



Manufacturer

Industry - Manufacturing (Construction Materials)

Products Used - Marketing Cloud Account Engagement
Sales Cloud





Industry

Manufacturing (Construction Materials)

Our client is one of the foremost providers of roof and wall-building materials in the United States, producing a wide variety of products to suit every project.

Products Used

-  Marketing Cloud Account Engagement
-  Sales Cloud

Challenge



Our client sought to break down administrative silos and facilitate proactive, efficient marketing + sales operations.

- The manufacturer lacked the digital infrastructure it needed to efficiently qualify & nurture incoming leads
- With limited market visibility, the company missed opportunities to capture leads
- Marketing and sales operated within distinct systems, hindering communication + collaboration
- The manufacturer couldn't effectively capture pipeline opportunities or track third-party interactions

Value Delivered



Gerent implemented Marketing Cloud Account Engagement and Sales Cloud. Additionally, our team:

- Conducted demo sessions to gather (and apply) user feedback prior to go-live
- Migrated data from legacy systems into Sales Cloud to create a single source of truth
- Provided “train the trainer” services to kickstart end-user education

Results



By project completion, the manufacturer could:

- Leverage a unified sales and marketing platform
- Capture and proactively engage leads
- Facilitate seamless collaboration across marketing & sales teams