



CASE STUDY

# Enabling Smarter Marketing Campaigns for Intrepid Travel

PS+C

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Intrepid Group is the world's largest provider of adventure travel activities. Their vision is to change the way people see the world.

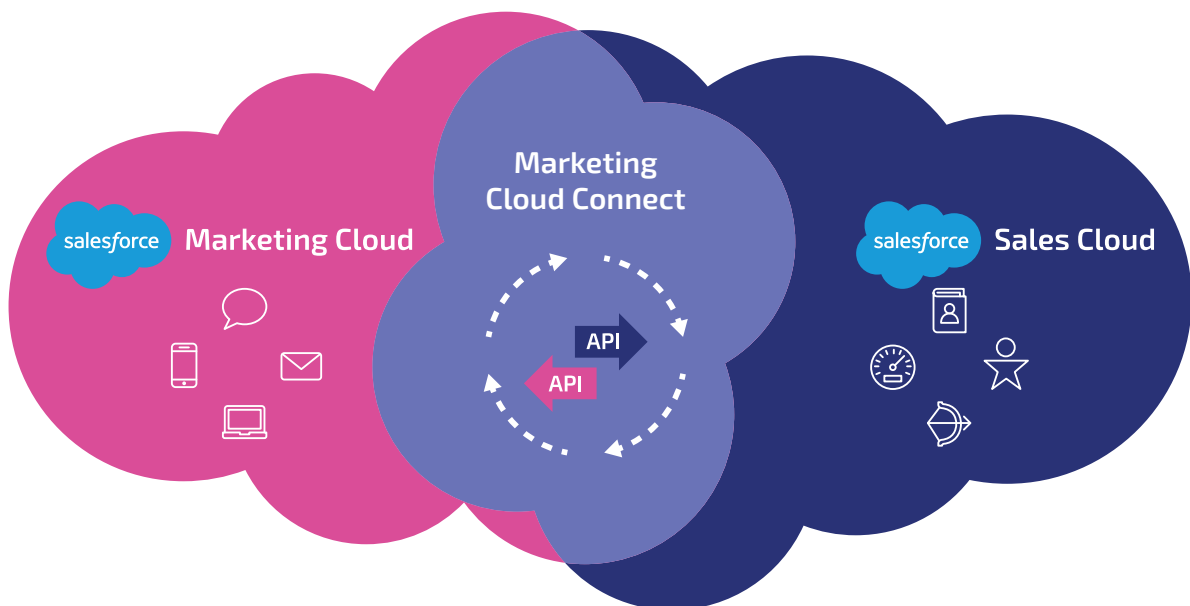
To realise this aim, they required a better way to create targeted marketing campaigns, utilising customer journey information.

## Business Challenge

Intrepid's existing customer and marketing data existed in disparate systems, meaning that there was no single data source of truth, no way to group customer's data (into a family or household for example) and no clear way that functional teams across Intrepid could easily share data.

## How PS+C helped

PS+C Artisan's approach was to use the Marketing Cloud Connector to integrate Marketing Cloud and Sales Cloud, with the latter being used as the source of truth for customer data.



Customer data was synched from Sales Cloud along to Marketing Cloud together with their related activities (e.g. trips booked, competitions entered), allowing for visibility of trips booked, competitions entered along with any other brand touchpoint.

Branded preference centers were also created, allowing customers to directly update their personal and subscription data into Sales Cloud. Data captured from customer's web experiences were integrated into Sales Cloud via Mule.

## Building better

Through better integration of Marketing Cloud and Sales Cloud, Intrepid's marketers were given many enhancements, namely:

- Support for households i.e. multiple subscribers with the same email address.
- Sales & Service teams able to see all marketing activities against contact records (customer 360)
- Marketers able to drive smart marketing journeys based on the subscriber or customers interactions with other departments (e.g. Sales, Service)
- Marketers able to create 1:1 journeys to better engage with customers
- Synchronized data extensions enable better personalisation of customer experiences

These enhancements give Intrepid clearer visibility of their customer and allow them to create highly targetted market campaigns, resulting in a much higher ROI on their marketing investments.



## About PS+C Limited

We design and develop solutions that connect our clients with their customers, strengthen the security of their operations, streamline their processes and sharpen their competitive advantage.

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