SFMC marketing automation services

havas
cx
helia

Consultancy

Mobile Push – Defining how the Disrupt notification should work across the SFMC platform for their mobile push programme. Helped design the supporting data model ensuring the right data was on the SFMC platform to support the messaging structure.

Preference Centre – Working through how the preference centre impacts the customer journey across all the touch points and we start to collect actionable data.

Consultancy Sounding Board – PAH migrating data on GCP and email from Responsys we provided a on demand consultancy service to address specific issues as they arise. .

Data Strategy & SFMC consultancy Helping VCUK to understand their data landscape and supporting them with their SFMC rollout as part of the global programme

System migrations – Supporting VCUK with the migration of the outbound calling integrations with SF

Implementors

Email Migration – Moved all existing email programmes onto new SFMC BU including IP warm up, testing & parallel running.

API triggers – Set up new entry sources in Journey builder to enable real time push notifications to be delivered

API Integration – Building real time integration with the website and Organix customer database to drive the communication programme. Data also provided to media agency to media strategy.

Email migration – Helping to migrate to the new SFMC email platform and push notification channel. Providing QC support across the whole migration process including render checking on all emails.

Automation creation– Reviewing, refining and implementing automations

Support

Content Builder – helping them set up the folder structure and naming conventions for the Content Builder making email creation easier.

Data Cleansing – ensuring the right processes are moved in the source system environment.

Journey Builder– Planning the MVP Loyalty journey and creating the automations to support the SQL data selections, processing and data outputs for offline channels

SSL support – Supporting the marketing team to understand the SSL process and help to test the solutions

Execution

User Training – Internal training modules for the new Volvo data model and automations.

Building Cloudpages – Building cloud pages for preference management, data collection and mobile App inbox messages

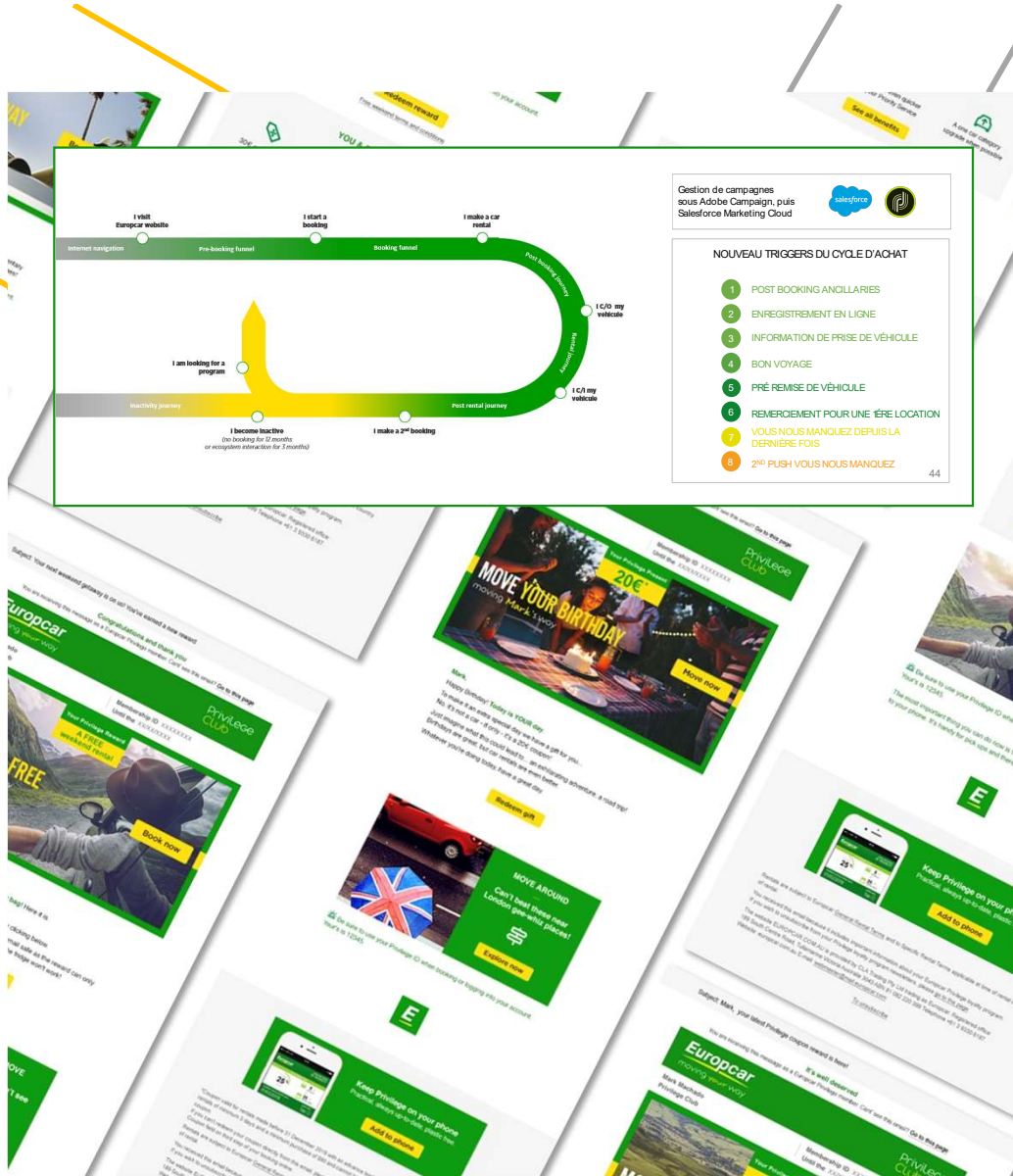**Email Execution** – Design, build and execute email communications

