

# Sales and Marketing Cloud

## COMPANY OVERVIEW: *Real Estate company*

LOCATION  
-

EMPLOYEES  
200+

INDUSTRY  
Real Estate

SOLUTION(S)  
Marketing Cloud, Sales Cloud, Sitecore



### CHALLENGE

- ✚ Difficulty quantifying lead generation performance metrics due to incomplete and disparate data
- ✚ Low Lead conversion ratios due to disparate processes and tools
- ✚ No visibility of Campaign performance metrics and contributions to Sales revenue
- ✚ Manual promotional email management in Sitecore
- ✚ Unclear priorities on projects and enhancements due to lack of IT Governance

### SOLUTION

- ✓ Advised on target architecture for integration of Sales and Marketing technologies
- ✓ Implemented Salesforce Connectors to integrate Sitecore and Marketing Cloud
- ✓ Implemented Web-to-Lead with SiteCore and Salesforce and advised on processes for Marketing Qualified Leads.
- ✓ Implemented Marketing Cloud Journeys utilizing SiteCore data and defined personalized journeys for multiple personas
- ✓ Landing page was built in Sitecore and were used in promotional emails sent from Marketing cloud

### BENEFITS

- 👍 Single view of the customer in Salesforce with full visibility of activities, customer journeys, and customer conversion insights
- 👍 New Marketing performance insights with new metrics measuring Campaign performance, Lead generation performance, and ROI on marketing efforts
- 👍 Streamlined management of Marketing content and email templates across SiteCore and Salesforce resulting in time savings of 40%
- 👍 Improved Lead conversion by 25% and enabled visibility of Marketing contributions to Sales pipeline and revenue

Why  
dotSolved



POD Model of Engagement



Agile Implementation Methodology



Consulting, Implementation & Managed Services



Catalog of Accelerators

Contact Us

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