



Amazing happens when powerful platforms deliver deeper insights.

An investment planning and solutions company had an existing Salesforce CRM environment and wanted to leverage Salesforce Marketing Cloud (SFMC) to drive cross-channel customer interactions. With its deep Salesforce CRM integration, the SFMC solution would offer a holistic view of the customer's leads and contacts when deploying email, web, and SMS marketing tactics.

Opportunity and priorities

- The customer wanted a deeper understanding of its cross-channel customer interactions and to gain actionable insights that could positively impact key marketing metrics across the enterprise.

Solutions and services

CDW helped the customer implement the following solutions from the Salesforce Marketing Cloud suite of products:

- Email Studio
- Web Studio
- Journey Builder
- Mobile Studio
- Advertising Studio

Outcomes

The integration of SFMC with SFCRM resulted in these key marketing features:

- Campaign Automation
- Cross-Channel Campaigns
- Inbound/Outbound SMS
- 1:1 Digital Ads Placement for Targeting + Suppression
- Configuration of external-facing business unit for SAP and additional private domain including Tracking Extracts

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