

Solutions Brief

Salesforce Marketing Cloud

with BlueConic

Growth-focused marketers drive smarter customer engagements with Salesforce Marketing Cloud & BlueConic.

Salesforce Marketing Cloud is great for campaign management, but marketing clouds can't keep up with the speed of customer interactions. It's what led to CDPs in the first place. Industry analysts and, most importantly, our customers agree that Salesforce Marketing Cloud falls short on providing bespoke experiences across the customer journey, ultimately only pushing outbound campaigns that don't account for real-time customer behaviors and actions.

Without a pure-play customer data platform to power these legacy technologies, you're stuck with another campaign tool that relies on manual uploads and business rules, making it slow and inflexible. Not to mention you're likely working off outdated and incomplete data.

But you don't have to rip out your tech stack to make progress. BlueConic ingests profile data from across your stack into rich and persistent customer profiles, which can fuel Salesforce Marketing Cloud, including Journey Builder, with the comprehensive, individual-level event data its missing to deliver optimal experiences. In this context, an "event" is a time-based behavior or action associated with an individual customer or prospect.

You'll finally be able to execute highly relevant marketing programs through Salesforce Marketing Cloud with personalized interactions on-site and in email that your customers will love. And, unlike other CDPs, you can manage all of your use cases in a single, marketer-friendly UI.

What sets BlueConic's Salesforce Marketing Cloud Connection apart?

You depend on Salesforce Marketing Cloud to execute your marketing programs. Power it with the leading CDP to use the most relevant data and deliver the right experience. With BlueConic's Salesforce Marketing Cloud Connection you can:

- **Enrich BlueConic profiles with data from Salesforce Marketing Cloud and vice versa.** Push lists for triggered emails, configure segmentation or profile properties to automatically send to Salesforce Marketing Cloud, and import Salesforce Marketing Cloud data about your customers into BlueConic.
- **Send event data captured in BlueConic to Salesforce Marketing Cloud.** Export BlueConic Timeline events such as order, subscription, and abandoned cart events into Salesforce Marketing Cloud to deliver personalized and relevant messages to your audience at the right moment.
- **Import Salesforce Marketing Cloud events into BlueConic.** Import engagement events such as email opens, sends, and clicks from Salesforce Marketing Cloud into the BlueConic Timeline for a 360-view of all events at an individual customer level. Leverage the comprehensive data in BlueConic to more effectively target customers in other systems, refine segments, or do advanced analytics.
- **Interact with your email recipients with relevancy on-site, and in their inbox.** By taking Salesforce Marketing Cloud data into BlueConic, you can individualize their experience on-site or in-app.
- **Send profile data to update audiences in Journey Builder.** Automatically add or remove profiles from customer journeys in Journey Builder based on up-to-date customer data from across your tech stack.
- **Automate your Salesforce Marketing Cloud Connection.** Our customers have dozens of use cases and extensions through Salesforce Marketing Cloud. Our automation eliminates the need for manual setup.



Get More Utility Out of Your Event Data with BlueConic

Now that you know the basics of our Salesforce Marketing Cloud Connection, let us show you how BlueConic's event architecture enables you to get more utility out of your event data, and why that means better results in Salesforce Marketing Cloud.

