



CHICAGO CUBS ALIGN MARKETING AND SALES

Drawing fans to the ballpark using
Salesforce and Pardot.

About the Client

Off the field, the Chicago Cubs are a complex business, selling season tickets and renting event spaces around Wrigley Field. To manage its B2B sales and marketing, the Cubs use Salesforce Pardot (marketing automation) and Sales Cloud (CRM).

Challenges

The client was unable to leverage key Pardot features, such as Dynamic Lists and Engagement Studio due to lack of integration and data compatibility. In addition, web forms did not link to Pardot, inhibiting a seamless flow of leads into the database. A lack of reporting led to the inability to tie sales opportunities to marketing campaigns.

How PK Helped

PK established a one-to-one sync and automated integration between Pardot and Sales Cloud CRM. We also integrated Sales Cloud custom objects (such as Orders) with Pardot, which enabled segmentation based on purchase history and other behaviors. Additionally, we created a sophisticated Engagement Studio automated nurturing series, trained the team on building other similar programs internally, and tied Pardot assets to Salesforce Campaigns for closed-loop reporting.

Results

The Cubs now have the ability to view total Leads and Opportunities generated by each campaign from a single view. Salesforce and Pardot data match, enabling Sales and Marketing to work off the same records. Marketing also now has the training and data to leverage key automation features in Pardot.

