



# Distributor

**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



CRM Analytics



Salesforce Inbox

## Challenge



Our client wanted to drive increased efficiency in sales activity and marketing through a “min in, max out” philosophy wherein process flows, automations, and analytics drive insight to teams with as little user input as possible.

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

## Results



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