

CASE STUDY

Azek Building Products engineers high performance building supplies including decking, trim work, railings, and more. They required a unified communication tool to better target their audience.

TASKS ACCOMPLISHED

- ★ Implemented Marketing Cloud account and built out multi-step Journeys inside of Journey Builder to properly leverage complex data sets.
- ★ Unified database of record to Salesforce.com in lieu of the disparate systems previously utilized.
- ★ Created a measurable outcome for the AZEK Marketing team to determine ROI and where to increase or decrease current spend levels.
- ★ Delivered customized HTML solutions.
- ★ Increased client efficiency by more than 150%.