

A LEADING  
MARKETING FIRM  
IN THE FINANCIAL  
INDUSTRY SEES A

**34%**  
SURGE IN SALES  
TEAM EFFICIENCY

WITH CYBAGE

**The Client** is a financial event marketing leader in the finance industry



**The need** was to update & modernize Salesforce usage to improve the sales and marketing cycles and leverage built-in Salesforce features to extract maximum ROI.

### THE BUSINESS PROBLEM



**Inefficient** sales and marketing cycles



**Lack of** real time order tracking from external systems

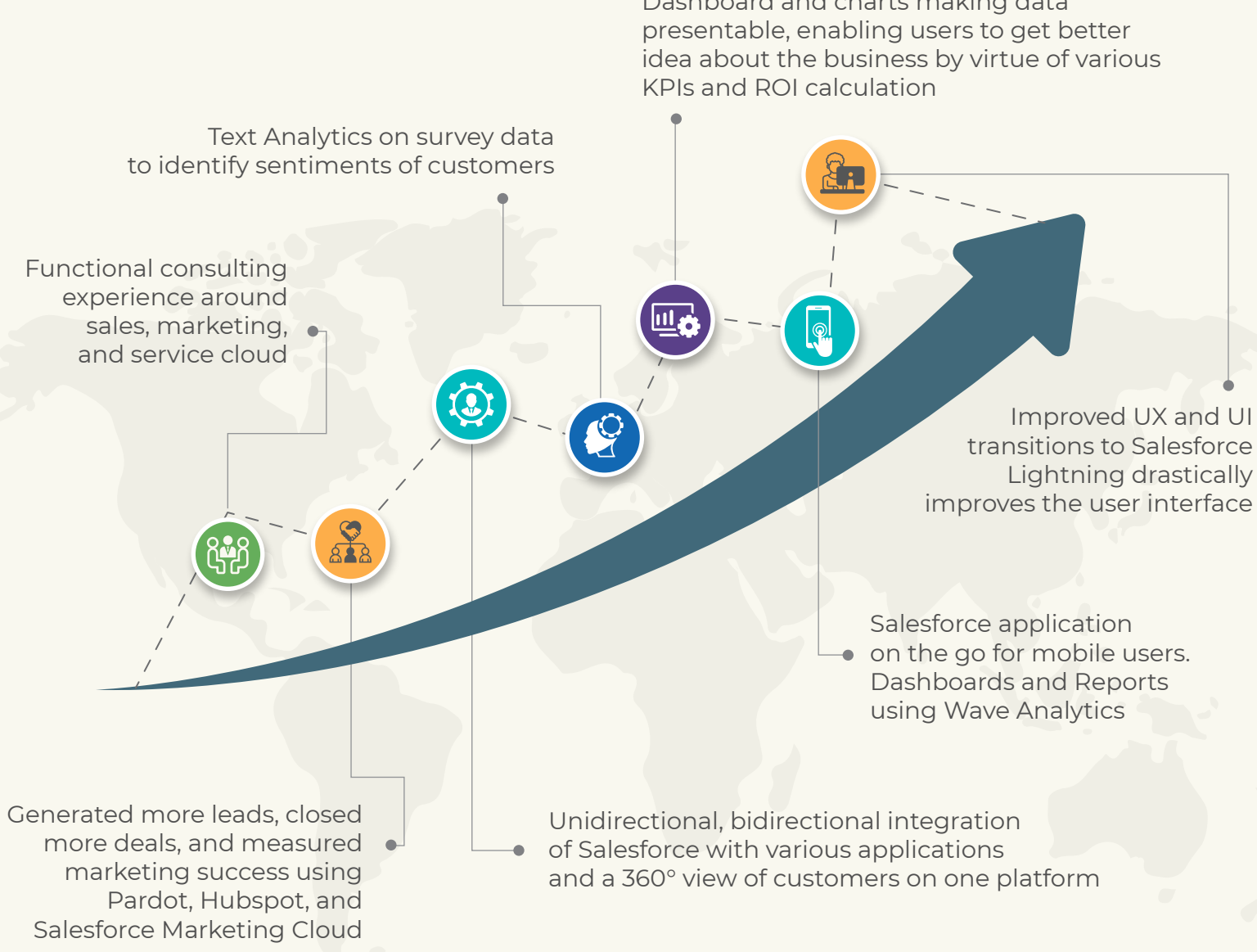


**Lack of** data on customer experiences, communication, feedback, and queries



**Lack of** standard reporting and tracking features

### CYBAGE SOLUTIONS



### BUSINESS IMPACT

Improved sales team efficiency by **34%**

Personalized campaign's effectiveness increased by **39%**

A **360°** customer view helped in resolving issues quickly

Improved maintainability by leveraging **46%** less customization

**Effective business** visibility and robust analytics

### SOLUTION STACK



### CYBAGE MARKETING SERVICES



MARKETING AUTOMATION  
**DONE RIGHT**

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