



Data Cloud

READINESS ASSESSMENT

bubblebox[®]
.CLOUD

Bubblebox is a Salesforce Consulting Partner, renowned for its expertise in Salesforce martech solutions. We have a proven track record across various sectors, more than 2500 successful engagements, and long-lasting partnerships with our clients. Bubblebox excels in transforming cloud implementations into comprehensive customer experience strategies. Beyond mere implementation, Bubblebox integrates its Data Hub – the market’s largest composed dataset comprised of 4B+ audience IDs and 4400+ attributes—with Salesforce, offering a privacy-compliant, cookieless solution for enhanced marketing effectiveness.



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We are Salesforce certified consultants with expertise in numerous verticals and a wide range of technologies and clouds, including Data Cloud, Marketing Cloud, Sales Cloud, and Service Cloud.

**Data-Driven
Revenue Growth**

Companies leveraging data effectively experience 36% higher revenue growth than their competitors.

(Source: Forbes)

**Customer
Segmentation
Impact**

Organizations that use advanced customer segmentation strategies see up to 760% increase in revenue.

(Source: Aberdeen Group)

**Importance of
1st Party Data**

With privacy concerns rising, first-party data is becoming increasingly critical; it allows for personalized marketing and higher ROI.

(Source: eMarketer)

**Trend towards
Privacy-Compliant
Solutions**

With increasing regulations and consumer awareness, privacy-compliant data strategies are essential for maintaining trust and compliance.

(Source: Deloitte)

**Did you
KNOW?**

Business IMPERATIVES

Driving Revenue and Growth

Data-driven strategies are essential for unlocking new revenue streams and optimizing existing ones through targeted marketing and sales efforts

Rapidly Leveraging Insights

Agile use of data insights to develop and refine audience segments swiftly, ensuring timely and relevant engagement strategies.

Data Harmonization

Creating a unified view of customers enables personalized marketing, enhancing customer experience and loyalty.

Data Enrichment Capabilities

Enhancing customer profiles through data enrichment leads to deeper insights and more precise segmentation/personalization.

Connect the Dots

Strategy to unify the customer profile, enrich customer profile, and develop insights.

AI Enablement

Set the course for AI adoption, enablement, and realization.

1. Data Sources Required:

- Identify primary sources of 1st party data (e.g., CRM systems, transactional data, website analytics).
- Evaluate potential external data sources for enrichment (e.g., demographic, life event, behavior, online intent, or psychographic data).

2. Technology:

- Assess current technology stack for data integration capabilities.
- Requirements for data harmonization, enrichment, and advanced analytics to optimize data utilization and insights.

3. Resources Required:

- Skill sets needed for data management, analytics, and platform administration.
- Training and development plans to enhance data literacy across the organization.

4. Confirm Use Cases:

- **Acquisition:** Targeting new prospects based on audience insights.
- **Retention:** Personalizing customer journeys to reduce churn.
- **Win-back:** Reactivating dormant customers through targeted campaigns.
- **Cross-sell/Up-sell:** Identifying opportunities within existing customer segments for additional revenue.

5. Evaluate Data Enrichment and Personalization:

- **Enhanced Customer Profiles:** Utilize external data sources (e.g., demographic, life event, behavior, online intent, or psychographic data) to enrich customer profiles.
- **Segmentation:** Create precise customer segments based on enriched data attributes.
- **Personalization:** Tailor marketing messages and product recommendations based on enriched customer insights.



Assessment DETAILS



The Value of PLANNING

Strategic Roadmap:

A comprehensive plan to transition to a data-driven organization.

Operational Optimization:

Efficiency gains through automated data processes and insights.

Revenue Growth:

Increased ROI through targeted marketing and sales efforts.

Implementing Salesforce Data Cloud, enhanced by Bubblebox's Data Hub integration, empowers organizations to achieve true customer centricity through data-driven decision-making and robust data enrichment capabilities. By harnessing the power of clean, seamless data and leveraging diverse external data sources for enrichment, businesses can optimize operations, deliver personalized experiences at scale, and drive sustainable growth amidst evolving industry trends towards privacy-compliant solutions.



Bubblebox brings together strategy, enablement, and data to transform and optimize Salesforce implementations. We empower marketers to efficiently and effectively realize the benefits of their Salesforce investment through our strategic consulting services and technical capabilities. Our strong global reputation and demonstrable client successes make us an ideal cross-cloud collaborative partner, delivered with incomparable customer service and a commitment to measurable results.

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