





Single customer view and marketing
cloud optimization



“Carnival Cruise have made a decision to optimize their Salesforce Marketing Cloud operation to further increase and drive digital transformation and improve efficiency in the marketing process and cultivate a multichannel customer experience. ”

Challenges

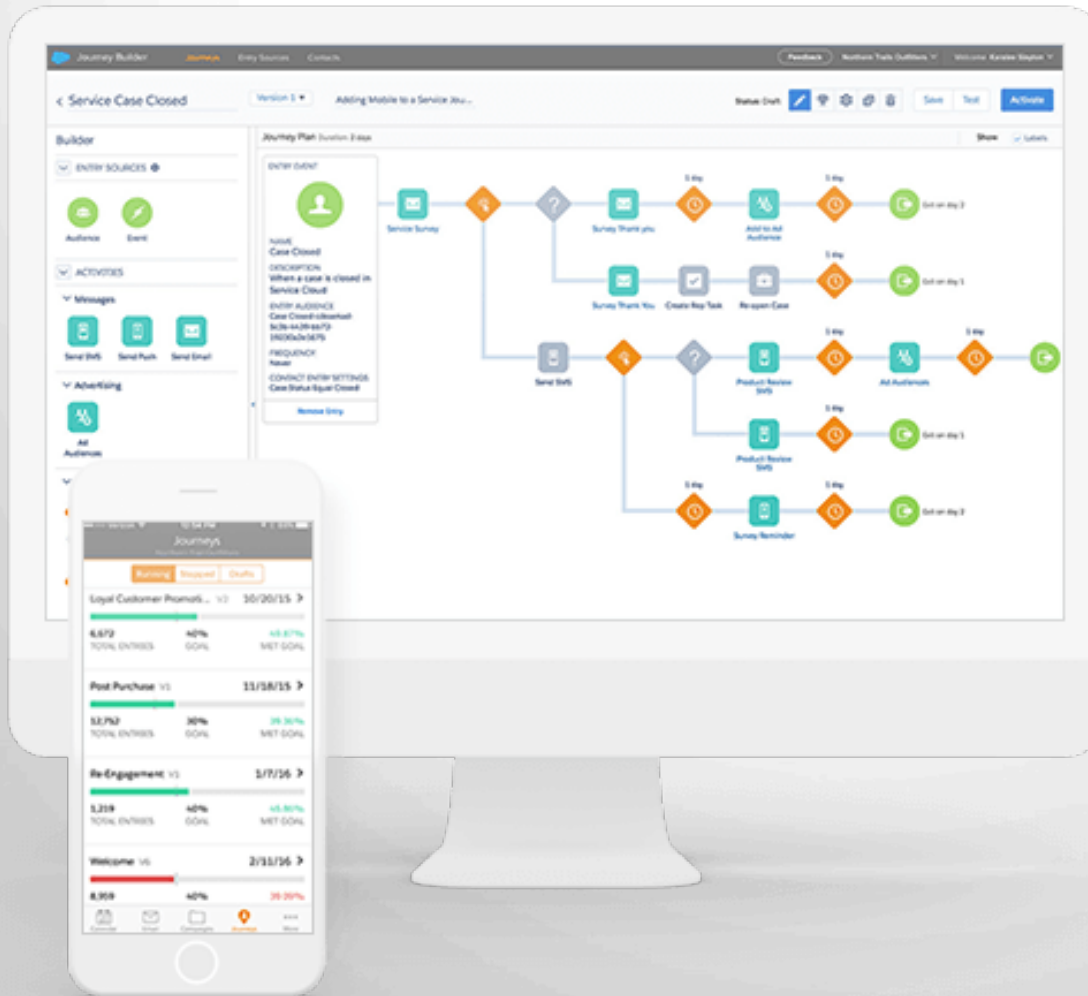
Carnival run their marketing initiatives on Salesforce Marketing Cloud but realized that they needed to optimize the processes to meet ever changing market demands.



- Focus on more automated sends
- Data model to reflect single customer view and consolidate data from different platforms
- Dynamic content – to provide deep personalization
- They also wanted to optimize their CRM data for lead nurturing and lead generation campaigns.

Results

Digital Aquila were able to showcase its knowledge of Marketing Cloud and simple solutions to address the needs were provided.

