











**PARTNER**

# Kako uz Salesforce ostvariti dugoročan odnos s kupcima

# Što je LeverUP?

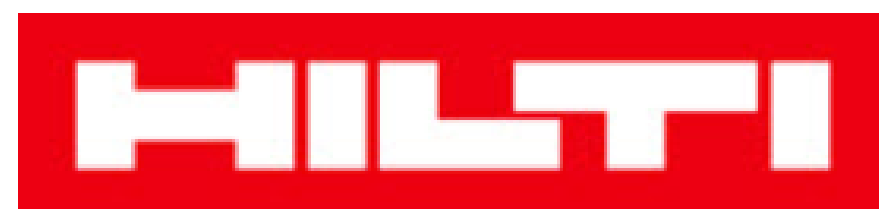


Europe Cloud Computing Female Founded Companies  
76 Number of Organizations • \$323.5M Total Funding Amount •



**20 000 +** radnih sati smo proveli na projektima Salesforce Marketing Cloud implementacije

# Radimo s najboljima





# Salesforce Customer 360

Your platform for the digital imperative



**Trusted**, reliable platform  
**Fast** time to value  
**Flexible** configuration & updates  
**Smart** apps with analytics & AI



# Salesforce for Marketing

Built on the world's #1 CRM platform



**Average Percentage Improvements Reported by Salesforce Customers:**

Source: Salesforce Customer Success Metrics Survey conducted 2017-2019 among 3,100 customers randomly selected. Response sizes per question vary.

## Know Your Customer

Data Integration from Any Source  
Data Management & Sharing

## Personalize with Intelligence

Marketing Orchestration & Automation

Real-Time Interaction Management

Lead Management

## Engage Across the Journey

Marketing, Commerce, Sales, & Service

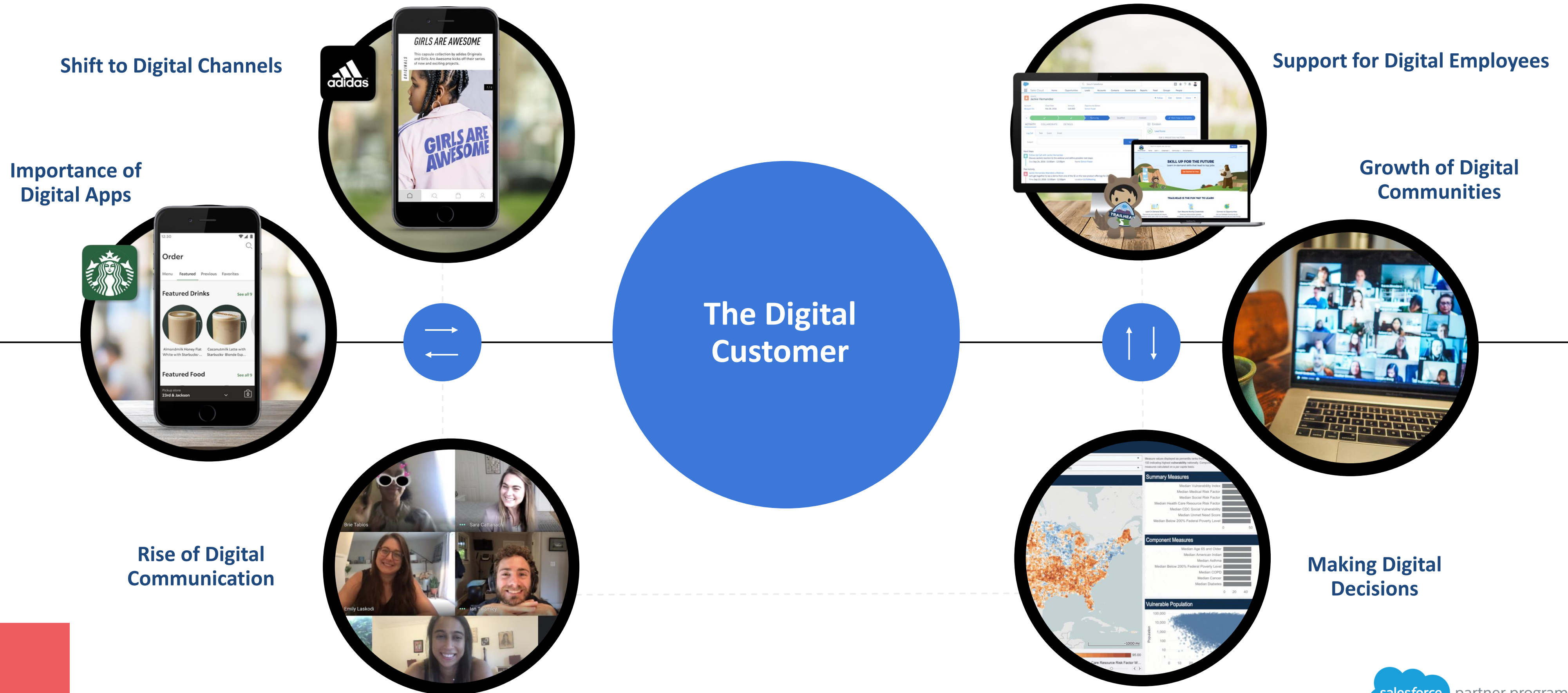
Advertising, Email, SMS, Push, Social, & Custom Apps

