

UNLOCK THE FULL VALUE OF SALESFORCE
MARKETING CLOUD:

JULY 2026 ●

WHAT ACTUALLY DRIVES ROI ACROSS CUSTOMER JOURNEYS

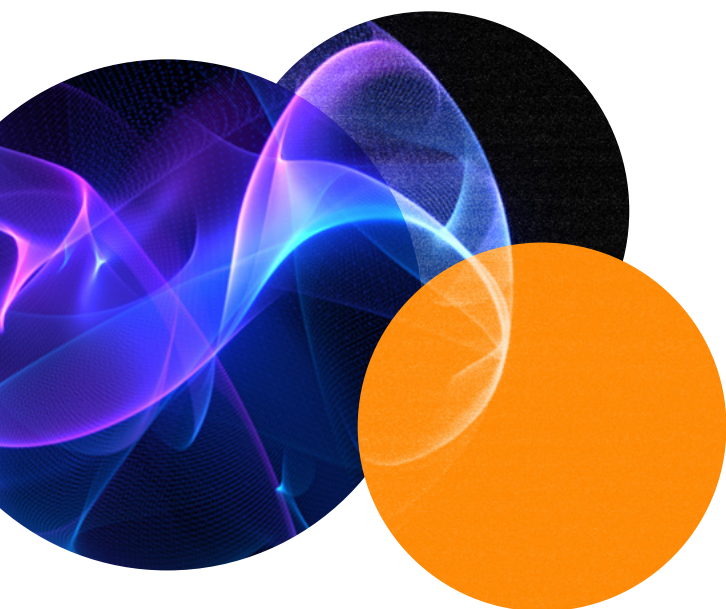


EXECUTIVE SUMMARY

In today's competitive digital landscape, organizations leveraging Salesforce solutions are under constant pressure to extract maximum value from their investments. Despite talented teams, best in class tooling and a clear vision, many enterprises still struggle with siloed data, outdated processes, and underutilized capabilities.

WPP Enterprise Solutions offers a proven service designed to help organizations:

- Identify hidden value within existing Salesforce Marketing Cloud investments.
- Optimize digital operations through targeted process refinement and role-specific training.
- Increase overall return on investment (ROI) by ensuring every Salesforce Marketing Cloud tool and feature is fully leveraged.



THE BUSINESS CHALLENGE

Marketing organizations both large and small, centralized and market based, encounter several common challenges:

- **Tooling overwhelm:** Marketers often buy best in class technology like Marketing Cloud to solve their problems only to find that the scale of functionality available is bewildering.
- **Agility Issues:** Often there is a mismatch between the technology and the end users. Skills, priorities and ways of working aren't aligned with the tools which can limit flexibility in a dynamic market.
- **Knowledge Gaps:** Insufficient training or unclear handovers leave teams without a full understanding of Salesforce Marketing Cloud's powerful features, or the features are well understood but there isn't the time or business process in place to utilize them.
- **Implementations:** Implementations can stall, leaving many features underutilized or simply not enabled.
- **Underperforming Outcomes:** Without regular optimization, Salesforce Marketing Cloud may not deliver its full potential because what worked last year might not be right for today.
- **ROI Discrepancies:** Inadequate utilization of Salesforce Marketing Cloud's capabilities can lead to significant gaps between technology costs and business returns.

For Salesforce Marketing Cloud organizations facing lean teams and mounting commercial pressures, now is the time to harness the full power of your Salesforce Marketing Cloud tools.

KEY CLIENT CHALLENGES AND OUTCOMES

Our Salesforce Marketing Cloud-focused methodology directly addresses typical challenges encountered by technology leaders:

Underperforming Systems:

Fine-tuning Salesforce Marketing Cloud configurations to align with current business strategies.

Low User Adoption:

Improving training and enablement to drive widespread and confident use of Salesforce Marketing Cloud tools.

Delayed Feature Rollouts:

Creating prioritized pipeline and backlog to unlock more of Salesforce Marketing Cloud's capabilities and features.

Inefficient Processes:

Re-engineering workflows to integrate Salesforce Marketing Cloud best practices seamlessly across all teams.

ROI Improvement:

Deploying targeted strategies that ensure every pound invested in Salesforce Marketing Cloud technology delivers maximum impact.

Incomplete Execution:

Marketing Cloud has been bought and implemented but the team are still doing what they did before.

THE OPPORTUNITY

Our goal is to help you maximize the return on your existing digital technology investments across the digital ecosystem to help you achieve your business objectives.

We'll work with you to identify opportunities for adding value, optimizing operations and leveraging technology to meet specific goals. Some of the ways we can achieve this is by:

- **Proactively adding value to your existing solutions**
- **Optimizing your technology and data**
- **Re-engineering your business processes**
- **Delivering education, training, and enablement**

OUR PROVEN 3-PHASE APPROACH

Our tailored service is built on a structured three-phase methodology that uncovers, customizes, and implements solutions for enhanced Salesforce Marketing Cloud technology performance.

