

*“Gerber has a very sophisticated marketing campaigns with dozens of touchpoints, millions of records, with messaging that must be synchronized with the infant’s age on a monthly cadence. Bold Orange was instrumental in successfully migrating to Marketing Cloud while improving our program.”*



## Digital and CRM Marketing Manager Gerber



## Gerber improved campaign throughput by migrating to Marketing Cloud

### Challenge

Gerber was seeking a more personalized consumer experience and needed strategic help to transition their large consumer database from a complex legacy architecture to a Marketing Cloud personalization architecture.

### Solution

Bold Orange strategically mapped 37 lifecycle segments within the Marketing Cloud technology solution and transitioned Gerber to a modern architecture that allows for more responsive changes in strategy and execution.

### Results

The transition provided greater flexibility to the business and reduced system latency from 96 hours to 24 hours—increasing campaign throughput. The solution also increased the level of personalization to new parents.



Bold Orange