but also delivered greater efficiency and enhanced visibility into their customer engagement metrics.

Personalized dynamic Email Templates

Analytics

Team

Our dedicated team of experts, led by experienced solution architects and developers, tackled this complex migration project with precision and innovation. By taking a systematic approach to understanding Wolf Gordon's needs, the team was able to transform an intricate, multi-system architecture into a streamlined solution. Key team members included:

- Salesforce Solution Architect who analyzed the existing system and designed an elegant migration path
- Salesforce Senior Developers who implemented custom integrations and optimized performance
- Project Manager who ensured smooth coordination and timely delivery
- Quality Assurance specialist who rigorously tested all functionalities
- Account Manager who provided ongoing client support and relationship management

The team's collaborative effort and technical expertise were instrumental in simplifying Wolf Gordon's marketing automation infrastructure while enhancing its capabilities.

Result

Hayley Wright ★★★★★ 5 out of 5 stars Amazing team, great custom product = happy customer! Working with Goat Email has been a game-changer for us. We have a pretty unique setup and needed a team that could really get what we were trying to do and build something that actually fits — not just force us into a one-size-fits-all solution. From the start, the Goat team has been super easy to work with — professional, fast, collaborative, and genuinely great people. They listen, they deliver, and they’re not afraid to tackle the tricky stuff. We’re excited to keep pushing new ideas their way and seeing what we can build together. Thanks for being such awesome partners! 04/28/2025	Emily Hogle ★★★★★ 5 out of 5 stars Making the impossible happen with Goat Email Our business is has a really unique use case that is completely customized to our customer needs and experience and must be fully integrated with Salesforce which has a lot of custom objects. We tried to make Pardot work for us but it was like a square peg in a round hole. We needed to work with a team that could listen to our unique needs and build a system that is as customized to our needs as our sales approach is to our customers. The Goat Email team has been making it happen for us. And they are professional, collaborative, kind, and fast. I am excited to continue to throw new ideas their way because I know that they will make it happen with excellence. Thank you all! 04/09/2025
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