

Retail Case Study:

How Taylor & Hart is using behavioral insights and Marketing Cloud to redefine the jewelry industry.

featuring TAYLOR & HART



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Foreword

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.

About Taylor & Hart

[Taylor & Hart](#) is an award-winning jeweler that is redefining the rules of engagement with a collaborative approach, exceptional quality at every price point, and technology that places customers at the center of the design process. Taylor & Hart wants the process of creating a ring to be filled with as much joy as the proposal itself, which is why they believe finding a ring is always done better together.

About SalesWings

[SalesWings](#) is the maker of the B2B Studio for Salesforce Marketing Cloud. Our customers gain total control over the lead qualification and handoff processes by collecting and leveraging first-party behavioral data. We proudly serve clients in 20+ countries and are headquartered in Lausanne, Switzerland.



The impressive part of SalesWings is how easy it was to on board & integrate as well as how easy it is to add new tracking and scores. The contextual insights that you 'unlock' once a lead's identity is captured is also very useful.

-Danny Want, Product Owner, Taylor & Hart



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Challenges

After implementing Salesforce Marketing Cloud, Taylor & Hart recognized that they needed to track their users' activity on their website to identify gaps in their content and to be able to communicate with their leads with relevant and timely marketing touches.

Without clear insight into their customer behavior and activities, Taylor & Hart was not able to fully maximize their personalization efforts using Salesforce Marketing Cloud.

Key Benefits

Since implementing SalesWings, Taylor & Hart has been able to:

- 1. Understand their customer interests and intents**
- 2. Easily segment leads within Marketing Cloud and Sales Cloud**
- 3. Nurture leads earlier in the customer journey**
- 4. Understand the customer timing and stage in the decision-making process**
- 5. Gain 360° customer journey activity tracking**
- 6. Utilize sales insights to close deals faster**

Solution

Taylor & Hart gained the ability to understand their website visitors' online behavior, interests, and web activity by implementing SalesWings' website tracking. By implementing the tracking script, T&H collects behavioral data and activates it within Salesforce Marketing Cloud. The data covers which content performs the best, where there are gaps, and how to structure their communication to build the most relevant customer journeys. That would enable Taylor & Hart to segment their customer data within Marketing Cloud based on behavior. Taylor & Hart have put the rich sales insights that SalesWings provides extensively to work. With real-time website tracking, Taylor & Hart's sales reps are able to "see through their customer's eyes" allowing them to close deals easier and faster.

Conclusion

With SalesWings, Taylor & Hart is able to quickly deploy highly personalized marketing communications. They also are able to tap into rich sales insights allowing their sales reps to close deals easier and faster. While Taylor & Hart's implementation of SalesWings is still in its infancy, Taylor & Hart have big plans for creative ways to fully maximize the potential of SalesWings within Marketing Cloud.



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 a demo](#)