

CASE STUDY

Helix is a genomics company that sequences its customers' DNA using saliva samples. Helix was looking to grow a partner network and required the robust testing and security resources provided within the Marketing Cloud.

TASKS ACCOMPLISHED

- ★ Successfully migrated several multi-step campaigns into the Salesforce Marketing Cloud.
- ★ Stood up a fully encrypted environment to aid in HIPAA compliance.
- ★ \$350,000 per year saved on marketing budget by unifying their strategy. Additional ROI to be realized with upcoming launch of partner portal.
- ★ Automated complex interactions and processes via Journey Builder.
- ★ Configured client account with “Multi-org Connector” to facilitate full end-to-end test capability within Client Sandbox accounts and ability to live migrate to Production.