

Improving Salesforce Marketing Cloud Journey Speed and Reporting Visibility

How Cloud Genii helped streamline a fragmented Marketing Cloud environment

TL;DR

Cloud Genii improved a fragmented Salesforce Marketing Cloud environment that was slowing campaign execution and limiting reporting visibility.

The work focused on practical operational issues like journey setup, conversion tracking, unsubscribe handling, template configuration, and reporting visibility.

Key result:

Journey build and testing time was reduced from 3 months to 3 weeks.

Overall, the environment became easier to manage, easier to measure, and better aligned with day-to-day execution.

**CASE
STUDY**

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Executive Summary:

A client engaged Cloud Genii to improve a fragmented Salesforce Marketing Cloud environment that was slowing campaign execution, limiting reporting visibility, and creating operational friction across day-to-day delivery.

The environment had become harder to manage than it should have been. Journey setup was difficult to work with, reporting visibility was weaker than needed, unsubscribe handling required improvement, and template configuration was slowing execution.

Cloud Genii addressed a set of practical issues across campaign operations, configuration, and reporting. The result was a more manageable, measurable environment and a significant reduction in journey build and testing time.

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The challenge:

The client was working in a Salesforce Marketing Cloud environment that was creating friction across campaign execution.

Key issues included:

- Journey setup had become difficult to manage
- Conversion tracking lacked clarity
- Unsubscribe handling needed improvement
- Template configuration was slowing execution
- Reporting visibility was weaker than it needed to be

These issues were not just technical. They were affecting delivery speed, operational confidence, and the team's ability to work efficiently.

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What Cloud Genii did:

Cloud Genii focused on practical improvements that would make the environment easier to operate and easier to trust.

This included work across:

- Email classification
- Journey conversion tracking
- Unsubscribe handling
- Template configuration
- Reporting visibility
- Expanded use of Einstein optimisation

The objective was not simply to change isolated settings. It was to reduce friction across campaign operations and improve how the environment supported execution.

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Outcome:

The most visible result was a major improvement in delivery speed.

Outcomes included:

- Journey build and testing time reduced from 3 months to 3 weeks
- Faster campaign execution
- Better internal usability
- Clearer reporting visibility

Why it mattered:

This work helped move the client away from fragmented campaign operations and toward a setup that was easier to manage, easier to measure, and more aligned with their day-to-day operational needs.

It also created a stronger foundation for future improvement by reducing complexity in the areas that most affected execution.

Cloud Genii helped turn a fragmented Marketing Cloud setup into a manageable, measurable, and effective environment.