

FROM SILOED CHANNELS TO HOLISTIC MODERN MARKETING

This pharma company harnessed the right strategy and latest tech to transform their siloed channels to a modern marketing framework.



LANDSCAPE

Our client, a midsize pharma company, was tasked with bringing all marketing comms in-house — but needed to overhaul their digital ecosystem to engage with customers without relying solely on third-party vendors.



CHALLENGE

The company lacked the technology, operational capacity, and customer strategy to accomplish modern customer engagement. They needed the right partner to help build out their tech stack and execute the change management required to mature operations and digital strategy — enter Intouch B2D.



APPROACH

We deployed our recommended consulting model, embedding in day-to-day business and continuing to educate stakeholders week-to-week to drive adoption of the recommended technology: Salesforce Marketing Cloud (SFMC) as the best-in-class digital engagement platform, with Mulesoft as the enterprise service bus design.



SOLUTION

Over three years, with the support of Intouch B2D, our client was able to achieve:

- Optimized SFMC instance
- Agility needed to respond swiftly to real-time changes
- Adoption of modern tech across all brands
- Reduced time-to-market for digital assets

RESULTS

50+

Data sources ingested & processed

60+

SFMC capabilities leveraged

2M+

Meaningful emails sent per year



Fastest implementation ever for a deal of this size!”

Salesforce Senior Account Executive