

Embrace Marketing Cloud

Travel Technology Company

Challenge

Our client, a large travel technology company, wanted an effective solution to handle email marketing communication and push notifications for marketing.

They wanted to build complex communications using SFMC content builder, including new personalized modules, audience segmentation, scheduling, deployment, and monitoring for email and push.

Solution

TEKsystems Global Services (TGS) collaborated with the customer to:

- Create and deliver shopper and trip marketing communication
- Implement a new process and share it across wider production, while migrating to a new platform
- Identify the bottlenecks and stabilize the platform
- Manage platform new releases and continuous improvement of the user experience and functionality
- Extend support for production and operations

Results

TGS helped the customer achieve three significant milestones during our support of their Marketing Cloud Journey.

2.7M

With the launch of their new initiative, the customer reached a single day audience of 2.7M travelers, which more than doubled their largest single day audience in years

80%

We migrated 80% of the communications from legacy systems to Salesforce Marketing Cloud

\$60M

This program has generated \$60M incremental GP to date and is anticipated to be a record-breaking initiative