Top Reasons to Partner

Why Companies Choose Theorem for Salesforce Support

Why Theorem?

- Unrivaled Experience in Email and Ad Operations

- Global Workforce Across Four Continents

- Streamlined Processes with Quality Controls

- Proprietary and Cutting-Edge Tools

- Diligent Monitoring of Program Elements and Outcomes

- International Organisation for Standardisation (ISO) Certification

- Multi-language/Translation Services in Multiple Regions

Theorem's experience on the Salesforce Marketing Cloud platform.

Theorem has been working on the Salesforce platform since 2011 and in the email domain for about 10 years. Today, our specialist team is nearly 200 strong. Each year we implement roughly 40,000 campaigns for hundreds of brands, accounting for more than 120 billion customer touches across the Americas, EMEA, and APAC. Our team includes the following roles:

- Business analysts
- Campaign managers
- Creative designers
- Data consultant
- Database developers
- Digital marketing architects
- Marketing analysts
- Marketing consultants
- Production specialists
- Quality analysts
- Solution architects
- Technical architects
- Technical specialists
- UI designers
- UX analyst/architects

Theorem's platform specialists certified on the Salesforce Marketing Cloud.

Our employees are certified in the Salesforce Marketing Cloud. Get in touch for the latest certification numbers.

Vertical specialty.

While Theorem has worked across multiple vertical industries, we have a concentration in the following:

- Media and Entertainment
- Retail
- Consumer Packaged Goods
- Financial

theorem

SEEING WHAT'S POSSIBLE

Structure of our teams.

We support clients across four continents through our Centers of Excellence, ensuring best practices combined with global scale. Headquartered in Chatham, New Jersey, Theorem is a privately held organization with a presence in New York, San Francisco, Sydney, London, India, and the Dominican Republic. With a global workforce across four continents, we serve a portfolio of leading clients that operate across APAC, EMEA and North America.

Theorem has a blended onshore/offshore team structure that combines locally staffed domain experts who support campaign activation and ongoing management, with proven offshore delivery, technical and platform expertise, enabling us to quickly ramp up campaigns.

This structure also gives us optimal flexibility to adapt as business needs change. We can fluidly scale the team structure based on new requirements. The team composition can change to match the right resources for the task and the right blend of onshore (same time zone for ease of communication and work coordination) and offshore team support.

Our engagement model.

Each of our client's needs are unique, so we work with them to adapt a model that addresses their business problem in the most effective way. Whether an organization requires end-to-end support for its digital initiatives as a discrete engagement or ongoing managed service, we can engage teams at all points in the digital program lifecycle to extend capabilities and accelerate results. The composition of the team, the blend of onshore/offshore resources, language and country support, are all determined during our onboarding with clients.

Why Partner?

Tailored offerings. Extend and expand your current service offerings to meet clients' expanding needs on the Salesforce platform.

Creative, innovative global execution. Attain a broader footprint with global capabilities, support for multiple languages, and a cost structure that makes it feasible to orchestrate multi-region campaigns.

You always have a bench. Ongoing campaign management and execution skillsets allow you to flexibly scale up with client volumes without the added burden and cost of hiring additional resources.

Stay focused on growth. Help you secure a position as a trusted partner with your clients as you get deeper into their customer engagement efforts and email marketing strategies.

You're in good hands. We share a strategic partnership that places processes in safe hands, provides resources and expertise, and ensures fully transparent management of your client accounts. Connected and protected by proprietary, industry-leading technology and tools, quality, and ISO standards.

What makes Theorem different from other Salesforce implementation partners?

We maximize investments in Salesforce solutions without the complexity and high costs. There are five key differentiators:

- **We connect the dots:** Many companies use a number of point solutions, core business applications, content repositories, user interfaces, and other elements that are not unified and at best are only loosely connected. Antiquated processes and dirty data are preventing companies from realizing business outcomes. Because we work across the entire digital media and marketing landscape, Theorem serves as the "connective tissue" between the various tools and processes that support media and marketing initiatives.

- **We know email:** For more than a decade, we've been implementing complex email campaigns on behalf of clients worldwide – at an unprecedented scale. Our proven experience with Salesforce means we're able to apply years of learnings and platform knowledge to campaigns.

