

How do you streamline a marketing process that has more workstreams than it can count?

## Global Tobacco Company



### Company Information

Consumer Packaged Goods

**New York, NY**

Headquarters

**80K+**

employees

**\$18.1B+**

(USD) 2017 revenue

**1874**

Company Founded

### Challenges

The multinational tobacco giant was seeking a more efficient way to manage its marketing efforts for its Reduced Risk Products, including IQOS and Mesh.

### Solution

They chose Sprinklr to help manage campaigns and content globally by standardizing its marketing approach into four key phases: Ideation, Planning, Production, and Measurement. Using campaigns, briefs, and content strategy capabilities within Sprinklr to ideate, the organization used the Planner for a single source of truth on global and local market campaigns and Sprinklr's workflows to standardize production. This brand also used reporting to access insights and results.

Features: Content Planner

### Business Value

The tobacco company has been able to simplify and standardize its campaign and content marketing approach across

**5 markets**

They consolidated its asset management onto Sprinklr and leveraged standardized reporting dashboards for visibility into performance

The company improved its collaboration across internal teams and two agencies, **gaining better efficiency and control**

