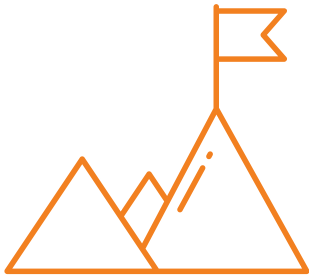




Case Study

Transformed CRM Capabilities, Increased Ad Sales for US-based Mass Media Conglomerate

The client is a US-based, multinational mass media conglomerate.



Challenges:

- No single platform for domestic and international lines of business.
- Spreadsheet-based forecasting, with no automated approval processes.
- Legacy Microsoft CRM system with limited capabilities to address new business needs.

LTI Solution:

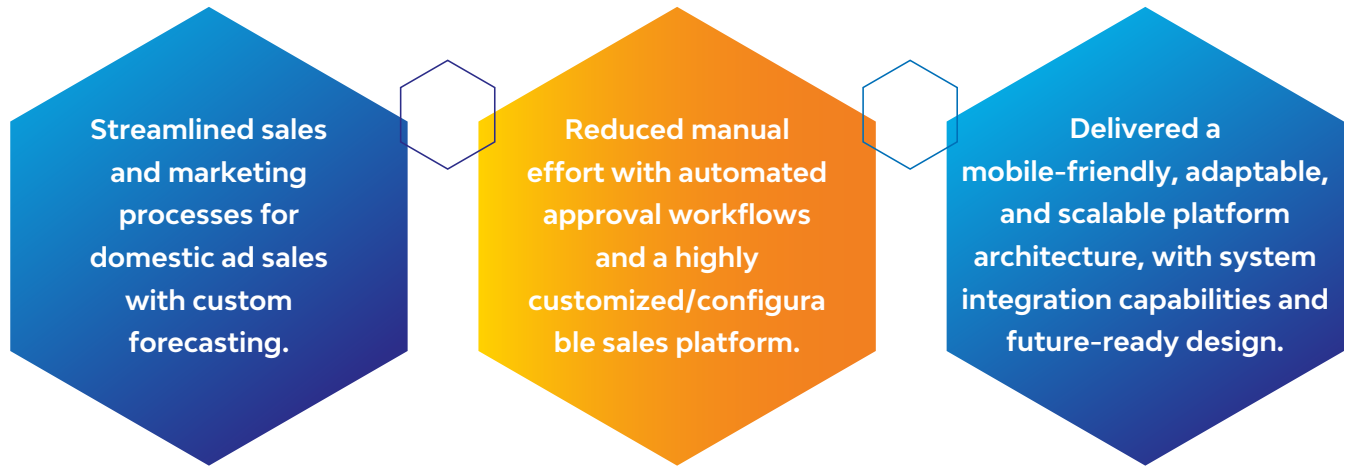
Deployed account contact and opportunity management capabilities on Salesforce Sales Cloud for domestic ad sales and international lines of business.

Implemented Pardot-based solution to capture the feedback from campaigns and link it back to accounts and customers.

Provided a custom forecasting solution for monthly data capture for each customer by revenue type, account group, and region, with features to sort data by advertiser group, brands, sales type, and revenue/incentive.

Enabled integration with Outlook and legacy applications for better revenue, signal, account, and contact management.

Business Benefits:



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