

A LIFESTYLE MESSAGING SOLUTION DEPLOYED TO SCALE THROUGHOUT THE AFRICAN CONTINENT

AN ACCELERATION AND SALESFORCE MARKETING CLOUD STORY

THE CLIENT

A key player in the wine and spirits industry, Pernod Ricard South Africa promotes the group's international brands and manages local and regional brands like Red Heart Rum and Olmeca Tequila.

THE CHALLENGE

Create innovative messaging streams for the Pernod Ricard SA loyalty programme that not only evolve and scale in-country, but can also be deployed throughout Africa without having to invest from scratch each time.

- Messaging unique recipients according to their lifestyle category from within one template
- Encouraging recipients to enrich their profiles with data, thus allocating them a lifestyle category to deliver more value-added content
- The ability to report on the personalised recipients' content consumption at a granular level
- Automate birthday communications

THE APPROACH

- A content syndicated dynamic template, interfacing directly with the client's content producers
- Recipient enrichments communications configured via Journey Builder – the lifestyle segment calculations dependent on an enrichment algorithm, as per the customer journeys
- Triggered (date) journeys for Birthdays Data integration with the client's MDM layer (Master Data Management)

THE RESULTS

- A customer-enrichment messaging journey, deploying in real-time and completely automated
- Birthday emails configured to deploy on date of birth to all recipients
- Lifecycle category messaging, from a single dynamic template that syndicates real-time content from the content provider (in this case, Pernod Ricard's creative agency)
- Newsletter sent monthly to the lifestyle segments with content that is real-time and relevant to the segment

How could Acceleration's expertise in Salesforce Marketing Cloud work for your business?

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