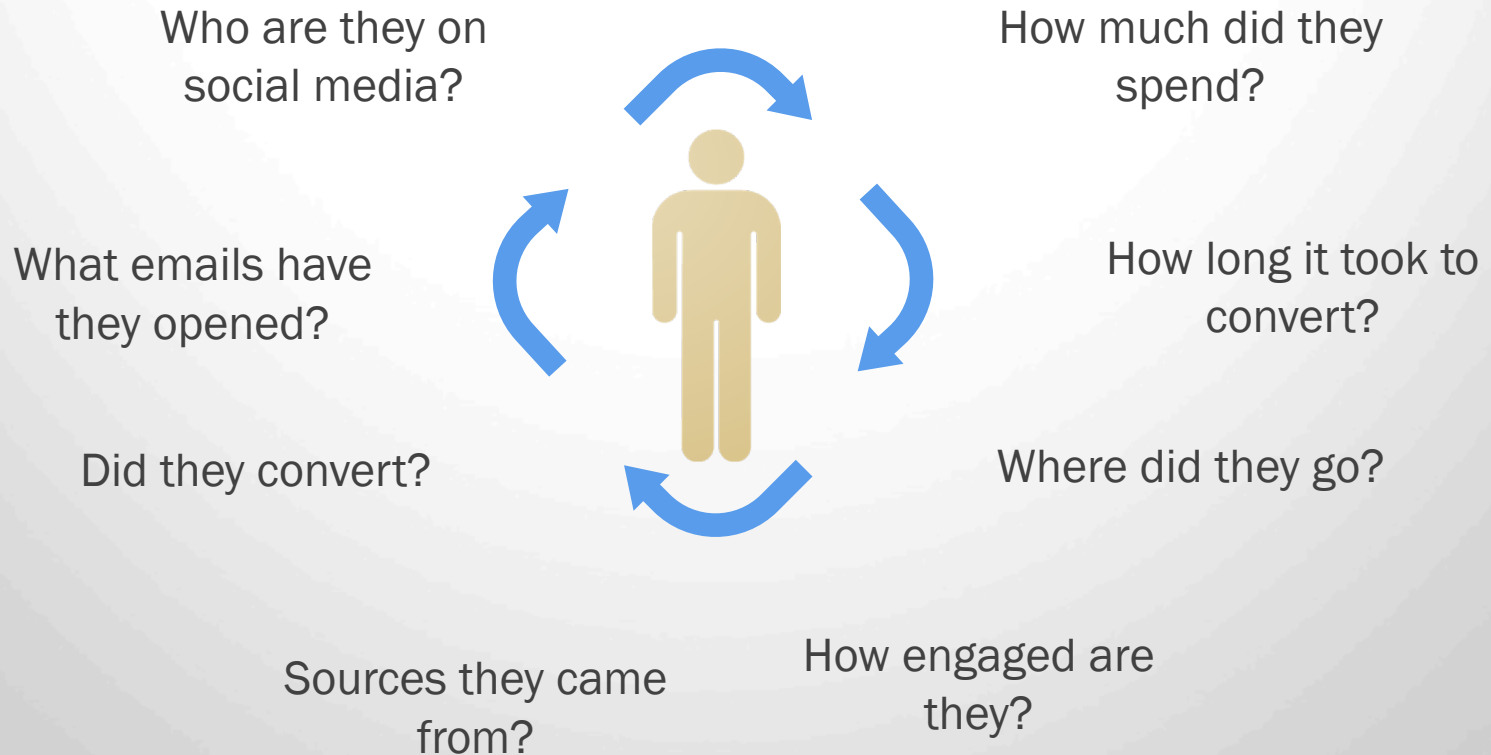


- We recreated existing emails and made them dynamic. New emails were designed using best practice responsiveness and branding guidelines.
- Automated sends, were modified to make sure they don't fail.
- New lifecycle marketing journeys were developed to be in touch with customers.
- Single customer view was built using data designer in Marketing Cloud

Single Customer View

Building valuable lead intelligence to your sales & marketing teams.

360° View of your subscribers





THANK YOU

DIGITAL
AQUILA

A large, stylized eagle head logo composed of colorful geometric shapes (triangles, squares) in shades of blue, green, yellow, and red, positioned to the right of the text 'DIGITAL AQUILA'.