1. Discover

Objective: Identify the challenges and opportunities within your current Salesforce Marketing Cloud set up

Deep-dive analysis:

- Conduct an exhaustive review of your Salesforce Marketing Cloud Solution and any integrated assets
- Analyze documentation, performance reports, and stakeholder feedback specific to your Salesforce Marketing Cloud implementation

Key deliverables:

- Identification of high-level Salesforce Marketing Cloud use cases
- A comprehensive report detailing optimization opportunities within your Salesforce Marketing Cloud ecosystem
- Initial planning and strategic recommendations, next steps



2. Define

Objective: Tailor solution pathways that address the identified shortcomings while fully leveraging your Salesforce Marketing Cloud capabilities

Tailored recommendations:

- Develop a change management plan that aligns Salesforce Marketing Cloud best practices with your business processes
- Create custom, role-based training materials and enablement guides focused on Salesforce Marketing Cloud tools
- Propose both quick wins (configuration adjustments and enhanced data management) and long-term strategic enhancements

Key deliverables:

- A detailed action plan with prioritized recommendations for your Salesforce Marketing Cloud setup
- A comprehensive report detailing optimization opportunities within your Salesforce Marketing Cloud ecosystem
- Documentation outlining revised business processes and best practices for Salesforce Marketing Cloud usage



3. Deliver

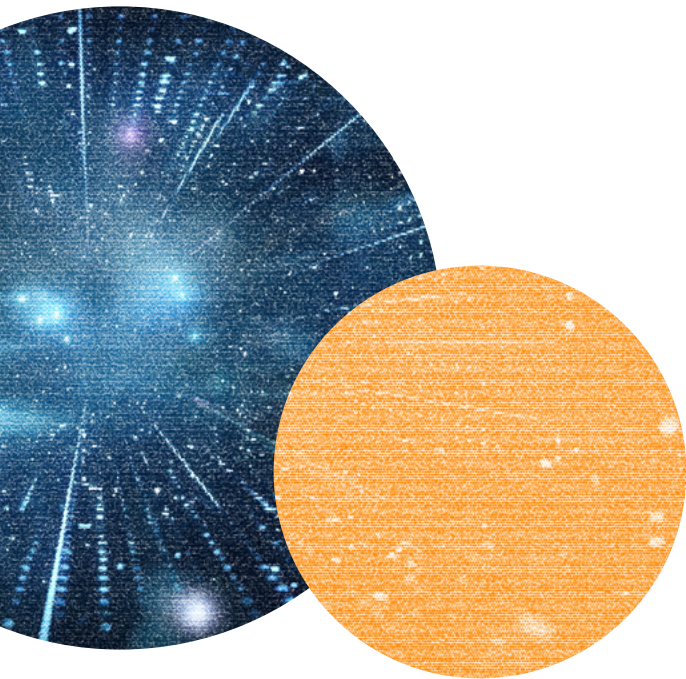
Objective: Support the implementation and rollout of agreed changes, ensuring measurable success within your Salesforce Marketing Cloud ecosystem

Flexible implementation models:

- Your team can lead the implementation using our tailored Salesforce Marketing Cloud roadmap
- A collaborative "do it together" approach where our Salesforce Marketing Cloud experts guide your internal teams
- A fully-managed, end-to-end implementation by our specialist team

Measurement & feedback:

- Establish baseline Salesforce Marketing Cloud KPI metrics and define post-implementation targets
- A comprehensive report detailing optimization opportunities within your Salesforce Marketing Cloud ecosystem
- Continuous monitoring to capture improvements in user adoption, conversion rates, and overall ROI



REAL-WORLD CASE STUDIES

Consultancy-Led Approach to Driving E-commerce Improvements Across Channels

Premium Chocolatier and Confectionery Brand Enhances E-commerce Performance with WPP Enterprise Solutions

WPP Enterprise Solutions is partnering with a premium chocolatier and confectionery brand who was experiencing inefficiencies across its channels, hindering its ability to connect effectively with customers and achieve growth. They sought a partner to help them succeed on their omnichannel journey and maximize opportunities by optimizing its e-commerce channels and leveraging its existing technology investments.

WPP Enterprise Solutions provided a strategic e-commerce assessment framework, auditing all of the brand's routes to market and identifying areas of opportunity and improvement. WPP Enterprise Solutions is currently focusing on D2C, with plans to address B2B in the future.

Following the go-ahead from the brand, as part of a 4-year program, WPP Enterprise Solutions is working to introduce efficiency to the brand's legacy tech stack, create architecture documentation, implement best practices across key areas, migrate all of the brand's Confluence data, and set up all development pipelines. Meaningful KPIs are also being established to track progress.

So far, key achievements include a successful transition period and the establishment of a strong foundation for future growth. The partnership is at an early stage of an exciting journey.



Premium Coffee Brand Brews Growth With Customer-Centricity From WPP Enterprise Solutions

WPP Enterprise Solutions is partnering with a premium coffee brand to unlock growth and solidify its market leadership by embracing a customer-centric approach and leveraging their existing tech stack.

