

Industry - Distribution (Electrical)

Products Used - Marketing Cloud Account Engagement
Salesforce Inbox
CRM Analytics









Industry

Distribution (Electrical)

An electrical distributor that provides quality products, material management solutions, and industry expertise to tens of thousands of customers in the construction, industrial and utility markets.

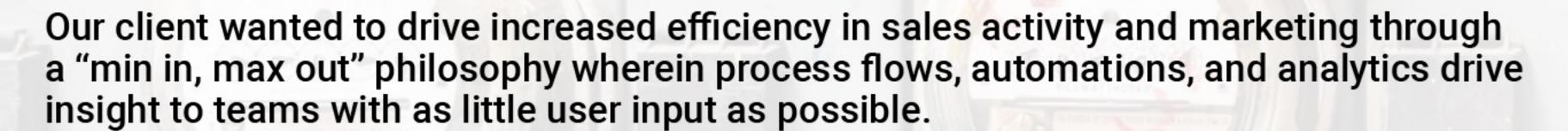
Products Used

Marketing Cloud Account Engagement

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Challenge A



Strategic goals included:

- Embracing marketing automation, facilitating better lead management, drip campaigns, and timely outreach
- Gaining visibility with analytics, empowering sales to drive goals account targeting and KPI tracking
- Centralizing content management, making it easy for Sales, Marketing and leadership to view critical data and selectively use content to communicate with customers

Value Delivered



Gerent implemented Marketing Cloud Account Engagement, CRMA, and Salesforce Inbox to:

- Deliver a streamlined lead process that facilitated targeted outreach and lead-sharing between Marketing and Sales
- Create a solution that allowed the distributor to take key factors (e.g., sales, vendor, product category, industry) into account when defining strategic sales targets
- Achieve critical business insights and drive productivity with CRMA and Salesforce Inbox



Gerent has empowered the distributor to:

- Create email and social drip campaigns, leverage partner content to generate leads, and convert "price-seekers" into customers
- Set targets flexibly by including variables like sales, account, vendor, product category, and industry
- Leverage deep analytics to identify patterns in sales activity, track KPIs, and drive goals