Case Study

USA Based Client Leverages Salesforce CRM for Improving Reputation and Email Campaigns

Client Overview

A client based in US has contacted us for domain reputation and IP warm up to increase campaign deliverability. Our client is well known player in fast moving consumer goods. The massive scale of changes in the modern business landscape have birthed opportunities as well as challenges for businesses in different sectors. The client has to adapt to digital marketing practices for securing their competitive advantage in the rapidly evolving FMCG market. Our client recognized the need for Salesforce marketing cloud development as a vital solution for strengthening their industry reputation. The strategic approach of the client in Salesforce adoption offers an effective benchmark for the implementation of Salesforce CRM in other businesses.

Problem Statement

The client wanted a solution which could help it overcome the barriers to effectiveness of its email marketing campaigns. On top of it, our client also experienced problems for its limited scale of reputation in concerned industry. Some of the key problem areas highlighted by the client include

- Poor deliverability of email campaigns.
- Landing of emails in spam folders.
- Negligible open rate due to low domain reputation.

The foremost course of action recommended by our Salesforce marketing cloud consultant team focused on driving customer engagement through CRM campaigns. In addition, our client needed a solid boost to their domain reputation to increase deliverability. Another vital step in resolving the client’s problems was the design and deployment of email campaigns.

Resolution

Based on the prominent concerns of the client, our team of in-house experts tailored a comprehensive and structured solution. The Salesforce experts used their industry knowledge for tailoring a methodical approach with distinct phases for ensuring desired results. Our client also capitalized on the advantages of Salesforce marketing cloud agency best practices for improving domain reputation and email campaign strategies. We implemented the solution designed by our in-house experts in two phases, such as the following.

Phase 1:

Plan and execute the domain warm up strategy. Moreover, set communication flows for effective engagement.

Phase 2:

Scaling up the email campaigns to reach the full capacity and increase click rate and conversions.

Our Salesforce marketing cloud developer team also prepared a detailed campaign strategy for our client with emphasis on following pointers.

- Build campaign strategy based on the use cases and business requirements.
- New Domain was set by our experts and domain warm up plan was built and executed to improve the reputation for better deliverability.
- Sending communication via emails according to segments. A/B testing and cross segments created by our experienced analysts were implemented to improve click rate and conversions.
- Subject lines scoring and personalisation was done to increase open rate.

Client Benefits

- 100% increase in email delivery capacity
- 8% increase in conversions
- Domain reputation scaled to high.