

# Salesforce Marketing Cloud

## Financial Services

### Challenge

A leading bank in the Midwest needed support to drive marketing campaigns and utilize data-driven decisions.

The bank was unable to build sophisticated campaigns within targeted schedules, and the lack of a data-driven marketing approach was impacting customer loyalty and profitability. In addition, the bank did not have the ability to report advanced metrics beyond campaign level reporting.

### Solution

TEKsystems Global Services collaborated with the firm to fully analyze the requirements and advise on a solution. Our team:

- Successfully implemented Salesforce Marketing Cloud (SFMC) and Data Cloud with seamless CRM and FTP integration
- Developed a high-return Journey MVP in SFMC
- Enabled new features in SFMC, which provided capabilities to showcase the impact of marketing initiatives on customers' sales objectives through improved conversion rates and increased revenue

### Results

We helped the customer achieve significant milestones during our support of their marketing and data cloud journey. Our team:

- Eliminated reliance on a brittle legacy system to run campaigns
- Captured real-time feedback of client interactions in CRM
- Automated reconciliation of campaign metrics
- Unified fragmented data sources using Salesforce Data Cloud, which enabled a 360 view of customers and **boosted segmentation accuracy by 45%**.

## 5000+

Customers received the first marketing campaign and 1300+ new leads were created.

## 10x

Improvement in speed reducing the cycle time for running a campaign from 10 days to 1 day.