

CASE STUDY

Stella & Dot produces high quality jewelry, bags, accessories, and clothing for trendy women. They required a unified communication tool to better target their audiences and allow personalized communication across the demographics.

TASKS ACCOMPLISHED

- ★ Created a measurable outcome for the S&D marketing team across all channels (PPC, ad spend, AdWords, ecommerce, marketing) to determine ROI and where to increase or decrease current spend levels.
- ★ Successfully migrated several multi-step campaigns into the Salesforce Marketing Cloud.
- ★ Developed multi-step/multi-channel Journeys to improve marketing efficiencies, increase ROI, and create targeted communication to their stylist network.
- ★ Implemented predictive intelligence features matching customer behavior to marketing efforts for a more personalized customer experience.
- ★ Integrated to native CRM.