



“By integrating our Salesforce Marketing Cloud technology with our online advertising spend across multiple channels, we were able to drive our cost per lead down, increase revenue, while also improving the customer experience. By combining Salesforce’s powerful Marketing Cloud features with digital marketing expertise of Bold Orange, we were able to generate more demand for Watkins Wellness products and achieved an extremely high return on investment.”

**Digital Marketing Director
Masco Watkins**



By integrating Ad Studio into the customer experience, Watkins reduced their CPL and drove incremental revenue

Challenge

Watkins Wellness didn’t have a seamless online customer experience across the multiple touch points and channels, which meant a poor customer experience, high acquisition costs and ineffective advertising spend. As a result, fewer consumers were visiting their independent retail network.

Solution

With strategic customer journey guidance and Marketing Cloud expertise from Bold Orange, Watkins was able to integrate Email Studio, Journey Builder and Ad Studio across channels in a personalized way, which meant that they were able to create a highly targeted and personalized experience.



82%

Reduction in Advertising Cost Per Lead

\$4 Million

Estimated incremental revenue through dealer channel

