

CASE STUDY

# How a global consultant elevated Marketing Cloud

Learn how a big 4 consulting firm is leveraging the power of behavioral data & lead scoring

Presented by  SALESWINGS



With SalesWings, companies experience:

**44%**

higher open rates

**2x**

higher click-through rates

**30%**

increase in sales opportunities

## Foreword

### About the firm

The global firm is a multinational professional services network and is one of the largest professional services firm in the world. They currently operate in over 100 countries and employ over 200,000 people.

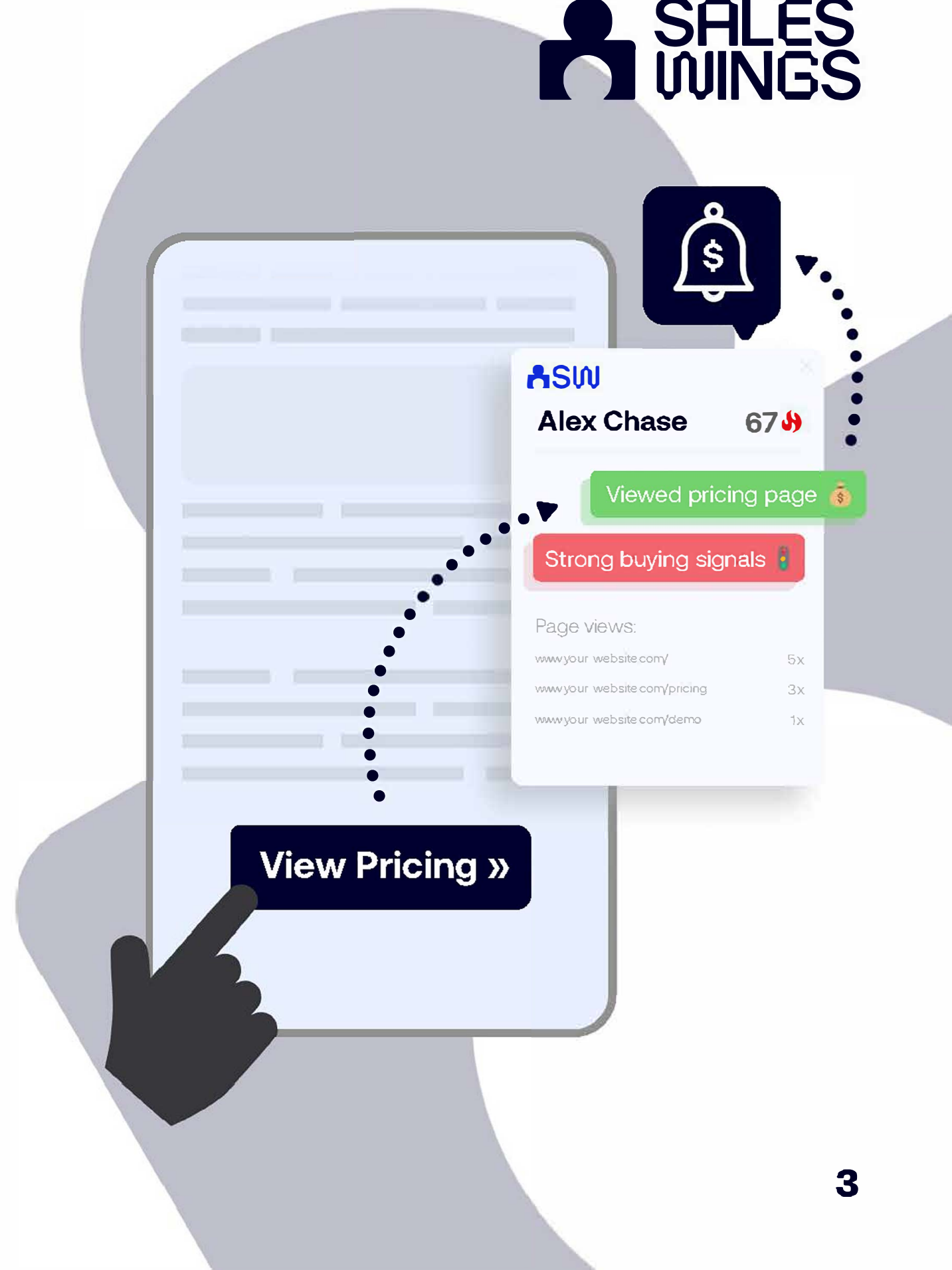
### Who is SalesWings?

SalesWings is the intangible fuel that will drive your success. With our consultative approach to helping you evaluate our fit, all the way to injecting SalesWings intelligence into your engine - we'll lift the lid on our secrets to success with premium advice and help you every step of the way with a dedicated support team.

## Challenges

Upon implementing Salesforce Marketing Cloud, the consulting firm recognized that they were missing website tracking and [lead scoring](#). Without proper website tracking/data collection, their marketing automation efforts weren't able to operate to their maximum potential, as they were lacking the data to drive them.

They were also in search for a tagging and scoring solution. Without tagging and scoring, they had no visibility on marketing touches and engagement. Lastly, without sales insights, their reps only had access to the information that their contact forms captured when attempting to close.



## Solution

With SalesWings, they were able to capture critical behavioral data for marketing automation and email marketing. They created multiple lead scoring logic using URL & meta tag tracking with SalesWings' rules, tagging, and scoring to track interactions with key content pieces, social touches, and more.

With SalesWings' reporting, they calculated more accurate marketing campaign ROIs and report on attribution. They also were able to equip their sales representatives with rich, first-party sales insights to close deals faster while also automating the lead prioritization process with automatic sales alerts. Using [SalesWings' data](#), they were able to create unified profiles within Marketing Cloud - gaining a centralized view of all of their user data.

## Key Benefits

Since implementing SalesWings, the consulting firm has been able to:

- 1 Create unified profiles within SFMC gaining a centralized view of user data
- 2 Understand the customer timing and stage in the decision-making process
- 3 Calculate ROI of marketing campaigns using SalesWings' reporting
- 4 Increase sales readiness with rich sales insights funneled into Salesforce
- 5 Track interactions with key pieces of content using tagging
- 6 Internal activation with automated email alerts



## Conclusion

With SalesWings, a big four consulting firm now has access to the data they need for marketing automation, sales insights, reporting, and more. With SalesWings, they are able to tap into the power of first-party data—fueling their hyper-personalization, marketing automation, and sales readiness. SalesWings’ simplicity and ease of implementation has led to them connecting and utilizing the power of SalesWings across their techstack.



**Without SalesWings we would be blind on the engagement side. With our lead score being composed of engagement and fit score, we can focus our efforts on the most important of leads.**

## About SalesWings

SalesWings is a low-profile, innovative SaaS venture at the intersection of sales and marketing, operations and analytics. We are proudly headquartered in Switzerland and serve clients worldwide. We have a single goal—to make our clients successful.

## SalesWings B2B Studio

SalesWings B2B Studio is an unstoppable lead management, website tracking, lead tagging & scoring solution for Marketing Cloud. We help our clients track 360° digital lead activity and provide a set of clever tools for lead intelligence, prioritization, insights, reporting, and more.

**Book demo**

Questions?  
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