



Warsaw, July 2022

Reference letter

Legia Warszawa S.A. has been cooperating with Cloudity since January 2021. We entrusted Cloudity to implement Salesforce solutions to improve our collaboration with fans and B2B partners.

The scope of the most recent project was as follows:

- **Salesforce Marketing Cloud implementation:**
 - personalized, multichannel communications;
 - fan segmentation;
 - customer journeys for supporters;
 - newsletter;
 - dynamic content in emails.

- **Salesforce Sales Cloud implementation:**
 - ability to build a contact center, create management dashboards and report performance;
 - integration with Legia's ticketing system;
 - one base to manage contacts and communication with fans and business partners.

- **Change management workshops for employees.**

The results of the project were very satisfactory, as we can now report and visualize results and make decisions based on up-to-date data. In addition, conversion rates and the overall effectiveness of marketing communications with fans and B2B partners have improved.

We have no hesitation in recommending Cloudity as a trusted Salesforce consulting and implementation partner.

Regards,

Paweł Kokosza, Commercial Director - Sales, Marketing and Sponsoring, Legia Warszawa

