

Unify your customer data to unlock faster growth, sharper targeting, and smarter service

Business need

Grow high-value audiences and increase campaign effectiveness by activating the value of your customer data. Whether it's fragmented across systems, channels, and teams, this Accelerator makes your data actionable by your marketing teams.

Offering

We help you unify customer data, build your first actionable segments, and activate insights in Salesforce.

We set up your Data Cloud, connect a Salesforce data source (Sales or Service Cloud) plus one OOTB Connector, and configure a baseline data model. From there, we enable identity resolution and activate:

- 1x Calculated Insight
- 1x Data Action
- 1x Segmentation & Activation

What you get

- Salesforce Data Cloud, tailored for **Marketing**
- Unified profiles with real-time identity resolution
- Calculated Insight, Data Action & Segmentation
- Pipeline into your existing Salesforce apps
- Training & docs to support self-sufficiency

Business outcomes

- Faster time-to-value from your Salesforce investment
- Improved targeting, personalisation, and responsiveness
- Scalable foundation for analytics, AI, and data unification

Investment & Timeline

Price on discussion.

We handle the complexity, you get the clarity to lead with **confidence**.
You bring the data. **We Lead** the transformation.

Agentic by design. Built to move. **Yours to grow.**



**From
fragmented
data to
focused action.**