



# Empowering Mattel's D2C Strategy with Salesforce–Shopify Integration

## Project Overview

Mattel, a global leader in toy manufacturing and retail, needed to bridge the gap between its digital and physical sales ecosystems to meet evolving customer expectations. With growing demand for direct-to-consumer (D2C) commerce, the company partnered with TRooTech to build a unified digital experience—combining the flexibility of Shopify with the CRM intelligence of Salesforce. The aim was to centralize customer data, automate post-purchase service, and drive loyalty at scale.

## Strategies In Action

- Integrated Salesforce Sales and Service Cloud with Shopify to create a centralized D2C ecosystem
- Developed real-time synchronization for orders, customer profiles, and inventory updates
- Automated case creation and lifecycle workflows based on customer activities and feedback
- Embedded loyalty and rewards functionalities within Salesforce to increase customer lifetime value

## Major Challenges

01

**Global Scalability:** Architected solutions to support traffic from various time zones, languages, and regions

02

**Data Privacy Compliance:** Ensured all integrations adhered to GDPR and local compliance mandates

## Our Solution

- ✓ Built a custom API layer to sync Shopify orders and customer data into Salesforce in real-time
- ✓ Designed workflows in Salesforce Service Cloud for auto-triggering and managing support tickets
- ✓ Enabled performance reporting and sales analytics for strategic forecasting and inventory planning
- ✓ Integrated customer loyalty modules to personalize offers and improve engagement

## Main Features

360° Customer View: Consolidated Order, Service, And Engagement Data For Each Customer

Real-Time Sync Engine: Instant Updates From Shopify To Salesforce Across All Key Touchpoints

Automated Service Triggers: Seamless Support Case Creation From Shopify Interactions

Scalable Commerce Architecture: Global-Ready Deployment With Multilingual And Geo-Support

Loyalty Framework: Salesforce–Integrated Programs To Reward Repeat Purchases And Referralsability.

### Technology Stack

Salesforce : Service Cloud  
E-Commerce : Shopify  
API : Custom API

### Stake Holders

► Mattel's marketing, sales, and customer service teams

