



Established in 1993, Brora is one of Britain’s best-loved and most successful modern cashmere brands. It has steadily grown into a fully-fledged fashion label with its own distinctive viewpoint – highly individual, subtle, immensely wearable and mainly British made.



Technology Services





Brora is a British cashmere brand that creates an ever-growing range of clothing to build a complete wardrobe using only the finest fabrics, such as tweed, silk, wool and linen. They have several shops throughout the UK, numerous John Lewis concessions up and down the country and an international store on New York's Madison Avenue.



Services

- Salesforce Service Cloud and Marketing Cloud Integration
- Cloud integration services .
- Marketing Cloud Connector setup.

Engagement Summary

The Customer initially was working with a third party vendor who did not do the setup properly which lead to many issues such as Increase in number of contacts in Contact builder and ineffective Email campaign issues.

They wanted us to Identify the root cause for the unknown contacts and reduce the Contact builder Contacts down to acceptable number without disturbing the jobs that are synced between Service Cloud and Marketing cloud.

We have successfully identified the issue and had to re setup the environment as the connectors were not properly integrated, we also started helping the customer in building of the customer journeys and Automation of their campaigns.

The Outcome

- Resolved all the existing issues with record duplication.
- Increase in Subscriber count.
- Decent boost in terms of Emails Open rate and click through rates.