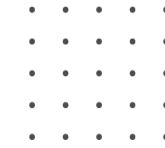




Case Study

Eddie Bauer Salesforce Success with NULogic



- Integrated web app with Salesforce Marketing Cloud API, enhancing connectivity.
- Configured Salesforce Marketing Cloud with Snowflake, optimizing data management.
- Streamlined email marketing campaigns, saving time and resources.
- Attained substantial ROI growth through personalized automation.
- Improved email open rates, reaching customers at optimal times.
- Enabled real-time tracking for timely follow-ups and nurturing.
- Leveraged advanced segmentation for higher click-through rates.
- Automated campaigns via 3rd party API integration.
- Obtained comprehensive customer insights for effective engagement.

75% Improvement in data synchronization

60% Reduction in time and labour cost

45% Increase in Marketing ROI