

# ARESS MARKETING CLOUD CASE STUDIES



## Marketing Cloud Implementation for a Trading Company in Europe

This company offers more than 100 financial instruments for trading, with one of the market's best order executions and super-tight spreads for the main currency pairs. They offer services in 28 countries and offer client support 24/7. By December 2019, their monthly trading volume reached 350 billion USD and active traders around the world surpassed 50,000.



## Problem Statement

Automation Rules using SQL Query to create different Data Tables to use it in Journeys.

## What we did

- Marketing Cloud Setup and Configuration
- Creation of Cloud pages
- Setting up Marketing Cloud Connect
- Contact builder and attribute configuration
- Customization of pages using AMP script
- Email Studio Setup
- Created Journeys
- Worked on lead Scoring in Marketing Cloud.
- Syncing Salesforce object with Marketing Cloud.
- Setting Automation Rules.
- Setup Data Extension, RMM (Reply Mail Management), Brand Builder in Marketing Cloud.
- Social Studio and Advertisement studio setup And Connector established.



## Results

- ✓ Automated Email campaigns are carried out on the Leads on Day 1, Day 5, Day 15.

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- ✓ The file gets dropped on the FTP server which then gets added to the Data Extensions.

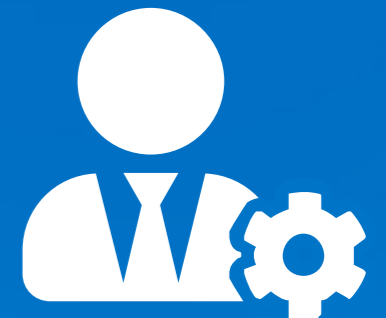


# Marketing Cloud Admin Setup for a Real estate company in USA



## What they do

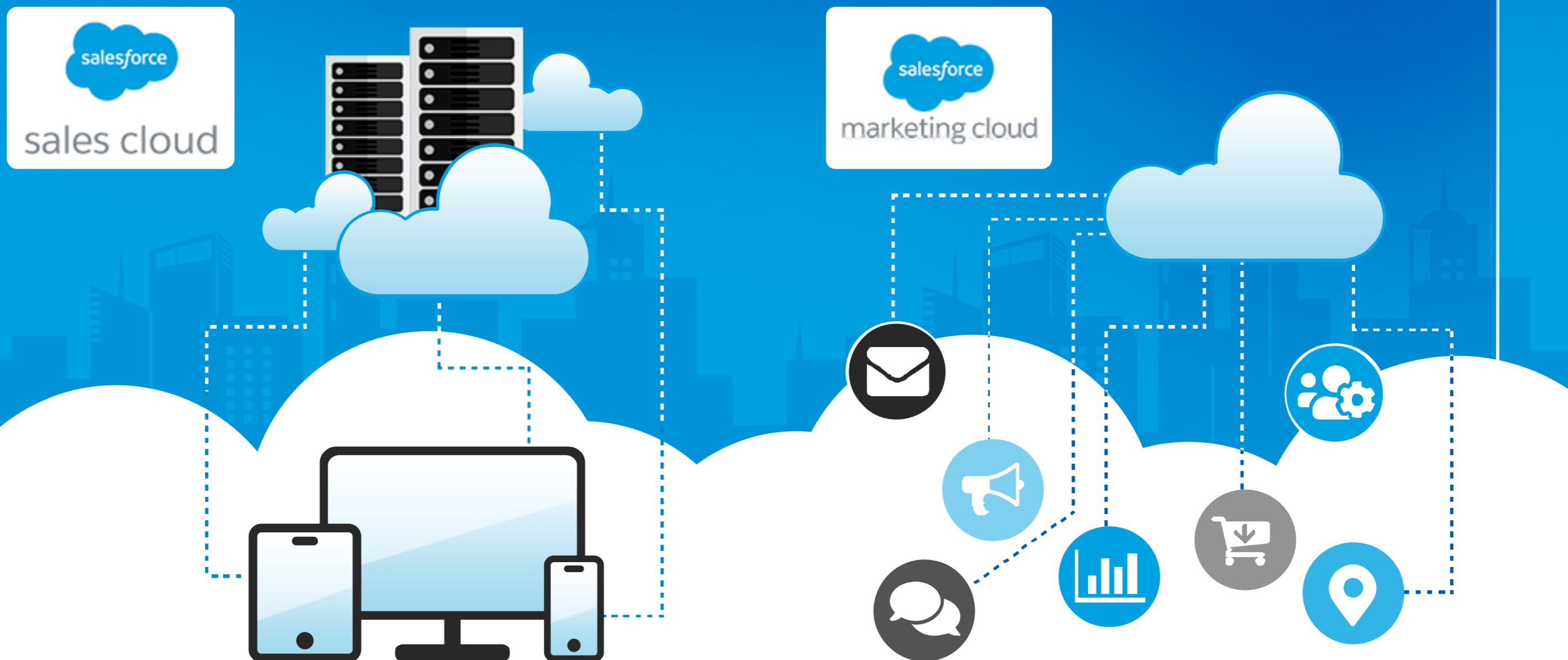
A private real estate investment firm focused on investments in multifamily, student-housing, retail, and office assets throughout the United States.



## Problem Statement

To support ongoing development into more locations, the company planned to launch a series of email marketing campaigns. However, its old marketing platform could not handle large-scale data collection and analysis. Managers knew that Salesforce could gather and organize customer information for the widespread recruiting push. They needed a certified Salesforce partner that could build new marketing and operations systems in a short time frame.

## Technology



## What we did

- ✓ Migrated the company's database onto Sales Cloud, to replace the third-party Salesforce operations system.
- ✓ Creating sender profiles & delivery profiles for email blasts.
- ✓ Setup of RMM (Reply Mail Management)
- ✓ Rectifying several Spam Complaints & Inbox Optimizations
- ✓ Creating dynamic mailers for marketing cloud sends.
- ✓ Setting up users in Marketing cloud with appropriate permissions and assigning roles to them.
- ✓ Setting up of AB testing environments in the Org.
- ✓ Created standard, filtered and random data extensions, suppression rules etc.
- ✓ Uploading data in the data extensions with appropriate filters.
- ✓ Setting up of FTP for large file transfer.
- ✓ Setting up custom reports based on the emails sent.
- ✓ Setting up of filtered list etc to segregate data for different campaigns.

## Results

- ✓ Integrated solution to different users need to use only one system to get the complete picture of the customer.
- ✓ Improved efficiencies and reduced errors through automation of campaign management.
- ✓ A consistent and personalized experience for the customers regardless of the channel.
- ✓ Not only does the marketing team have richer data to draw on, but the operations team can also save time with less data entry.

