MERKLE | salesforce

Optimizing your Salesforce tech stack with Merkle

The official partner snapshot

Service and sales are an opportunity for one-to-one relationship building. We help clients go beyond a siloed, transactional approach to an experience that connects you with the customer across every customer journey touchpoint.

Why partner with Merkle?

#1
Global Agency Partner

Top 8
Worldwide Partner

18
Years as a Salesforce Partner

2,000+
Salesforce certified professionals

2,400+
Implementations

3,000+
Salesforce certifications

40,000+
Campaigns executed

We help clients execute multi-faceted technology implementations to seize their biggest opportunities through:

01 | **Marketing Cloud**

Deliver the right message at the right time across channels — featuring integrated solutions for every possible customer interaction.

02 | **Commerce Cloud**

Cloud based commerce starts here — helping brands create intelligent unified experiences across all channels.

03 | **Service and Sales Cloud**

Create unified experiences - with 360° views of every customer and collaborative workflows, deliver personalized, proactive service that boosts customer satisfaction.

04 | **Experience Cloud**

Connect to customers, partners, and employees by sharing data and records on any mobile device — helping everyone in your ecosystem to work together more effectively.

05 | **Data Cloud**

For marketing tableau, and health — harmonize customer data from any source with out-of-the-box connectors and anticipate their needs with unified profiles.

Get closer to customers with Merkle's Merkury Platform + Salesforce Data Cloud

Integrated directly with Salesforce, anonymous customers are identified with a cookieless ID – enhancing customer understanding without third-party cookies.

As customers demand more meaningful personalization, brands must overcome challenges from privacy regulations, walled gardens, and technology restrictions that threaten their ability to:

- Find and retarget high-value prospects
- Create customized experiences that convert
- Reduce time-to-insight required to drive customer loyalty

MERKURY
THE FUTURE OF IDENTITY.

With Merkury and Salesforce Data Cloud, you can enhance identity, data, and activation through:

01 | **Build person IDs of customers and prospects**
Your customer records and channel visits are resolved to Merkury ID and owned graph to create one profile view of the customer.

02 | **Enhance person IDs with consumer data**
10,000+ demographic, lifestyle, purchase, and additional data attributes from Merkle and other providers.

03 | **Connect IDs to platforms for targeting and analysis**
Match and deliver ID-based audiences to data, analytics, martech, and media platforms.

For more information, check out our Salesforce AppExchange listing **here**.

salesforce **available on AppExchange**

Experience the best with Merkle

We have integrated teams collaborating on holistic strategies – backed up by a wealth of experience with brands like you.

We are versatile

We are versatile in the industries we serve and the distribution models we enable, having developed traditional retail, direct to consumer, marketplace, and B2B solutions and strategies.

We have strategic partnerships

From industries to distribution models, we have solutions and strategies in traditional retail, direct to consumer, marketplace, and B2B.

We support throughout

We're long-term partners – providing 24/7 client support with robust Orchestrated Services.

We transform your business

We strive for optimum commerce efficiency – transforming your business and engaging customers in new ways.

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For more information on Merkle's Salesforce partnership or any of our capabilities listed above, please reach out to marketing@merkleinc.com.