

CriticalRiver Helps a Leading US Home Security Company Elevate Marketing Productivity with Advanced Cloud Solutions



The Customer

The company, a leading player in the home security sector, is a subsidiary of a major regional service organization in the United States. It recently expanded by acquiring a top smart home security firm, aiming to become America's most trusted provider in this domain.

The Challenge

The firm aimed to enhance marketing outcomes and streamline operations by integrating diverse data sources into the marketing cloud platform. This integration included customer information from various systems like CRM. The project involved Marketing Cloud implementation, SAP configuration, reply mail management, and setting up multiple business units without a parent Business unit. Tailored journey solutions were devised to bolster customer relationships.

The Solution

The seasoned Marketing Cloud team at CriticalRiver worked closely with the client to transition 13 email templates from HubSpot to Marketing Cloud. Initiating from scratch, the team established Marketing Cloud, integrated it with Salesforce, and managed all marketing assets within the platform. Key aspects of the solution included:

- Enabling Business Units and creating child Business Units as per client requirements
- Developing customer journeys integrated with Salesforce actions
- Customizing Marketing Cloud-Salesforce sync to complement existing CRM workflows
- Designing personalized Email Templates compatible across platforms, including Outlook
- Setting up an Unsubscribe Page
- Creating automations for data segmentation aligned with business goals

The Results

CriticalRiver's strategic implementation and development of Marketing Cloud significantly bolstered the client's market position. The automation of processes and data integration led to enhanced planning, budgeting, and reporting capabilities.

- Enhanced quality of data acquisition
- Accelerated sales growth and improved client services
- Comprehensive insight into business performance
- Doubled the operational efficiency of the business

Impact Delivered

- 70% Enhanced Quality of Data Acquisition
- 80% Accelerated Sales Growth and Improved Client Services
- 100% Doubled the Operational Efficiency of the Business

Solution Components

HTML, CSS, MSO Code, Email Templates, Amp script, SQL, Marketing Cloud, Salesforce Sales Cloud CRM, Automations, Journeys