Title

Marketing Cloud Feature Implementation for a Tobacco Manufacturer

Who is the client?

Synebo's client is a subsidiary of global leader BAT, operating in Canada. It's renowned for high-quality tobacco products. The company serves over 29,000 retailers, emphasizing the quality of products and recruitment and development of top-tier talent in a competitive market.

About the client	
Industry	Manufacturing
Headquarters	Montréal, US
Founded in	1908
Employees	500+
Start of the project	June 2023
End of the project	December 2023

The challenge

The main challenge presented by the client was implementing their SMS opt-in campaign within the Marketing Cloud platform. It revolved around three key areas:

1. Dynamic campaign triggering: The foremost challenge was to configure the Marketing Cloud system to automatically initiate the SMS opt-in campaign whenever a user updated or added a phone number. This required careful integration and real-time data synchronization to ensure prompt campaign activation.

2. Automated SMS opt-in process: The next hurdle was to develop an automated mechanism for dispatching SMS opt-in messages. This involved not only crafting the SMS content but also implementing an efficient, automated workflow to manage and execute timely SMS deliveries to the users.

3. Comprehensive reporting system: The final challenge entailed the creation of a detailed reporting system. This system is intended to effectively collate and present crucial data, including user opt-in statuses and SMS reception information, providing a holistic view of the campaign's reach and user engagement.

In summary, the challenge in enhancing their Marketing Cloud operations was multi-faceted, lying in the **development of an advanced reporting system for in-depth campaign analysis**.

Our solution

The solution by Synebo encompassed the following key aspects:

1. Integration of Marketing Cloud Connect with a journey: To capture user information updates, the team utilized Marketing Cloud Connect. This tool was integrated with a Journey, which was set up with a Salesforce Data Event as its entry source. This setup allowed for efficient tracking and updating of user information.

2. Incorporating AMPScript in email activity for API calls: The main challenge faced was the limitation of not being able to directly call AMPScript code in journeys. To overcome this, the team ingeniously implemented API calls by embedding AMPScript code in the excluded code of the email activity. This method enabled the calling of the SMS opt-in API as part of the journey, despite the limitations.

3. Creation of a custom automation for data collection: For the purpose of gathering both user and system data, a specialized automation was developed. This automation utilized SQL queries to link the necessary data, consolidating it into a report table. This approach provided a structured and efficient way to collect and analyze the required data.

In summary, our approach **ensured a seamless integration of various components to enhance the effectiveness of Synebo's client's marketing efforts.**

The result

The Synebo's client achieved several significant results as a result of our solution:

1. Multi-language SMS campaign: The integration and clever use of AMPScript in the email activity enabled the launch of a multi-language SMS campaign. This was achieved

without the need for additional integration on the Sales org side, streamlining the process and making it more efficient.

2. Detailed user reports: The custom automation developed for data collection allowed for the generation of detailed reports. These reports were specific to each user's phone number, offering valuable insights into user engagement and campaign effectiveness.

3. Increased efficiency: The automation and integration streamlined marketing efforts, improving the speed and effectiveness of campaign execution.

4. Better user experience: The multi-language SMS campaign provided personalized engagement, enhancing customer satisfaction.

5. Informed marketing decisions: Detailed user reports from the automation enabled data-driven strategies, optimizing marketing approaches based on user behavior and preferences.

In summary, our solution was centered around using the vast capabilities of the Salesforce Marketing cloud to enable for effective multi-language SMS campaign.

Innovative API use in email activity

Efficient user data capture utilizing Marketing Cloud

Advanced data reporting with custom automation using SQL queries