PERFICIENT®

MARKETING & PERFORMANCE

Salesforce Marketing Cloud Personalization Accelerator

Manage Customer Experiences With Real-Time Interaction Management

Leading brands capture attention through real-time, scalable, and personalized cross-channel communication. Perficient's Marketing Cloud Personalization Accelerator lets you customize your interactions with customers and prospects to boost loyalty, engagement, and conversions.

Workshop Overview

The Marketing Cloud Personalization Accelerator is a comprehensive solution delivered in six-to-eight weeks that helps you personalize experiences at every touchpoint of your customer's journey.

Deliverables include:

- 2-3 use cases deployed
- Dataset and SDK setup
- Site evaluation, sitemap development, and user data loading
- A roadmap for using Salesforce Marketing Cloud Personalization
- Considerations for future marketing campaigns
- Train-the-trainer handoff

Sample Use Cases

- **Sales**: Contact your highest-value customers with the right message or offer.
- **Service**: View real-time website browsing history to support customer service cases.
- **Marketing**: Use both known and unknown customer profile data to deliver the most valuable content at the right time.

Why Perficient

We're an Enterprise Salesforce Partner specializing in CRM, data, AI, and personalization. For more than 15 years, we have built industry-specific Salesforce solutions that help Fortune 1000 organizations enable data-driven decisions and deliver personalization at scale.

- Expert Marketing Cloud Partner
- 1400+ certifications
- 580+ projects
- 4.8/5.0 CSAT score

Click or scan to check out all of Perficient's thought leadership.

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