

Case Study - Global Governance Processes

Summary

Nebula implemented Pardot for this global Marketing technology firm in 2016. Since implementation, Nebula has been a trusted advisor for this customer and has worked extensively with this organisation to optimise marketing processes. Campaign Execution has been centralised and Nebula is responsible for executing all email marketing communications. The regional marketing teams submit requests and the campaigns are executed under strict SLAs ensuring consistency of branding, quality and segmentation.

Key Figures

Number of Pardot Users:	75
Nebula team members:	7
Project started:	2017
Countries covered:	33

Highlights

- ❖ Streamlined campaign request and sign off process resulting in best in class campaign accuracy.
- ❖ 11 languages supported by the central campaign execution process.
- ❖ Implementation of scoring/grading models with bespoke prioritisation and qualification for different regions.
- ❖ Optimised Lead management process in Salesforce to ensure leads are routed to the appropriate team as quickly as possible.
- ❖ Global content and email preference management implemented across all supported languages.
- ❖ Regular system audits and exception reporting carried out to identify issues with system performance/processes.