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PURINA

salesforce platinum consulting partner

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PURINA USES ACTIONABLE INSIGHTS
TO SUPERCHARGE SALES & MARKETING EFFORTS

Purina Animal Nutrition LLC, a subsidiary of Land O'Lakes, Inc., is one of the largest animal nutrition companies in the U.S. Its feed mills produce thousands of feed formulations specially designed for various types of animals, including beef and dairy cattle, goats, horses, sheep, pigs, and poultry, as well as lab and zoo animals. More than 6,000 retailers carry Purina products, which drove $3.8 billion in sales in 2016.

Purina consistently provides a premium product but wanted to raise the bar on providing its customers with a world-class buying experience. Its shift in tactic included ensuring value-add opportunities with its audience and engaging customers beyond the product. The company recognized the need to improve its marketing automation and analytics to give a full view of the marketplace.

After analyzing its operations, the company decided it needed full integration of its sales and marketing operations, creating the opportunity for sales to better understand the insights gained from marketing.

Purina realized that in order to deliver a premium experience to customers and dealers, it must evolve. With a commitment to become a data-driven company, Purina resolved to make a meaningful investment in people, processes, and technology. To begin its digital transformation, Purina reached out to Magnet360, a Mindtree company.

> *"Using a suite of solutions centered around a core of customer data, Magnet360 ushered in the digital empowerment of Purina's sales and marketing functions."*

Digital Transformation

The first step in Purina's digital transformation was to implement a Salesforce solution for its sales team. After evaluating its needs and challenges, Magnet360 collaborated with the team to decide on the right path for Purina's Salesforce journey.

By implementing Sales Cloud for the company's sales team, they were able to aggregate customer information and sales activity data in a single, centralized location that was accessible across the enterprise. Using analytics with a large, centralized pool of customer data, Purina was able to gain deeper insights into its audience and create more robust customer profiles.

By utilizing the value that Salesforce Sales Cloud added to its customer data, Purina was better able to formulate engagement strategies for its audience segments. Better engagement strategies allowed the sales team to identify more refined touch points along customers' journeys, which created a greater number of value-add opportunities.

A Cross-Cloud Solution

Working with Magnet360, Purina brought its marketing functions in-house and took the next step toward digital transformation by unifying their sales and marketing processes. Purina desired a customer-centered solution that offered its team members enterprise-wide access to sales and marketing data and tools. Magnet360 created an innovative and customized cross-cloud Salesforce solution, building off the existing Sales Cloud implementation. Using a suite of solutions centered around a core of customer data, Magnet360 ushered in the digital empowerment of Purina's sales and marketing functions.

Service Cloud is the hub of the solution, where customer information is stored and can be accessed universally. Marketing Cloud and Pardot were integrated so that Purina's marketing teams could use the sales and service data gleaned by Service Cloud. Purina built robust customer profiles that enable marketing to drive powerful audience engagement over multiple channels. Sales, in turn, is able to work more effectively while customers and dealers receive a premium experience.

Leveraging information from the Service and Sales Cloud combination, Purina sees the most interested and relevant buyers while also offering world-class customer service. With Marketing Cloud, Purina can identify situations in which a customer may have stopped engaging, why the customer left and implement a re-engagement strategy.
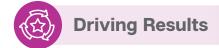
Service Cloud helps Purina streamline resolution processes by allowing anyone in the enterprise to access service data. Once a service request is created or resolved, Purina can automate a message to the dealer or customer.

Marketing Cloud is the backbone of the brand's audience engagement strategy. Working in conjunction with Pardot to target and deliver messages through multiple channels and campaigns, Marketing Cloud drives Purina's customer experience.

With Pardot, Purina's marketing campaigns align and integrate with Salesforce campaigns. In Sales Cloud, the campaign has unified hierarchies, reporting and analytics. Marketing Cloud campaigns can be executed with Pardot, but Purina's sales team can collaborate and glean insights in real time via Salesforce. Both teams can then use Pardot and sales data in combination to influence campaigns and generate a greater number of powerful touch points along the customer's journey.

Pardot's enhanced reporting and analytics functions afford Purina's marketers insights into the effectiveness of a campaign, along with real-time alerts once the campaign has been launched. The marketing team can seamlessly align Sales Cloud data and customize reports on the platform. With the combination of Pardot and Marketing Cloud, Purina can create native reports and dashboards, glean additional data from partner apps, and integrate engagement data from the platform. Its ability to harness internal information and layer on third-party data helps Pardot create a 360-degree picture of Purina's customers and optimize it for maximum engagement.

Integrating Service Cloud, Marketing Cloud, and Pardot means that Purina's marketing and sales teams are able to collaborate more closely than ever.

Driving Results

The collaboration between Magnet360 and Purina helps the business continue to drive its growth. Magnet360's iterative delivery increased Purina's speed to value and helped the brand march toward its goals even as the solution rolled out. More than 80 percent of the Purina sales team has adopted the cross-cloud Salesforce solution, which also has strong support from the sales leadership.

Purina is no longer engaging with prospects in the dark. Its sales and marketing teams are delivering more wins, increasing margins, and changing the game in feed.

Most importantly, now everyone across the organization knows what customers want, when they want it, and how they want it.

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WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It's time to Amplify Your Salesforce Possibilities.