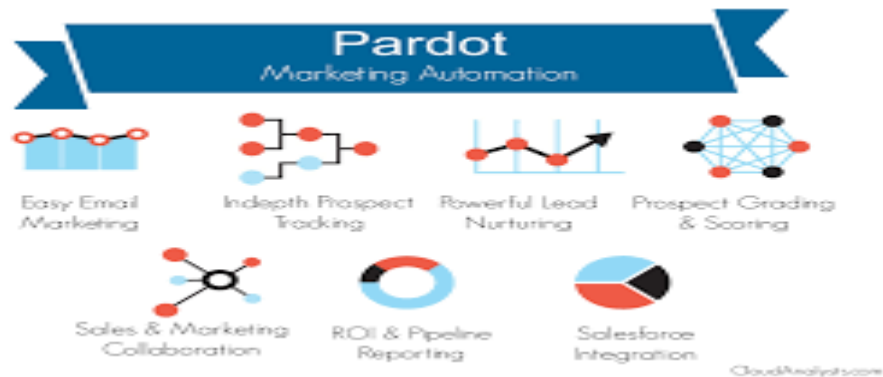


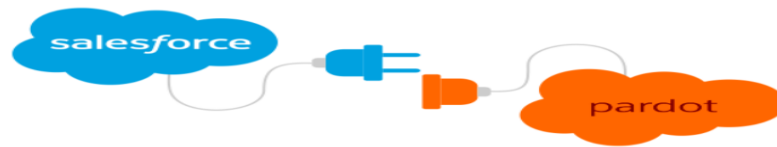
Salesforce Pardot Cloud Case Study



Use Case 01

Major Challenges	Scope of Project	Outcome
Implementation of Pardot System.	To create Leads in salesforce	Worked to develop an easily manageable sales System to create Leads, accounts, Contacts and Opportunities using Salesforce sales cloud.
Integration done through enablrix, pandadoc, brighttalk was quite challenging	To convert Leads into Account, Contact and Opportunities.	Worked on creating a system to project revenue every month based on annual revenue
	To calculate the projected revenue.	Integration with 3rd party apps: An out-of-the-box connector available for managing meetings, seminars etc. Social media connectors also available.

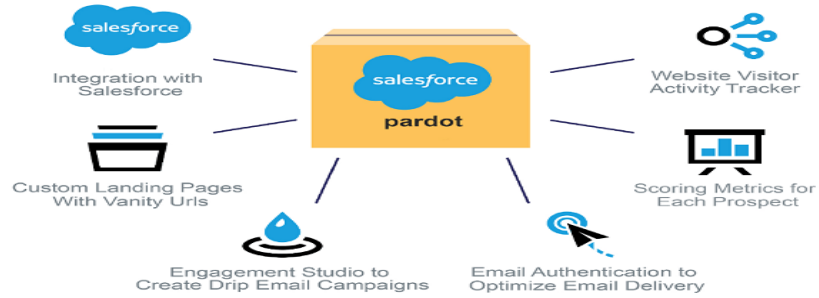
Cloud Certified



Use Case 02

Major Challenges	Scope of Project	Outcome
<p>Create and implement Content and influencer marketing strategies to increase awareness and gain share of voice.</p> <p>Implement a website redesign to deliver > 30% increase in lead conversion and improve the customer experience.</p> <p>Optimize a digital marketing to grow the business through an increase in lead generation</p>	<p>Deliver an automated, self-service experience to remove unnecessary human intervention.</p> <p>They build a perspective patient and HCF communication funnel to marketing automation.</p> <p>Create a custom format in Pardot that routes directly to customer service or field sales team right away.</p> <p>Reduce case management time for prospect by 50%.</p>	

Cloud Certitude



Use Case 03

Major Challenges	Scope of Project	Outcome
<p>Their Business was siloed and had trouble getting 360-degree view of customer.</p> <p>They wanted to expand from a boutique manager to a lead brand in wealth management.</p> <p>They were looking for a more data driven while also lowering the threshold for customers to get in contact with him. Before Pardot it is very difficult for customer to raise their hand to let formuesforvaltning know they were interested.</p>	<p>Automate lead capture, and handoff only passing qualified lead to advisor team.</p> <p>Engage with prospects at the moment of interest.</p> <p>Personalize client conversation</p> <p>And digital engagement based for marketing insights.</p>	<p>Understanding marketing insight from the first click to becoming a client.</p>

Cloud Certitude