



digital additive

Delivering on the Promise of One-to-One Marketing Cloud Personalization

The pinnacle of building one-to-one connection requires true personalization – meeting the customer where they are, across all channels. Salesforce Marketing Cloud Personalization (MCP) powers that personalized and coordinated experience by unifying a customer profile and humanizing each interaction in real-time.



MCP Goals

- Activate MCP to reflect your business
- Track user data across site and mobile app behavior
- Identify users and assign anonymous behavior
- Implement custom segmentation and affinity building
- Serve personalized content based on profile – on site, email, app, messaging



MCP 8-week Implementation

- Site code setup guidance
- MCP blueprint development
- Site “catalog” configuration
- User implementation
- Site mapping
- Data flow setups and QA
- SFMC Integration
- 2 Use Case Execution
- Catalog monitoring
- Customized training
- Data collection alignment to drive profile segments

MCP Use Case Types

Capture Leads

- Exit Intent Campaign / “Exit Pop-Up”
- Lapsed Re-engagement
- Optimize enrollment / account set up experience

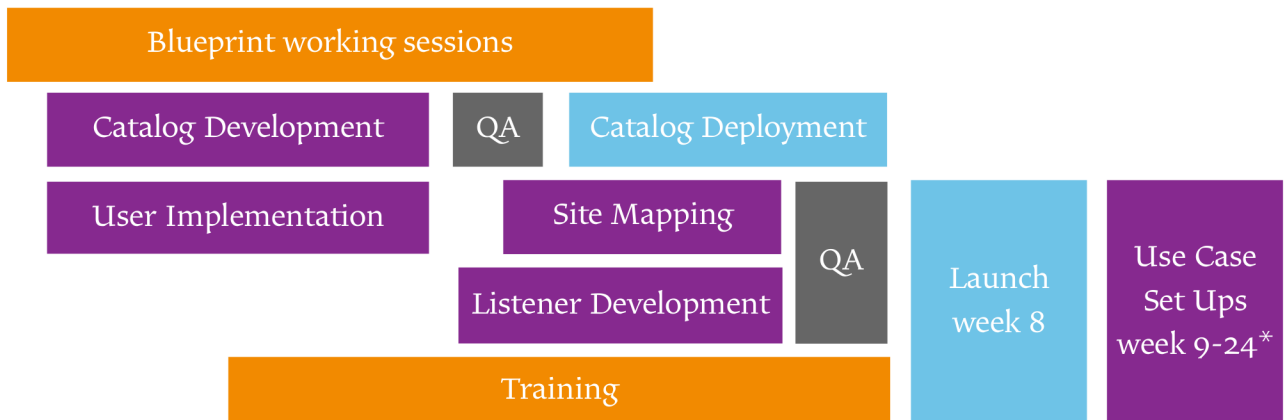
Site and Mobile App Engagement Retargeting

- Cart Abandonment
- Abandoned Browse and Search Retargeting
- Post Purchase personalized offer messaging to encourage next purchase

Segmentation and Personalization

- Email Content Personalization at Open-Time
- Engagement Scoring
- Progressive profiling

Our Delivery Approach



Salesforce Marketing Cloud Personalization Launch

\$29,500 – \$39,500*

*estimate depends on complexity of final use cases

- MCP Set Up and Implementation
- SFMC Integration
- 2 Use Case Execution*
- Customized training



Want to know more? We’re looking forward to it!