Channel Execution – Design, build and execute email and mobile push communications

Channel Execution – Design, build and execute email and mobile push communications

Email Execution – Design, build and execute email communications

EMG | P-CRM

DATA DRIVEN P-CRM STRATEGY REVAMP & MANAGEMENT

Objective
Support business & reinforce the relation between EMG brands and its audiences through targeted & personalized multichannel communications based on interactions with the digital ecosystem at each step of the conversion funnel & during all steps of their lifetime

Main Projects
- Prospects, clients & loyalty members lifecycles revamp
- Communications implementation / campaigns management on SFMC
- Definition of an « audiences strategy » and a technical architecture through the use of Google Cloud Platform & Salesforce CDP
- Definition & Implementation of an actionable audiences knowledge based on indicators, segmentations & scoring
- Communications creative revamp
- Performances follow-up through GDS dashboard production

Years: SINCE 2016

RESULTS: +110% BUSINESS SINCE 2016

PEUGEOT | DMP

AUDIENCES JOURNEYS PERSONALIZATION

Objective
Leverage audiences' journeys thanks to Salesforce DMP use to enhance personalization, deploy more relevant journey on the conversion funnel & the most relevant channels and optimize media invests

Project details
- Track, identify, segment & score all our 1st party audiences on the ecosystem to optimize multichannel journeys & conversion (website pop-in, website personalization, email retargeting, call center retargeting & leads information sharing with dealers).
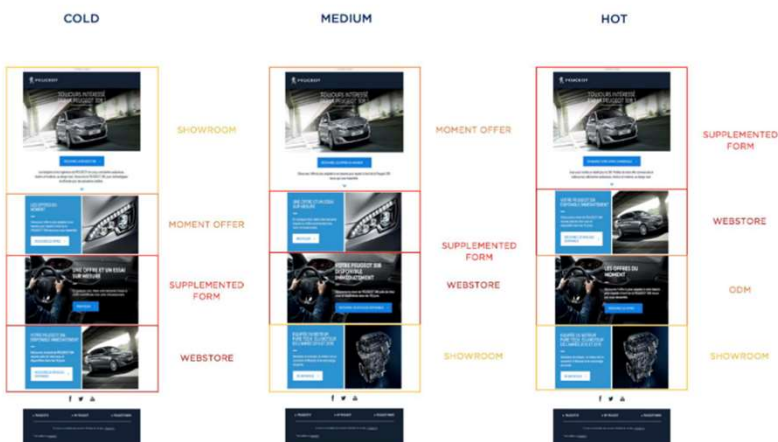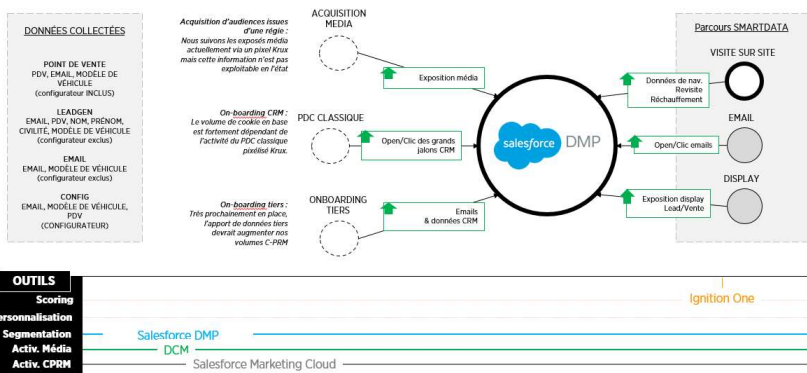- Journey's personalization according to a mix between car model interests & audiences business potential.

Years: SINCE 2016

RESULTS:
-33% Bounce rate
+10% leads generation
X2 performances on emails opening
+30% conversion at dealers

Data & Créativité award winner
(details here)

MAERSK | P-CRM

DATA MARKETING TRANSFORMATION TO IMPROVE END-TO-END EXPERIENCE

Objective
Improving end-to-end customer experience in digital channels and use of data to drive brand preference and sales and to support global integrator vision.

Projects
- Operating as one multi-discipline team across creative, CX, media, data and marketing technology
- Developed a programme of automated always-on customer journeys from onboarding through orchestration to reactivation
- Integrated marketing platforms GA360, Salesforce Marketing Cloud, Google Ads 360, Campaign Manager, enabling audiences to be shared across all activities in GA
- Developed 'nudge journeys' using GA360 audiences to trigger bespoke customer journeys in Salesforce Marketing Cloud based on user website interaction and engagement
- Integrated Customer Journey & Media Strategy
- Leading development and implementation of data driven media campaigns and customer comms
- Uncovering key insights, ROMI and data signals creation to drive targeting and personalization
- Leading best practice implementation of Google Analytics, GTM, Salesforce Marketing Cloud and media ad server integration
- Helping to connect key skillsets within Maersk to bring about this change (Marketing, Commercial, Brand, Creative, Data & IT teams)