- **Global Scale:** As a flexible extension of your internal team, our teams span the globe. So whether you have a special, short-term need or require ongoing support, we can scale quickly, efficiently, and globally.

- **Diverse Domain Skills:** To create differentiation and to effectively engage, organizations turn to Theorem to extend their capabilities, fill gaps in skillsets and technologies, and automate workflows through our technical development teams.

- **Ability to Rapidly Ramp-Up:** Time-to-revenue is a key driver of performance. Through our proven practices, structured onboarding methodology, ongoing domain training, and deep platform expertise, our teams get your clients' campaigns up-and-running on the platform in record time.

Our quality program.

Quality is part of our DNA. Our commitment to best practices and high-quality service delivery is underscored by our certifications. We have attained ISO and ISMS certifications for the processes we manage across the digital lifecycle, and tightly monitor the performance of our teams against service-level agreements that outline specific milestones and performance measures. These certifications provide our clients with the assurance that we are managing their processes and data in accordance with the highest standards.

We also maintain an independent quality group within Theorem that regularly audits our processes and ensures compliance. Finally, because quality is a core ideal that pervades our organization and culture, we conduct ongoing training programs for employees in the area of delivery excellence.

Our Services.

We employ a managed service model that provides support for the following:

Strategy

Whether a client is just implementing Salesforce Marketing Cloud or they're trying to leverage what they already have, the foundation starts with the right approach. We assess organizational structure, data, and technology infrastructure, and then map processes, prioritize recommendations, and help fill gaps.

Reporting and Analytics

Data management
Data management is a core competency at Theorem and we look for every opportunity to optimize your marketing campaign by building lists, data cleansing, segmenting audiences, and leveraging insights. And when a client's effort requires a migration, we're able to move data into a new system efficiently and with little disruption to the business.

Analytics
There's a story behind the data. We'll help clients understand what it all really means. With the help of our expert advisors and data scientists, and backed by our purpose-built platform, we help develop timely, accurate, and relevant reports that include actionable data on customer behavior and interactions.

Training

Teams are hard-pressed to keep pace with marketing technologies. Theorem offers comprehensive platform training programs on best practices, platform fundamentals, and approaches to drive process efficiencies.

Campaign Services

Campaign Management
Our email management services help ensure seamless execution across campaign build, setup, and deployment. We also QA all assets, test, report, and analyze campaign performance, providing insight and recommendations for optimization.

Creative Development
Whether a client needs a design concept from scratch, assets developed from a campaign brief, campaign templates or landing pages, or creative QA to ensure all emails arrive safely in the inbox, we have a deep bench of creatives who are proficient in HTML, CSS, Java, and other key technologies.

Lifecycle Management
We have extensive Journey Builder expertise, which includes customer journey automation, customer engagement marketing, relationship marketing, lead management, nurturing and lead scoring, campaign management, and landing page development.
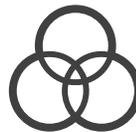
Custom Solutions

Even with today's robust marketing cloud capabilities, gaps remain. Theorem helps simplify and extend Salesforce capabilities by developing custom solutions necessary to ensure the Salesforce marketing platform works seamlessly across marketing efforts. We deliver advanced technical proficiency to help integrate solutions, build complex emails and landing pages, and automate manual processes. And we can support personalized experiences by applying our AMPscript expertise, which is the Marketing Cloud's content scripting language, so clients can programmatically personalize the content of an email, SMS message, or landing page.

theorem
SEEING WHAT'S POSSIBLE

973 665 1700 | **www.theoreminc.net**
26 Main Street, Chatham, New Jersey

We are digital performance experts, accelerating growth and driving operational efficiencies for organizations across the digital ecosystem. Through a full suite of advisory, operational, and technical solutions, Theorem helps organizations unlock new sources of value – allowing clients to maximize returns from digital channels much faster and at scale. Theorem optimizes digital efforts by seeing the full picture—getting clients on the right path and overcoming all obstacles along the way. For more information, visit us at www.theoreminc.net

THEO01_051917