



Desouza and Associates Inc.

Multinational CPG company leverages Marketing Cloud for full lifecycle customer engagement

Company Category: Enterprise (> USD \$1 Billion)
Application Involved: Salesforce Marketing Cloud

The Customer

Canadian Division of Multinational CPG company

Key Challenge:

Set up, Integrate and utilize SFMC for multiple pre and post-natal journeys educating to-be and young mothers for a brand and specific product portfolio.

Teams involved: The Client team, Design Agency, Loyalty Company, Environics and D+A

Our Solution

Following a series of meetings with all parties, our team developed detailed functional and technical specifications for the configuration of SFMC, integrating with Environics and the data company, created detailed program workflows for 12 different journeys for pre and post-natal campaigns as well as a custom integration with a coupon delivery service that dynamically delivered coupons at different stages for the campaign.

A preference center was also developed as part of the overall solution.

Custom configuration of tracking using a series of Tracking and Historical Data Data Extensions were also employed to supplement SFMC's standard reporting.

Results

SFMC has become the primary delivery platform for this brand.

The automated journeys are running today, more than one year after they were initially launched. Updates have mostly been made to the email content/offers based on the reporting information we were able to provide.

The client is managing the journeys with adoption data provided by the Loyalty company.

salesforce

registered
consulting partner

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