



OPTIMIZING CLIENT INVESTMENT IN SALESFORCE MARKETING CLOUD

An RRD casebook



INTRO

Be where your customers are.
That’s the goal, isn’t it?

Your investment in Salesforce Marketing Cloud (SFMC) makes one thing clear: your organization is committed to executing targeted, data-driven marketing to drive engagement.

But how is the return on that investment?

With more than a decade of experience in providing services across the SFMC platform, we’ve helped our clients realize their true digital marketing potential.

Get more out of your marketing cloud. Here are five real-life success stories from our own client work. Whether new to the platform or years in, we hope they help you see (with a little expert support) opportunities to optimize your investment in SFMC are ready and waiting.



CASE: ESP MIGRATION OVERCOMES SECURITY CONCERNS, DRIVES CTR

A well-established American bank holding company with over 700 branches was migrating its email services to Salesforce Marketing Cloud (SFMC). To ensure the success of this migration, a registered Salesforce partner would prove essential to accommodate the following:

- Data and security requirements
- Specific reporting needs
- Strategic advisement with email marketing

SOLUTION

RRD stepped in to address security concerns, first and foremost. It did so by building extra quality assurances and data safety protocols into each of the client’s email marketing campaigns. RRD also offered SOC 2 compliance to ensure adherence to changing legal requirements. Additionally, new responsive email templates with sophisticated designs (utilizing dynamic content) were created to increase both the number and quality of campaigns launched.

Thanks to its rich SFMC expertise, clear communication, and emphasis on data safety, the client viewed RRD as more than a vendor, but a trusted advisor. This earned trust enabled RRD to leverage insights that led to highly targeted messaging and improved email subscriber engagement:



40%

lift in mobile open rate
(20% lift overall)



10%

lift in mobile click-through rate
(5% lift overall)



Increase in total number of email campaigns from 100 to 700 per year





CASE: OPTICHANNEL CAMPAIGN LEANS ON EMAIL TO INITIATE NEW MARKET AWARENESS

As one quick-service restaurant (QSR) chain continued to expand across the United States, driving awareness, excitement, and involvement in new markets became one of the brand’s primary goals. To achieve this, the QSR collaborated with RRD to design an optichannel approach to engage local subscribers prior to new store openings.

SOLUTION

RRD developed an optichannel engagement campaign to 1) excite potential customers and 2) maintain their interest leading up to (and after) the opening of a restaurant in their area. The campaign rolled out in three distinctive phases, driving interaction via email, online, at home and in-person.



Email. Introductory emails were sent to the target audience announcing a new location and extended an invitation to attend a pre-opening event. The email included a call-to-action that drove subscribers to a custom landing page with several options to RSVP. Technical components included:

- Fully-responsive email design
- HTML production and AMPscripting
- Deployment via Salesforce Marketing Cloud (SFMC)



Web. The RSVP landing page provided subscribers with real-time availability for the event. Once the user selected a time and party size, a personalized confirmation page appeared containing the selected date and time, number of guests, as well as an interactive map of the new restaurant location. Development components included:

- Fully-responsive web page design
- HTML production and AMPscripting
- Integration with SFMC



Direct mail. Responders who were confirmed to attend a “Sneak Peek Training Meal” event received a letter package with golden hot dog tickets for each person in their group. Those unable to attend received two coupons in the mail, redeemable after the restaurant opening.

CASE: DISTRIBUTED SENDING SOLUTION EMPOWERS FRANCHISEES TO CREATE, CUSTOMIZE, AND DEPLOY TARGETED EMAILS

One of the world’s largest providers of automotive aftermarket services was utilizing third-party email solutions from multiple SaaS CRM firms. Because of this, there was not a master data source and messaging did not always follow brand standards.

This decentralized marketing approach resulted in a major disconnect between local and national campaigns — potentially jeopardizing brand integrity. Additionally, franchisees were not able to use local marketing funds provided by corporate, so they were spending money out of pocket to meet their unique local email marketing needs.

SOLUTION

With the client needing to eliminate this cost to the dealers and create a standardized process for both national and local campaigns, RRD recommended leveraging a single platform: Salesforce Marketing Cloud (SFMC).

Putting this recommendation into practice, RRD created a distributed sending solution that seamlessly integrated with the platform. This solution allows for franchisees to create, customize, and deploy targeted email communications on a local level. These emails benefitted from heightened customization via AMPscript — SFMC’s proprietary scripting language for advanced dynamic content in emails, landing pages, SMS, and push messages. AMPscript is used to:



Personalize emails using subscriber or contact data



Create complex, highly dynamic emails using conditional logic



Clean and format data



Add real-time information to emails such as date or time



Track impressions

Also built within the solution is CAN-SPAM compliance, which enables recipients to manage their own subscription through a single preference management center.



On average, RRD reviews and deploys over 30 different email campaigns per month for this client. Since the program began,



the client has realized a daily open rate of 32% with a 4.9% conversion rate.

Based on these findings the tool has generated an estimated incremental ROI of 457%.

RRD has also helped streamline the scheduling process for its customers, as each email now includes a direct link to an online appointment booking tool.