## Measure the Results

Marketing Intelligence

Website Analytics

# Digital Imperative: Moving Faster than Ever Before



# Salesforce for Marketing Helps You Adapt Quickly



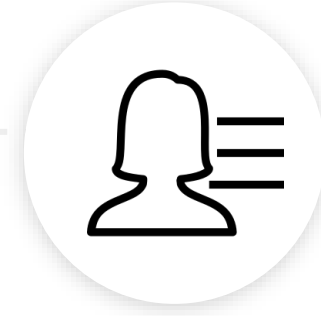
## Engage

customers with empathy

Understand customer signals and behaviour and segment with **Audience Studio**.

Use **Social Studio** to gather customer and market feedback.

Create and activate content with **Email, Mobile, Advertising** and **Social Studios**.



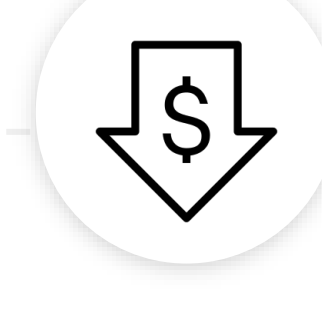
## Personalize

digital communications

Create experiences with **Journey Builder** and **Account-Based Marketing**.

Orchestrate interactions in real-time with **Interaction Studio**

Surface insights to make decisions and action with **Einstein** and **Engagement History Dashboards**.



## Optimize

budgets & programs.

Use **Datorama** connect & analyze all marketing performance data to optimize every investment.

Improve engagement, conversion & ROI with **Einstein AI**

Connect all of your marketing initiatives with other departments with **Salesforce Customer 360**.







# Kako Salesforce pomaže u izgradnji dugoročnog odnosa s kupcima u B2B segmentu

**Challenge:** Za proizvodne B2B kompanije, bitno je ostati povezan s klijentima i partnerima u situacijama u kojima su nemoguće fizičke posjete poslovnim objektima.

**Odgovor** na kriznu situaciju tvrtke Hilti: **Never waste a good crisis!**

**Zbog čega je ovaj projekt poseban:** Salesforce implementacija kao trigger za promjenu fokusa čitave marketinške strategije.

-  Salesforce Sales Cloud
-  Einstein Analytics
-  Salesforce Marketing Cloud
-  Salesforce Maps