The premium coffee brand, a leader in its market, sought to enhance customer relationships and drive growth by elevating its customer experience and adapting to evolving market dynamics. They needed to increase net acquisition and empower local markets to maximize their tech stack investment.

The premium coffee brand needed a strategic partner to navigate modern customer experience complexities. WPP Enterprise Solutions provided expertise in strategic assessment, experience design, and change management to facilitate feature adoption across markets. WPP Enterprise Solutions optimized their tech stack for personalized cross-channel campaigns and unified customer data. They developed 24 prioritized use cases with value metrics, enabling quick-win implementations like abandoned cart emails.

The premium coffee brand is now leveraging their tech stack for unified customer data, Journey Optimizer for personalized journeys, and tailored experiences.

So far, key achievements include the development of 24 prioritized use cases, a comprehensive measurement framework, a greenlight for Customer Experience Design, a Market Strategic Committee, and a data readiness assessment for global audience targeting. Operating model optimization is underway.



Additional Case Examples

Our methodologies have also successfully driven improvements such as:

- Enhancing AI-powered product recommendation engines to reduce cart abandonment rates.
- Optimizing inventory feeds and content management systems for greater efficiency.
- Streamlining cross-departmental adoption of advanced Salesforce Marketing Cloud features.

WHY CHOOSE WPP ENTERPRISE SOLUTIONS AS YOUR PARTNER FOR SALESFORCE MARKETING CLOUD?

At WPP Enterprise Solutions, we transform technology challenges into strategic business advantages. With our Salesforce Marketing Cloud and digital experts, we help you maximize ROI from your existing Salesforce Marketing Cloud ecosystem – empowering teams and driving sustained growth. WPP Enterprise Solutions is proud to be a Salesforce Marketing Cloud Global Summit Partner. We have worked with Salesforce to build digital platforms across all its technical solutions for some of the world's biggest brands.

Our knowledge and experience are second-to-none and we hold the highest possible accreditation as a Salesforce Marketing Cloud Global Summit Partner. We work with clients such as The Coca-Cola Company, Ford, EY, Sherwin-Williams, KFC and Colgate-Palmolive, enabling them to craft world-class experiences.

Our end-to-end capabilities support the Salesforce product suite across the Salesforce Ecosystem. With deep expertise in commerce, experience, content supply chain, workflow management and data, we drive engagement and transactions throughout the entire buying journey. And we don't just implement the technology – we help organizations to get the most out of it, transforming their processes and upskilling their people along the way.

We house 12,000 and 40+ markets technology experts, across 71 technology centers, in 37 countries around the world.

WPP Enterprise Solutions offers a unique blend of expertise and hands-on experience with Salesforce technologies:

- **Salesforce Expertise:** Our broad digital expertise, combined with deep knowledge of the Salesforce ecosystem, ensures unbiased, best-fit solutions.
- **Practical, Outcome-Driven Approach:** We're not just theorists – we implement strategies that deliver measurable business impact using digital best practices.
- **Proven Track Record:** With success stories in sectors ranging from FMCG to Luxury and Retail, our approach delivers value.
- **Holistic Engagement:** From the initial discovery phase to final delivery (with flexible implementation options), our process ensures sustainable, long-term success across your Salesforce Marketing Cloud investments.

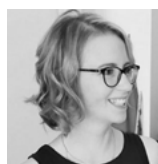


NEXT STEPS AND CONTACT INFORMATION

If your organization is ready to unlock the full potential of your Salesforce Marketing Cloud investments and maximize operational efficiencies, our service is for you.

Connect with us:

contact@es.wpp.com



Penny Townsend

Director Salesforce Alliance,
EMEA, WPP Enterprise Solutions
penny.townsend@es.wpp.com



Mark Bartlett

Director Salesforce Alliance,
AMER Growth, WPP Enterprise Solutions
mark.bartlett@es.wpp.com

ABOUT WPP ENTERPRISE SOLUTIONS

About WPP Enterprise Solutions

WPP Enterprise Solutions designs, builds, and operates the growth systems that competitive businesses rely on. In a world where AI is reshaping how companies drive growth, we lead clients in business transformation and marketing modernization, connecting strategy directly to execution. Our 12,000 experts in engineering and platforms, commerce, consulting, content transformation, CRM, and CX, work within a unified global operating unit across 40+ markets. WPP Enterprise Solutions works alongside best-in-class partners including Adobe, AWS, Braze, Google, Microsoft, Salesforce, and Shopify, as well as innovators in AI, to deliver growth solutions tailored to the needs of our clients' businesses. We have received distinction as a leader in Commerce Services and CX Strategy Consulting by the Forrester Wave™ reports and are designated by Gartner's Magic Quadrant™ as a Visionary in Digital Experience Services.

About WPP

WPP is the trusted growth partner for the world's leading brands. WPP combines cutting-edge media intelligence, world-class creativity, next-generation production, and transformative enterprise solutions to drive growth at scale. WPP is a publicly listed company (NYSE: WPP).

For more information:

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Contact: contact@es.wpp.com

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