Technology Case Study: Salesforce Apac
Sales Intelligence Changes Marketing Results

BRIEF

Salesforce.com has more than 7,000 customers in the Asia Pacific region within a variety of industries, including financial services, telecommunications and entertainment. Salesforce.com's APAC division contacted FrescoData to assist a high-end client in achieving their quarterly marketing goals.

SOLUTION

FrescoData's main focus during the first interaction with Salesforce Asia Pacific was to understand their objectives and role in their clients' marketing goals. With Salesforce being one of the most sought out companies in the world due to its excellent CRM and cloud computing systems, it was easy to deliver with their resources.

At the end of the briefing, a customized double opt-in list was defined and presented. It included small to medium sized businesses as well major corporations. The list had specifics such as industry, firmographics, and identified demographic factors.

The aggregation under firmographics included company size, sales revenue, number of employees, as well as marketing statistics. The list was administered by FrescoData's list validation department to make certain that the prospective business contacts were all valid, providing 95% deliverability.

ABOUT

Salesforce.com is a global leader in cloud computing, and is best known for its Customer Relationship Management (CRM) products translated into 16 different languages. Through a number of acquisitions, the company expanded into the social enterprise arena. As of July 2011, Salesforce had over 104,000 customers and over 2,100,000 subscribers worldwide.

Forbes Magazine has ranked Sales Force as one of the most innovative companies in America. It is also featured at number 7 in Fortune Magazine's 100 Best Companies To Work For in 2014.

RESULT

Utilizing FrescoData's customized business list, Sales Force integrated FrescoData's customized business list with its world class services to achieve a satisfactory marketing result for its clients.