



Optimize marketing investment and help drive profitable growth with Salesforce Marketing Cloud Intelligence

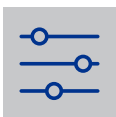


Marketers today are accountable for business outcomes and driving digital transformation. Pressure to deliver maximum impact with every marketing investment is increasing, and marketers need to be able to quantify the efficacy of their activities.

As the marketing ecosystem continues to evolve around the digital first customers, marketers now rely on a diverse marketing mix of channels led by their brand website, display advertising, email campaigns, programmatic advertising, social media, and a long tail of additional channels.

On average, marketers use twenty-four marketing and advertising platforms for their marketing strategies, and this requires an effective tool to optimize marketing campaigns, automate reporting and make data-driven decisions faster.

How Marketing Cloud Intelligence and KPMG can help



Achieve comprehensive data
Connect and unify marketing data from every source into one view to understand consumer engagement across all channels



Increase ROI
Reallocate spend based on in-flight performance to increase efficiency



Speed to insight
Cut data preparation and reporting time by 80% and reinvest newfound time in testing and learning to gain insight

Top data challenges

No unified view of marketing activity

30%

of marketers face challenges with siloed data platforms, though the majority (53%) have adopted integrated intelligence platforms¹

Time spent consolidating data

30%

of marketers spend a week or more every month collecting, cleansing, and harmonizing datasets when time could be spent driving business value

Wasted marketing investment

43%

of marketing spend is wasted due to an inability to optimize channel spend and timing²

Source: [1] "Marketing Intelligence Report," Salesforce, 2021
[2] "Marketing Cloud Intelligence," Salesforce, 2021

KPMG can help companies adopt and effectively use Salesforce Marketing Cloud Intelligence

KPMG has a defined, tried, and tested Salesforce delivery model. We use an agile approach, customized based on the client/Industry, to retain flexibility and nimbleness as we work through Salesforce Marketing Cloud Intelligence planning and system configuration options. We aim to strike the right balance between efficient and effective agile delivery and quality safeguards and controls.



The KPMG difference

We go beyond initial strategy and implementations to long-term optimization, analytics, campaign management, and other offerings to help clients use Salesforce Marketing Cloud Intelligence to its fullest potential.

We lock arms

Our approach is to collaborate and work with you rather than simply execute.

Focus on success

We're focused on driving business outcomes and best-of-breed marketing strategies, not just IT implementations.

Salesforce accredited Marketing Cloud Intelligence partner

We know Salesforce Marketing Cloud Intelligence, and we'll help you avoid common pitfalls and help enable a successful implementation.

Accelerators

Our demonstrated methods, assets, and tools accelerate value and reduce implementation time.

Why customers choose Marketing Cloud Intelligence

More than 3,000 leading global agencies and brands –including IBM, DWA, and Ticketmaster –use Marketing Cloud Intelligence to optimize marketing campaigns, automate reporting, and make data-driven decisions faster.



Marketing Cloud Intelligence is the smarter approach to unifying data. Now we can empower teams to be data-driven marketers. Before, it was all talk.

VP of Performance Marketing



Marketing Cloud Intelligence allowed us to surface deeper insights more easily, at scale, speed, and intuitiveness that was formerly impossible."

SVP of Process and Technology

Contact Us



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<https://www.kpmg.us/alliances/kpmg-salesforce/MarketingCloudIntelligence.html>

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