# Salesforce Marketing Cloud

World's #1 trusted marketing solution

## Market from Anywhere

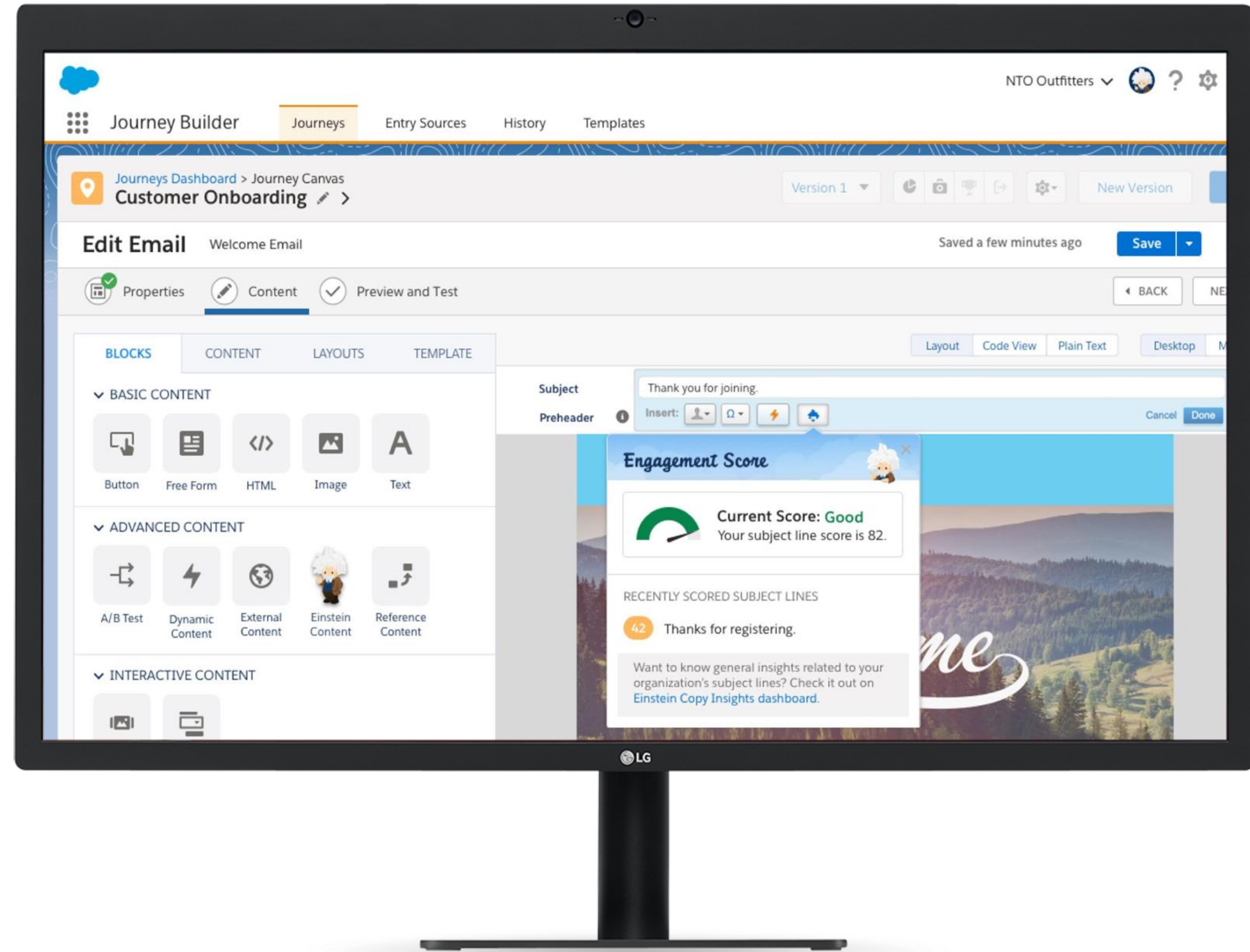
Digitalni hub Hilti u razdoblju od 1.5 g. pokrenuo je više od 50 customer journeyja za više od 40 trzista. Komunikacija prilagođena regionalnim posebnostima i jezicima

## Personalize Digital Communications

SFMC prikuplja podatke iz više od 100 izvora, uključujući vjerojatnost narudžbe procjenjenu prema profilu osobu i njenoj poziciji u kompaniji. Jedan email u kojem se automatski personalizira sadržaj u trenutku slanja generira više od 10.000 verzija prilagođenih primateljima

## Engage Customers with Empathy

Personalizirana komunikacija se generira kao odgovor na veliki broj događaja uključujući one povezane sa iskazanom interesom prema proizvodu, isteku ugovora, ili pak signalima (informacijama) s Hilti alata koji funkcioniraju kao IoT uređaji.

