

## BUILDING COMPLEX BUYER JOURNEYS IN SALESFORCE MARKETING CLOUD



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## THE CLIENT

This case study refers to a large digital agency, which since 1997 expanded their digital services, going from adapting to new technology to improving and adding new channels in their portfolio. Their main focus is on strategy and tech solutions that can bring innovation to their clients.

They also have deep expertise in Salesforce Marketing Cloud and the consultants offer end-to-end management of CRM integration services.

The beneficiary was a house interior decoration and accessories manufacturing facility with many retail locations across the US.

## CHALLENGES

- The client had challenges in one of his projects regarding building and launching new customer journeys on their existing Salesforce Marketing Cloud for marketing campaigns and workflows tied to opening 3 new retail locations.
- The customer journey designed for this project had a lot of existing tasks, that defined the overall algorithms.
- Due to the existing large database of customers and the way it was segmented for personalization purposes, the new designed journey could not be tested live
- Even the task of mapping the journey with so many implications and interactions with the other workflows built into the system was a very challenging task to begin with.

## SOLUTIONS

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

- Providing Salesforce Marketing Cloud certified team of experts that could manage specific challenges typically for this magnitude of the implementation and implications of the new buyer journey into the Salesforce platform



- Support, availability, and efficiency on urgent and unexpected tasks; on call 24/7 support throughout all the deployment
- Training for the agency's team, through each our experts, designed a roadmap that could solve future similar challenges in the future
- The development and deployment risks were minimal, a 4 weeks task for a 3 people team was quickly solved over the weekend including the read-to-market new buyer journey

## RESULTS

After the collaboration, NNC' support generated for the client:

- An objective overview of the challenges and how to solve miss organization of journeys and workflows in the Salesforce platform
- New more logical and organized workflows and journeys on solving the challenges that might appear with a large database or too many tasks designed per contact
- After removing the bottlenecks, The NNC team of experts trained the agency team and handed over seamlessly the project in record time.

Due to the fact that our collaboration was based on quality communication and extensive Salesforce Marketing Cloud expertize, NNC team was engaged as a dedicated development center for future marketing campaigns, administration and development tasks on Salesforce.