



A custom Salesforce.com Sales  
Cloud implementation to enable  
executing on a brand new business  
vertical

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## COMPANY PROFILE:

The Media Trust is a global leader in monitoring and protecting the online and mobile advertising ecosystems. Leveraging its physical presence in more than 500 cities in more than 65 countries, the Company's proprietary website, mobile application, ad tag and third-party content scanning technology provides continuous, non-stop protection against malware, site performance issues and data leakage, which leads to lost revenue and privacy violations.

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## THE CHALLENGE:

The Media Trust has been an active leader in the AdTech Market, working with 41 of comScore Top 50 Ad Focus firms. Due to their insight into the online and mobile environment, this customer decided to expand their client base to target eCommerce operations in the retail, hospitality and automotive industries.

## THE SOLUTION:

To aid in the penetration of a new market, The Media Trust established a formal Marketing process with hiring of dedicated, full-time employees. This group's first action was to create a centralized hub for all prospect information, from which the team could store data, pull lists, perform segmentation and capture the results of targeted campaigns. In addition, the business needed an easy-to-use repository of customer product information to help pinpoint cross-sell opportunities.

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## THE RESULTS:

Now using Salesforce.com Sales Cloud, The Media Trust will be able to market and sell to their new target market with a heightened level of efficiency and performance – as well as use Data.com to access the right contacts and the right accounts at the right time.