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## Marketing Cloud, Sales Cloud, Mulesoft

Visibility of Marketing effectiveness on top of the funnel sales leads for

Improved Campaign operations with data driven performance metrics

B2C and B2B customers

## An Audio Video Equipment Manufacturing Company **COMPANY OVERVIEW:** LOCATION INDUSTRY SOLUTION(S) **EMPLOYEES** Hi-Tech San Jose, CA Sales Cloud, Pardot, 83 Marketing Cloud, Mulesoft CHALLENGE + Inability to effectively target prospective customers with tailored services offerings 🕂 Low usage of Marketing Cloud and Pardot capabilities resulting in limited lead generation for B2B and B2C customers Manual data integration processes between Salesforce and systems 📥 Inability to see the revenue impact of Marketing efforts salesforce Poor accuracy of Sales pipeline for B2B and B2C customers Marketing Cloud, Sales Cloud, Mulesoft SOLUTION Performed a health analysis of Salesforce applications for sales, service center, and marketing groups to identify improvements. 03 Implemented Sales Cloud with updated sales processes, page layouts, products, price books, reports and dashboards Implemented Marketing Cloud email studio and utilized A/B testing to send improved emails to prospects Implemented Pardot Engagement Studio to customize BENEFITS journeys for new and existing prospects and send scored Leads to Salesforce Increased Marketing engagement for B2C and B2B customers by 40% Implemented Mulesoft to streamline visibility of customer Reduced Sales costs by 15% with streamlined processes and dashboard data across sales, service center, and marketing groups visibility of growth areas Eliminated manual ETL processes which resulted in time savings of 75%

