WalkMe ensures digital ROI with help from Sprinklr's Modern Advertising & integrated Salesforce first-party data

(08/13/19 – 09/13/20)

442
work days saved from automated workflows

794+
automated reports sent to senior leaders

100+
ads created in the time it previously took to create one

CUSTOMER OVERVIEW

WalkMe pioneered the Digital Adoption Platform (DAP) to empower business leaders to realize the promise of their technology investment by transforming the user experience in today's overwhelming digital world.

WalkMe provides executives with visibility into digital usage, increases employee efficiency and productivity, and successfully guides organizations through digital transformation. WalkMe's DAP is used by over 2,000 enterprises across all industries.

CHALLENGE

While WalkMe's data-driven approach is a key ingredient to its success, it led to a significant amount of manual work that wasn't scalable. WalkMe's two paid media leads **found themselves drowning in a sea of segments for small audiences and spending days crafting personalized messaging** for each custom list.

WalkMe worked with Sprinklr's development team over the course of several months to configure custom features for its team – specifically a tailor-made Salesforce integration with LinkedIn-related features.

"Everything comes together with the Salesforce integration. The rule engine, tagging, and macros become so much more powerful when you integrate offline events from a CRM. It is a completely different world between what you can do with it versus without it."

ASHER YIFTACHEL
Head of Paid Acquisition | WalkMe™
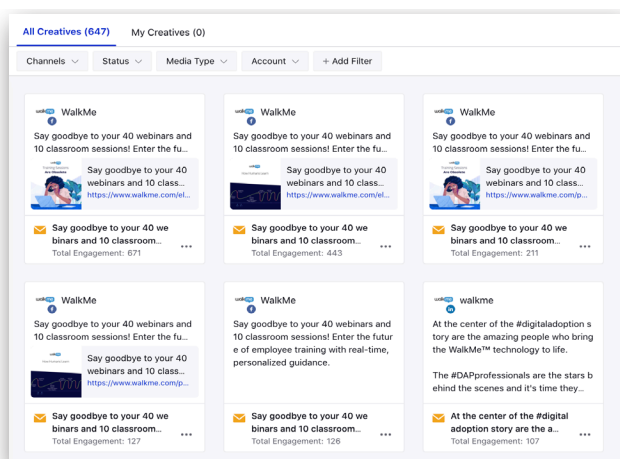Software Technology
Tel Aviv, Israel
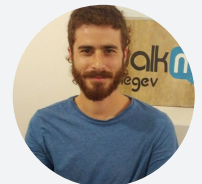
SOLUTION

Modern Advertising

Modern Engagement

- WalkMe delivers personalized, compelling content for target audiences based on customer journey stages at scale by **leveraging the Salesforce integration**.

- The ability to drill down based on **CPL, CPM, and MQL tags from Salesforce directly within Sprinklr** allows WalkMe to discover opportunities at a much faster rate.

- Creating ads in bulk with dynamic parameters for LinkedIn **decreases the cost per action and speeds up the process** of getting campaigns in market.

- Automation and workflows continuously **increase productivity and drive real-time collaboration across teams.**

- The Modern Advertising bulk-editor capabilities and workflow macros **eliminate days of work with a simple click of a button.**

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