



THREEBRIDGE

SALESFORCE PROJECT BRIEF

Our client, a large automotive parts provider, needed an updated email solution with modern marketing automation capabilities to engage with their most loyal customers.

CLIENT CHALLENGE

The client needed to launch and support loyalty program customers with digital engagement tools including email to drive program engagement.

OUR SOLUTION

ThreeBridge brought marketing leadership and Salesforce Marketing Cloud expertise to support the implementation & transition to Marketing Cloud. The client has continued to trust ThreeBridge to provide ongoing support, Marketing Cloud leadership, and campaign execution.

RESULTS

Salesforce engagement leaders considered the implementation one of the smoothest and most successful that year. Our team came in on budget and one month ahead of schedule in delivering efficient and collaborative Marketing Cloud support, enabling the client to increase customer acquisition and retention.