

"Bold Orange provided a smooth transition from our legacy email platform to Salesforce Marketing Cloud. We are pleased with the new functionality and how it will help us realize our vision of consumer personalization."



**Associate Brand Manager
Coffee-mate**



By improving the customer experience, Coffee-mate increased consumer engagement

Challenge

Coffee-mate required a modern platform to support their consumer personalization vision and had a tight timeline for implementation to meet brand and marketing commitments.

Solution

Bold Orange rapidly modeled their business case and successfully transitioned 15 years of historical consumer data across multiple brands including Coffee-mate & Lean Cuisine.

Results

Bold Orange quickly transitioned Coffee-mate from legacy platforms to Salesforce Marketing Cloud and introduced improved functionality that enabled increased personalization across the consumer experience.



Bold Orange