



# FROM CHAOS TO CLARITY: TRANSFORMING MARKETING AND SALES USING SALESFORCE PARDOT

**DATAMATICS**

## **About the Client:**

A global leader in lime and limestone solutions, this 150+ year-old manufacturer plays a critical role in serving industries such as steel, environmental, construction, and agriculture. With operations spanning Europe, North America, and Africa, the client delivers essential materials that support infrastructure and industrial processes worldwide.

## **The Challenges: Strategic Roadblocks in Marketing and Sales Alignment**

The client is facing several significant challenges that are limiting the effectiveness of their marketing and sales efforts. Their current use of Oracle Eloqua provides limited personalization and visibility, making it difficult to deliver tailored experiences to prospects. There is a clear disconnect between the sales and marketing teams, leading to misaligned strategies and missed opportunities. Additionally, the absence of real-time insights into lead interactions hampers timely and informed decision-making.

The organization also struggles with inefficient, duplicated efforts caused by fragmented and siloed data systems. Finally, the lack of proper campaign ROI attribution and tracking makes it challenging to measure performance and optimize future initiatives.

## **The Solution: Integrated Solution for Scalable, Data-Driven Marketing**

To address the client's challenges, Datamatics successfully migrated their marketing operations from Oracle Eloqua to Salesforce Pardot. As part of the transition, all digital marketing assets—including emails, forms, and landing pages—were completely rebuilt within Pardot to enhance engagement and functionality.

The team also redesigned automation workflows and lead scoring rules to improve lead management and prioritization. Pardot was seamlessly integrated with Salesforce Sales Cloud, providing the client with a unified view of customer data and interactions.

Additionally, a no-code, scalable framework was implemented to ensure future adaptability and ease of updates without reliance on technical resources.

## The Impact

### Real-Time Lead Tracking

Instant visibility into prospect engagement for quicker follow-ups

### Improved Lead Prioritization

Smarter lead scoring led to higher conversion rates

### Campaign ROI Visibility

Clear insights to measure and optimize marketing spend

### Cross-Team Collaboration

Sales and marketing aligned on a unified platform

### Personalized Campaigns

Dynamic content enables tailored audience messaging

### Enhanced Compliance

Improved data governance and regulatory adherence

# ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

## **FOLLOW US ON**



© Copyright 2025 Datamatics Global Services Limited and its subsidiaries (hereinafter jointly referred as Datamatics). All rights reserved. Datamatics is a registered trademark of Datamatics Global Services Limited in several countries all over the world. Contents in this document are proprietary to Datamatics. No part of this document should be reproduced, published, transmitted or distributed in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, nor should be disclosed to third parties without prior written approval from the marketing team at Datamatics.

website: [datamatics.com](http://datamatics.com)

USA

UK

UAE

India

Philippines