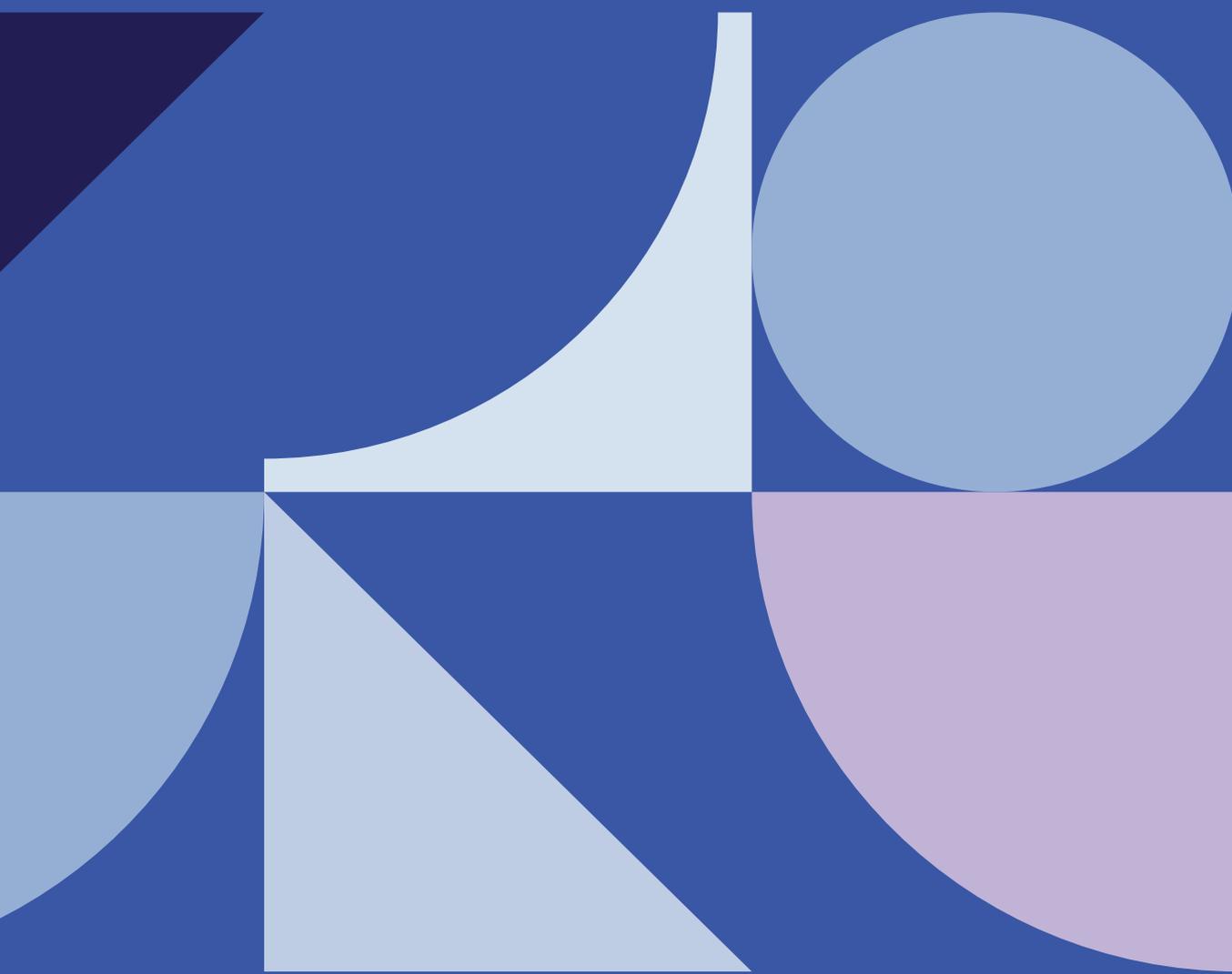


The Salesforce logo, consisting of a blue cloud shape with the word "salesforce" in white lowercase letters inside.