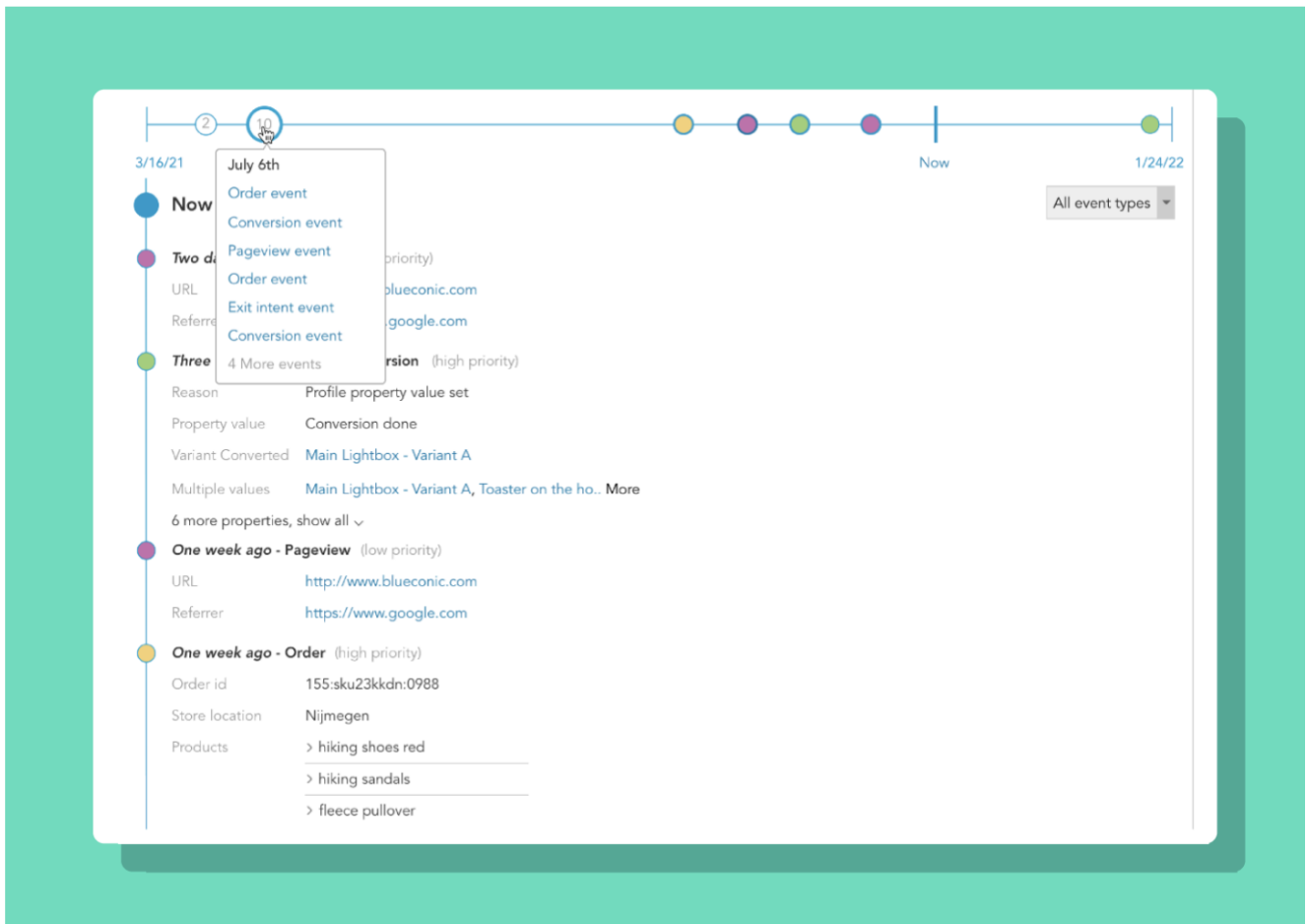
BlueConic Timeline Events Architecture

In addition to storing structured and unstructured data about a customer in profile properties, BlueConic can store events such as product orders, page views, clicks, offline purchases, and more. We call these BlueConic Timeline events.

What You Can Do with Event Data

Storing relevant customer events in a profile-based database enables business teams, such as marketing and ecommerce, to generate more valuable customer insights and orchestrate more personalized experiences. For instance, with BlueConic Timeline events, business users can:

- Improve product and content recommendations by analyzing which products have been purchased, both by the current profile and overall statistics for products purchased by others.
- Deploy customer lifetime value (CLV) and recency, frequency, and monetary value (RFM) models to calculate customer scores and predict revenue for individuals over time
- Provide in-store associates or customer support agents with segments to identify and assist high-priority shoppers
- Compare and contrast customer segments to learn where (i.e., specific channels, online vs. offline) and when (e.g., time of day, immediacy following email click-through) they buy and what factors (e.g., individualized homepage experience) influence purchases
- Orchestrate intelligent lifecycle messaging that benefits both the customer (e.g., offers for products related to ones previously bought, suppressed promotional messaging to high-frequency shoppers) and business (e.g., greater customer loyalty and revenue).



What Sets BlueConic Timeline Events Apart

While some CDPs can ingest massive amounts of event data, it can be like drinking through a firehose. Marketers are left with a bloated data set that just creates more noise than signal. In BlueConic, event data can be assigned a “high” or “low” priority, so minor events that may lose value over time can be automatically removed from the profile to increase performance.

Unlike BlueConic, CDPs with event-stream databases lack the ability to easily and flexibly assign the data to a profile value, making it difficult to keep persistent, cross-channel customer records. On the other hand, CDPs built on relational databases lack the architecture to ingest a diverse set of event data from other systems - and adding new systems or sources of data require heavy technical involvement.

BlueConic Timeline events allow you to ingest and store all your relevant event data in profiles, model that data using our out-of-the-box machine learning algorithms (that can be inspected and modified), and activate it across multiple channels, all in real time. This leads to personalized and timely campaigns your customers will love and saves countless hours for you and your team.

Conclusion

Salesforce Marketing Cloud wasn't designed to collect and activate diverse event data in real time. However, with BlueConic Timeline events, marketers can power their campaigns with real time event data from any system. BlueConic serves as the brain behind the campaign management executed in Salesforce Marketing Cloud. Event data generated from customer interactions with your Salesforce Marketing Cloud campaign are then exported to BlueConic profiles, creating a flywheel of event data insights and activation.



Thank you

BlueConic Inc.
+1 (888) 440-2583 • info@blueconic.com
www.blueconic.com