

## ABOUT



Simplus exists to make complex things simple.

**THAT'S WHAT WE DO.**

## OFFERINGS

- Advisory Services
- Managed Services
- Change Management
- Data Integration
- Implementation Services

## PRODUCTS

- Data Cloud
- Revenue Cloud (CPQ and Billing)
- Sales Cloud
- Service Cloud (FSL)
- Experience Cloud
- Commerce Cloud (B2B, B2C)
- Marketing Cloud
- Pardot
- Industry Clouds
- Sustainability Cloud
- DocuSign CLM

## INDUSTRIES

- Communications and Media
- Education and Government
- Financial Services
- Healthcare and Life Sciences
- High Tech/ SaaS
- Manufacturing
- Professional Services
- Retail and Consumer Goods
- Travel, Transportation, and Hospitality
- Utilities and Energy

# SALESFORCE MARKETING CLOUD AI KICKSTARTER

## GET UP TO SPEED WITH THE SALESFORCE MARKETING CLOUD AI KICKSTARTER: A COMPREHENSIVE AUDIT FOR YOUR AI POSSIBILITIES

### WHAT

Comprehensive scalable audit of your Salesforce Marketing Cloud AI features and how to best use them to support your business objectives across all of your marketing channels.

### WHY

- Make the most of your historical and real-time data, from **segmentation to engagement**
- Find your customers and prospects at the **right inflection points** on their journey
- Analyze, automate and **customize**
  - Smart Segmentation
  - Smart Orchestration
  - Smart Content
- Harness the power of Salesforce Marketing Cloud's AI capabilities, including the **new Generative AI features** made possible by Marketing GPT
- Streamline processes and **speed up time-to-market**
- Expert guidance on using the new industry-leading capabilities, customized to **how your business works**

### WHO

The Simplus Digital Practice is a team of experts dedicated to Salesforce Marketing Cloud and marketing fundamentals. Our long history of working with organizations to transform their marketing technology and programs showcases a personal and collaborative approach to creating engaging customer experiences through Marketing Cloud. We have practitioners in UX/UI design, solution strategists, digital strategists, project managers, solution architects, developers, quality assurance engineers, storefront managers, and more boasting over 20 certifications in Salesforce functionality.

## SALESFORCE MARKETING CLOUD FEATURES

### MARKETING CLOUD EINSTEIN:

- Global Data Insights
- Content Tagging
- Send-Time Optimization
- Engagement Scoring
- Copy Insights
- Engagement Frequency
- Messaging Insights
- Content Selection
- Content Testing
- Copy Insights

### MARKETING GPT:

- Creative Asset Creation
  - Subject Line Creation
  - Body Copy Creation



## BASIC PACKAGE DETAILS

- Discovery Workshop with a Simplus Digital Marketing Expert to understand the nuances of your marketing programs and drill down to the right mix of AI features for your business
- Detailed Reporting on how to turn your actual marketing data in Salesforce Marketing Cloud into actionable insights and best practices
- Playbooks and Standard Operating Procedures for configuring and using Salesforce Marketing Cloud AI Features
- *Optional Add-On:* Custom proofs of concept and use cases to get you up and running as soon as possible



**DISCOVERY  
WORKSHOP**



**FEATURES  
CONFIGURATION**



**AUDIT  
STRATEGY**



**CUSTOM REPORTING  
& READOUT**



**FEATURES  
CONFIGURATION**

## WHY SIMPLUS?

Simplus manages the Salesforce practice for Infosys in North America. Our services include program advisory, platform implementation, organizational change management, data and systems integration, solution accelerators, and managed services. We are the top-rated consulting choice based on customer feedback (4.9/5 CSAT) from over 5,000+ successful projects, with unparalleled advisory and OCM expertise unlocking more value for your clients.

**We have years of experience with multiple clients across industries on Salesforce org optimization. And so much more. Let's talk.**

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