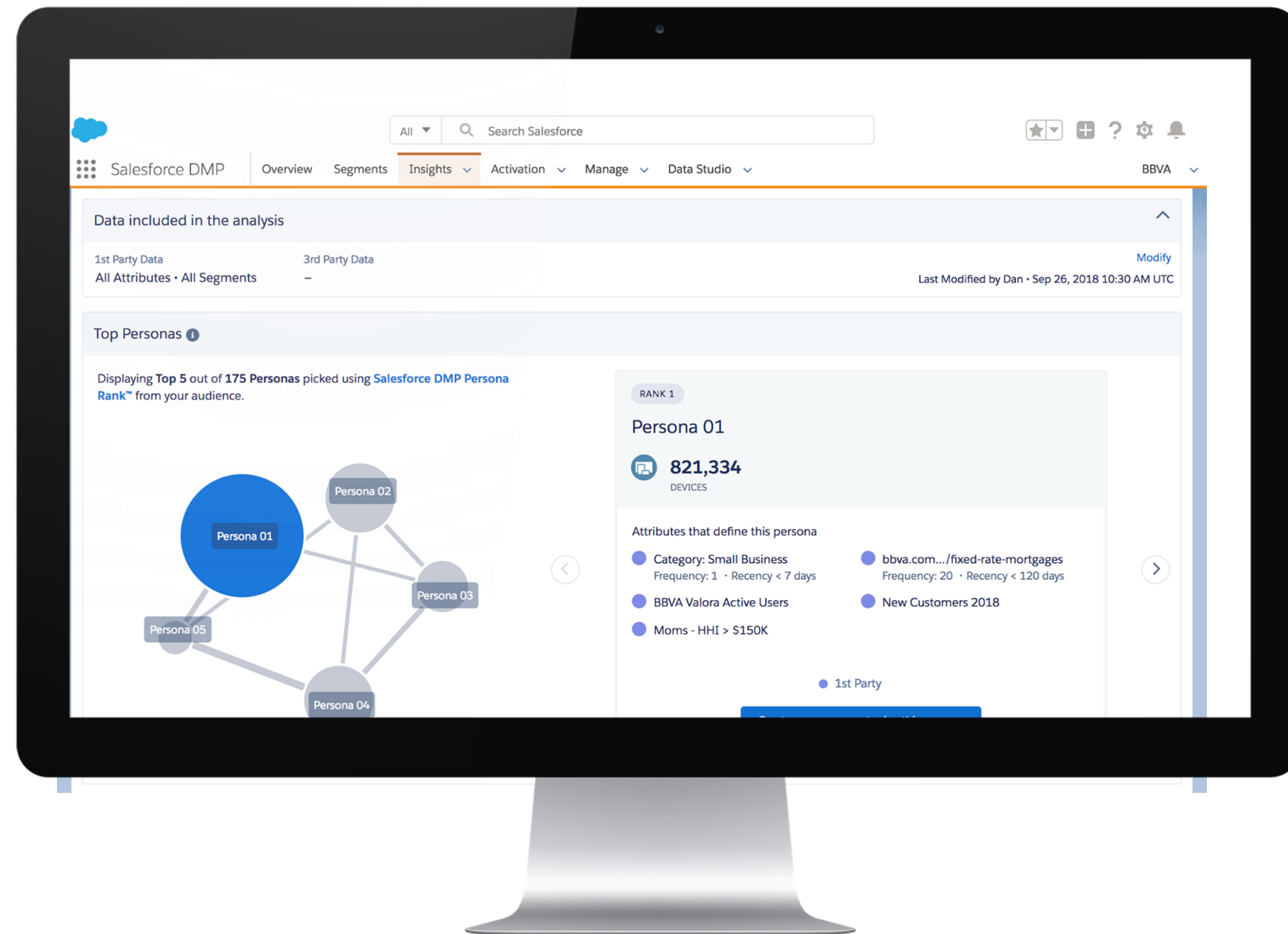


# Know Your Customer



Connected data, campaigns and workflows across your organization for unified marketing

- ❑ Prodajni „leadovi“ se kreiraju preciznije, na osnovi podataka o potrebama klijenata
- ❑ „Leadovi“ se konvertiraju puno brže (ubrzan je prodajni procesi)
- ❑ Podaci o statusu potencijalnog klijenta u bilo kojem trenutku su dostupni za cijeli tim, a to omogućuje kolaboraciju i povećava učinkovitost
- ❑ Klijenti mogu produžiti postojeći ili ugovoriti novi „fleet management“ ugovor u potpunosti online (digitalno)
- ❑ Implementiran je revolucionarni „asset management“ sustav koji u potpunosti mijenja i poboljšava korisničko iskustvo





# Customers are Driving the Next Decade



Source: Salesforce State of the Connected Customer, Third Edition

# Thank you!



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