CASE: CONTACT STRATEGY REDUCES DEFECTION IN KEY SEGMENT, INCREASES CROSS-SELLING

For one large banking institution in the United States, the launch of a program targeted toward its affluent “Priority Banking” households stalled due to a number of persistent challenges including:

- Marketing communications not integrated or coordinated
- Lack of ability to ensure relevant messaging reached customers
- Most valuable customers not treated as such
- Measurement focus placed on product versus the customer

SOLUTION

RRD developed a contact strategy to drive marketing contacts. Building blocks of this strategy included RRD-led:



Salesforce Marketing Cloud (SFMC) implementation and management



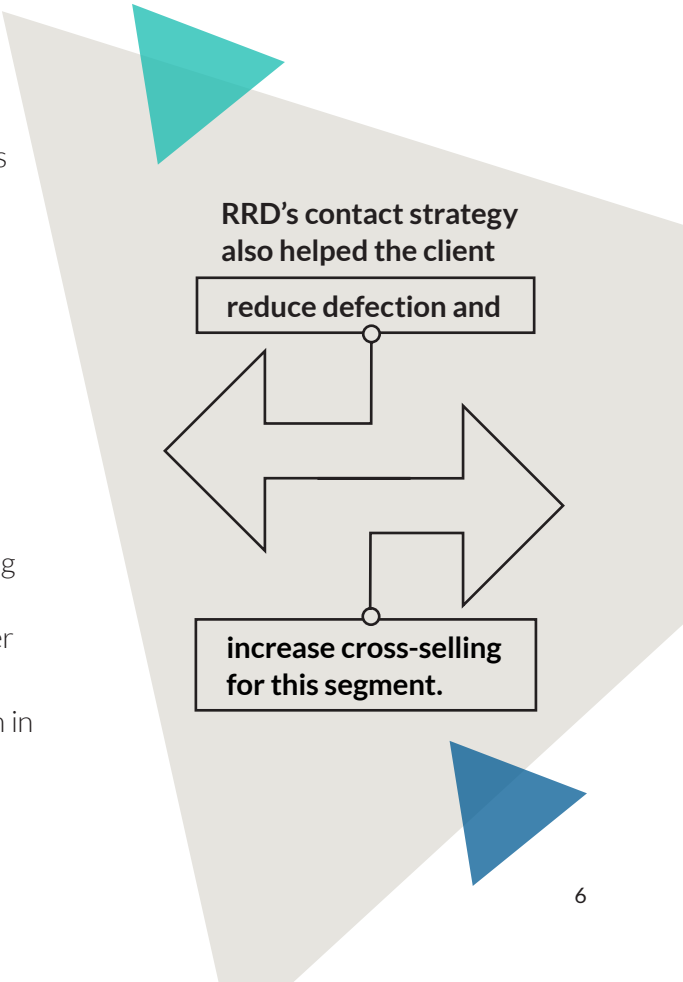
Activation of SFMC automated trigger campaigns



Design and production of both direct mail and email

In execution, RRD segmented customers by current and potential value, setting segment objectives for spend, frequency and channel. This work effectively helped determine the most relevant message and integrated automated trigger campaigns to identify customers most likely to defect or open a new account.

In the end, segmentation produced an ROI of over 400% and over \$3.5 million in incremental margin.



CASE: LONG-TERM EMAIL SOLUTION ENGAGES AUDIENCE WITH RELEVANT, PERSONALIZED APPROACH

Seeking to become more relevant to its customer base through personalization, one of the world's largest sportswear manufacturers needed a strong, strategic email marketing partner with a long-term solution to help them evolve.

Ultimately, this partner would be called upon to provide expertise in data management (integration, hygiene, and enhancement) and insights (customer profiles, predictive targeting, contact strategy and business intelligence) to help this global brand:

- Increase customer engagement
- Maximize email marketing ROI
- Effectively leverage data management and insights

SOLUTION

To fully migrate the client to Salesforce Marketing Cloud (SFMC), RRD activated its proven migration framework for enablement and deployment. Consisting of four phases (i.e., design, build, deploy, close), this project methodology of implementation served to align the client's business with its technical needs.



Design phase: Includes all project setup and solution design activities documented through a SFMC blueprint.



Build phase: Uses the SFMC blueprint as the basis of all activities in this phase, in which the SFMC support team sets up and configures the application as defined in the blueprint.



Deploy phase: The RRD project team partners with the client to complete all necessary pre-deployment testing activities, ensuring proper rendering and inbox delivery.



Close phase: Following successful execution of a send, the team reviews the engagement with the client, confirms all deliverables are met, completes and presents all final documentation, and formally closes the implementation phase of the project.



Following a successful implementation, RRD developed a contact strategy, which affords the client an analytic instrument to optimize customer communications and marketing budget, while increasing relevance with customers. The result?

Email campaign deployments achieved a delivery rate of 99%, bounce rate of less than 1%, an open rate of 14% and a click-to-open rate just under 10%.

The client realized a 7% growth in email sends that resulted in a nearly 20% increase in revenue.

DRIVE MAXIMUM VALUE FROM YOUR SALESFORCE INVESTMENT

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When you work with us, you realize a higher and faster
return on your platform investment.



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strategic SFMC services.

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