



Streamlining Salesforce platform

THE CHALLENGE

Issues faces by a US based manufacturer of medical devices :

- **Disparate systems for marketing campaigns** (Adobe Campaigns, Salesforce Marketing Cloud)
- **Junk data** regarding marketing subscribers and contacts information
- Customer email address out of sync between Sales and Marketing Clouds
- **Manual analysis of medical devices clinical trials** data collected across multiple geographies
- Addressing **US CCPA regulations** for opt-in consent

THE SOLUTION

Nagarro designed a holistic solution which included :

- Migrated campaigns content from Adobe to Salesforce Marketing Cloud to for managing **campaign content creation and delivery in Marketing Cloud**
- Developed strategies and **custom automation scripts** for daily monitoring and rules driven junk data clean up related to subscriber and contacts information in Marketing Cloud.
- Implemented solution utilizing automation studio , query activities to synchronize data sets in Marketing cloud with Sales cloud to update email addresses in near real time.
- Implemented **Tableau reports** that provide daily analysis of incoming clinical trials data
- Implemented a **double opt in solution** over the Salesforce Sales and Marketing Cloud

THE IMPACT

The solution provided the below business benefits :

- Savings of **~ \$2 million in license usage (for ~3 years)** due to improved management of contacts in Marketing cloud
- Centralized view of **clinical trial insights and faster analysis**
- Proactively address opt-in consent regulations of the CCPA.



Salesforce Products



Sales Cloud



Integrations



Marketing Cloud



Tableau