



# TURNBERRY SOLUTIONS SALESFORCE PROJECT BRIEF

## Marketing Cloud Implementation & Leadership

Our client, a large automotive parts provider, needed an updated email solution with modern marketing automation capabilities to engage with its most loyal customers.

### CLIENT CHALLENGE

The client needed to launch and support a loyalty program for customers with digital engagement tools – including email – to drive program engagement.

### OUR SOLUTION

Turnberry brought marketing leadership and Salesforce Marketing Cloud expertise to support the implementation and transition to Marketing Cloud. After this initial implementation, the client has continued to trust Turnberry to provide ongoing support, Marketing Cloud leadership, and campaign execution.

### RESULTS

Salesforce engagement leaders considered the implementation one of the smoothest and most successful that year. The Turnberry team came in on budget and one month ahead of schedule in delivering efficient and collaborative Marketing Cloud support, enabling the client to increase customer acquisition and retention.