



## A Trusted Partner. A Close Collaboration.

LiveArea is a longtime Salesforce Marketing Cloud Partner. With deep Salesforce Marketing Cloud expertise, we rapidly and effectively integrate technologies needed to enhance marketing strategies on this industry-leading platform. We've launched more than 100 sites with Marketing Cloud and continue to widen our practice.

- We invest in the identifying and validating our Salesforce Marketing Cloud prospects using modeling that reduces sales cycles and increases speed-to-revenue
- Our deep expertise adds value to the sales cycles, creating successful solutions and reducing risk
- We accelerate sales by creating custom product demos illustrating client value

Leading brands have turned to LiveArea for our creative design, implementation, technology support, and digital marketing services across key vertical markets, including health and beauty; fashion and apparel; consumer products; B2B; and retail.

## Connecting Retailers and Shoppers

As a leading global commerce solutions provider, LiveArea combines strategy, design, technology, and digital marketing to deliver uniquely branded shopping experiences. From design and user experience to commerce implementation, we provide the technology and services brands need to power their online business.

## *It's All in the Journey*

LiveArea has vast experience working with Journey Builder to deliver cross-channel personalized experiences that connect interactions across email, mobile, advertising, and the web — along with sales and service.

## Why LiveArea?

- Longtime Salesforce Commerce Cloud and Market Cloud partner
- Trusted advisor to global brands
- Vast commerce experience
- Deep commitment to and investment in platform
- Holistic menu of services – Strategy, design, technology, digital marketing



# Marketing Cloud Success

## Roots Breaks Records with Salesforce Marketing Cloud

A leading lifestyle brand in Canada, Roots is committed to protecting the environment and producing quality, sustainable goods – whether it’s athletic wear, leather goods, yoga outfitting, accessories, or home furnishings.

Since launching Roots on Salesforce Commerce Cloud and Marketing Cloud, LiveArea has helped the brand capitalize on innovative omni-channel and marketing solutions.

We created an abandoned cart email program, customized integrations between Salesforce Commerce Cloud and Marketing Cloud, and introduced persistent cart functionality for Roots, allowing shoppers to see their selected purchases on multiple devices.

### Results

▲  
**61%+**  
Email open rate

▲  
**670%**  
Growth in  
Revenue through email



### Clients We Work With

ANASTASIA  
BEVERLY HILLS

GORE®  
WEAR

laura mercier

CANADA GOOSE®

PANDORA

DOONEY & BOURKE

Elizabeth Arden