



## CASE STUDY

# Marketing Cloud Implementation for Building Material Retail in NZ



**New Zealand-based largest manufacturer and marketer of gypsum plasterboard, drywall systems, and associated products and provide related services in the area.**

### Business Problem

- Need for ability to configure & send emails based on segmented data stored within client's salesforce instance
- Need for consistent corporate branding, configurable, email templates as per branding specifications, with the capability to include social media links
- Need for configurable, segmented landing pages
- Need for a flexible mechanism to create separate data extensions to send special emails to certain subscribers based on business requirements
- Need for a mechanism to maintain a separate list of subscribers that have opted-out/unsubscribed



### **Business Solution**

- View how salesforce data can be fetched in salesforce marketing cloud FTP
- Creation of the structure to save the data using data extensions
- Configuration of FTP and creation of file location
- Configuration of Jitterbit cloud data loader to fetch salesforce data & fire Jitterbit queries
- Creation of automation for saving the data in data extensions
- Creation of filtered data extensions based on the business requirements
- Creation of email templates using content blocks
- Configuration of microsites to create landing pages
- Inclusion of social media links within templates

### **The Eternus advantage**

- 47% increase in customer responses and satisfaction
- 1-1 journey across entire customer life cycle
- 42% YOU revenue growth with 37% increase in predictive content delivery



Great Value. Delivered with Passion.

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## About Us

Gauri is a UK-based consultancy helping our customers to compete and grow using digital initiatives.

Through long-standing partnerships with our clients, we have consistently delivered successful business outcomes for over 10 years.

Our niche focus and a motivated team has helped us to develop our depth of expertise:

- Transition to intelligent CRM on the Cloud
- Connected Cloud, hybrid (on-premise with Cloud)
- Cross-application integration
- Business Intelligence
- Supply chain solutions and integration with ERP

Each one of our customers sees us as a partner they can trust to deliver; someone who will stand by them through challenging situations.



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