Salesforce Marketing Cloud **Health Check**

Identify the areas of improvement!

Our Salesforce Marketing Cloud (SFMC) Health Check offering is a **comprehensive audit** designed to assess the current state of your SFMC email operations. This service includes a thorough examination of your existing setup, processes, and configurations within the Salesforce Marketing Cloud platform. The goal is to **identify areas of improvement and provide recommendations** for scalable solutions to enhance the overall effectiveness of your marketing efforts.

1) Uncover Technical Issues

Target technical challenges affecting email operations, ensuring optimal SFMC performance.

2) Get More Value Out of Your SFMC Investment

Assess your SFMC use, identifying opportunities for enhanced value by optimizing workflows and aligning features with business goals.

3) Clean-up for Better Marketing

Identify and fix inefficiencies, redundant processes, or outdated configurations impacting marketing campaign efficiency.

What's Included in the Audit?

- Review of SFMC Account Security
- Data Streams, Gaps & Cleanliness
- Email Deliverability & IP Reputation
- Integrations
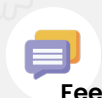- Assessment of Automations & Journeys
- Feature Underutilization

DURATION
1 to 3 weeks

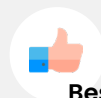## Expected Outcome of the Audit

Specific Insights

Into the effective use and potential areas for improvements for SFMC

Feedback

On current account setup, existing campaigns, Journeys, Automations & potential risks

Best Practice Recommendations

On key areas, including System Security, Data Cleanliness, Email Deliverability, IP Reputation, Data Management, Integrations & Feature Underutilization

Still have Questions? We Offer a **No-Commitment Consultation** with our Experts!

Online

Sales
sales@munvo.com
+1.514.223.3648