PARTNER

zensar

An abstract graphic composed of several overlapping geometric shapes in various shades of blue and purple. It includes a large light blue circle, a dark blue triangle, a light blue curved shape, a purple semi-circle, and a light blue triangle.

Brochure

Why Salesforce Marketing Cloud?

Based on your specific needs, you can take advantage of various integrated solutions that Marketing Cloud offers, such as Journey builder, Email Studio, Audience studio, Mobile Studio, Social Studio, Advertising Studio, Datorama, Interaction Studio, Data Studio and Pardot.



We, at Zensar, help you use Marketing Cloud to:

Know your customers better by connecting marketing data across multiple sources. This helps in building a unified customer view to understand your customers in-depth and create effective segmentation.



Design AI-based personalized user journeys by leveraging Einstein to orchestrate every interaction using the power of AI. Einstein helps identify intent, personalize the communication accordingly and helps delivers them in a trusted way.



Keep your customers engaged through the entire journey through two-way communication. Marketing Cloud allows for two-way interactions and dynamically deliver the next best action through the journey.



Use data-driven integrated impact analysis to measure and optimize your efforts across channels and integrated systems such as Google Analytics 360. This can help measure the effectiveness of your marketing campaigns and derive insights to refine future efforts.

Why choose Zensar for your Marketing Cloud needs?



Experience

with over 10+ years of successful Salesforce delivery



End-to-end partnership

with capabilities across every phase of your transition – from architecture, integration to implementation and sustenance



Deep subject matter expertise

with our team of experienced certified Marketing Cloud consultants and developers

We help bring in optimizations with our add-on value enablers

At Zensar, we enhance your experience with Salesforce Marketing Cloud using tools and solutions built to fill in gaps and add value to your marketing efforts.



Industry tailored segment templates

Our industry templates are built on industry-based data points to help define your customer segments accurately. They can help improve your CTR (Click Through Rates) by around 3%, lower unsubscribe rates and increase conversion rates by around 22% through our industry-tailored segmentation templates.



Universal Subscriber deDuplicator

Duplicate and inconsistent contact details is one of the recurring issues while running campaigns different marketing platforms. The Universal Subscriber deDuplicator ensures that no subscriber is sent unnecessary multiple or duplicate campaign messages, improving your user experience by around 30%



Here's how Zensar transformed Email, Social and Customer Engagement, increasing sales by 30%, for a leading American consumer electronics manufacturer specializing in connectivity devices

Summary

Here are some of the activities we executed for the client:

- ▶ Email blast and email analytics
- ▶ Activity configuration and alerts
- ▶ Integration with social channels
- ▶ Content management and customer engagement

Business Challenges

-  Inability to support efficient purchase journeys for customers via their e-commerce channel
-  Inefficient customer engagement and support on social media channels
-  Inability to initiate and sustain email engagement for new and existing customers

Key impact



Solution Highlights

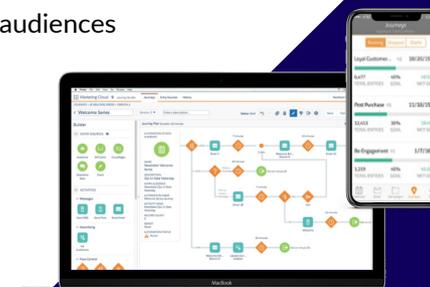
-  Implemented email blasts based on customer segmentation
-  Implemented customer action tracking to gain visibility on key metrics tracking for email analytics to measure and improve efforts
-  Implemented activity configuration with Automation Studio
-  Integration of social channels with Social Studio
-  Enhanced customer engagement through predictive marketing, by delivering relevant content and promotional offers, and sharing recommendations based on purchase history

Platform



Value Delivered

-  12% increase in customer satisfaction through quick engagement on social media
-  30% increase in revenue bought in by sales/marketing teams
-  22% reduction in CPA (cost per acquisition) through targeted audiences



zensar

An  RPG Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: velocity@zensar.com | www.zensar.com

