



SALESFORCE SERVICES

GENERATE FASTER RESULTS AND GREATER ROI FROM YOUR SALESFORCE MARKETING CLOUD

Many brands are making large investments in software as a service (SaaS) offerings to improve customer relationships, interactions and experience, but often they don't have the in-house resources to implement those platforms and get the most value from them. Are you having trouble realizing the value of your Salesforce Marketing Cloud investment? Are you struggling with limited in-house resources or personnel constraints?

Then turn to Acxiom's Salesforce Marketing Cloud implementation and services team. The combination of our skilled marketing consultants and practitioners with our strong data and identity heritage uniquely positions us to be a trusted advisor and extension of your marketing team. Our 50-plus years of experience have made us experienced marketing specialists. We're no jack of all trades. Rather, Acxiom is a master of one: helping you find and reach your marketing North Star.

Acxiom's certified team of Salesforce experts can assist in the implementation, operation and optimization of a variety of Salesforce Marketing Cloud offerings including Engagement (ExactTarget), Personalization (Interaction Studio), Salesforce CDP, Intelligence (Datorama and Tableau), and Account Engagement (Pardot). Our practice has a three-pronged foundation:



Our **data-first approach** helps you lower data costs tied to scalability issues as your needs grow and change. By providing the right data solutions and designs inside your Salesforce Marketing Cloud products, in the context of your entire enterprise data management solution, you can be confident that your marketing will achieve its goals.



Our **operational focus** ensures we solve today's problem with an eye towards tomorrow. This means that even during implementation, we're thinking about operational feasibility and efficacy to help you achieve your desired business results, so you can avoid costly rebuilds because someone was only thinking about getting the immediate job done and did not consider long-term feasibility and continuity.



Our **expertise and scale** provide flexibility in meeting resourcing needs as they change, particularly when increasing internal headcount isn't an option. Acxiom can augment your teams to provide deeper subject matter expertise, so you can scale capacity to handle new or fluctuating demands.

So if you aren't sure you are getting all the value and functionality from your Salesforce Marketing Cloud, a major investment for your organization, reach out to Acxiom and learn more about our proven team of Salesforce experts who have helped other clients maximize their marketing performance and value. We're easy to find: info@acxiom.com.

FOR MORE INFORMATION

about our solutions, visit acxiom.com or contact us at info@acxiom.com.