CUSTOMER STORY

Are you struggling with your marketing automation strategy? Is it set up to keep up with your evolving business? Allium helped a major health insurance provider upgrade from an outdated system to a fully integrated Marketing Cloud setup that flows through their Salesforce org, creating better visibility, intuitive workflows, and an effective marketing automation framework that grows with the business and its users over time.

💼 *TYPE OF COMPANY*
NATIONAL HEALTH INSURANCE PROVIDER

📍 *LOCATION*
MIDWEST, USA

CHALLENGE

Difficulty executing successful marketing strategies with an obsolete system and siloed business processes. Customer painpoints included:

- Trouble managing an outdated legacy marketing automation platform

- Disconnect between marketing activity and their Salesforce org

- Limited visibility and uncertainty of when and how to connect with their customers

- Unable to apply basic automations, campaigns, personalizations, or segmentations

- Lack depth and expertise related to Marketing Cloud functionality and capabilities

- Little governance over brand standards

ACTION

Improve marketing automation capabilities via Marketing Cloud and create a seamless connection to the customers' Salesforce workflows for full 360° customer view.

1 Migrate from existing legacy platform to Marketing Cloud

2 Integrate Marketing Cloud into Salesforce for more seamless activity across orgs

3 Set up automated customer journeys

4 Data cleanup + expand to other marketing channels, like social and SMS messaging

5 Establish branded templates to support automations, reporting and workflows

6 Provide training and best practices to maximize capabilities

RESULT

Allium helped the customer transition from an outdated marketing tool to a streamlined, connected system using Marketing Cloud and their existing Salesforce org. We brought the customer up to speed to meet today's needs, while also creating a path for growth, positioning them to tap into new Marketing Cloud capabilities as their business scales and their marketing automation goals evolve.

VISIBILITY

- Clear, streamlined processes that provide better connections with customers

- Better collaboration across the org, including strategy, workflows, and reporting

PATH TO GROWTH

- An established marketing automation practice informed by Allium best practices and training

- Empowered the customer to leverage the full capabilities of the platform as they grow

AUTOMATION

- Automated customer journeys
  - A/B testing
  - Nurture campaigns
  - Personalization

- Brand consistency

- Triggered communicationss, workflow and campaigns

Allium

★★★★★

5-STAR CUSTOMER REVIEW

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