

## EFFICIENCY AND EFFECTIVENESS IN MARKETING AUTOMATION



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## THE CLIENT

This case study refers to a digital marketing automation company with a team of certified Pardot and Salesforce specialists. In business since 2017, this agency is focusing on improving the marketing and sales process by applying marketing automation, CRM implementation, training, and managed services.

## CHALLENGES

- The client needed developers with certification on Pardot platform that could take over some clients tasks and solve them quickly and efficient
- Another challenge was closely related to managing the teams of developers and estimate the correct number of resources needed for a client
- The Pardot platform has some limitations and needs front-end design development to solve a number of flows
- Building dedicated and specific landing pages or newsletter templates can be challenging if you are trying to integrate them with the limitations in Pardot

## SOLUTIONS

In order to achieve the objectives set by the digital marketing automation agency, NNC developed an extensive work methodology that included:

- Experienced Pardot development from specific modifications on websites to building new landing pages
- Support, availability, and efficiency on urgent and unexpected tasks
- Specialized developers that could take over quickly the assigned tasks and solved them efficiently



## RESULTS

After a 2-month collaboration, NNC' support generated for the client:

- An objective overview of the technical challenges that can be solved in an exact period of time
- The NNC team of developers built a specific landing page with an integrated image carousel and other similar tasks on design
- New available and specialized resources for future collaborations
- Deliverables for different clients managed efficiently with a quick turnaround time

Due to the fact that our collaboration was based on quality communication and extensive experience, there are some future projects that they are considering to develop with NNC.