

Leads notification service for B2B2C client

CLIENT: Canadian Recreational Vehicle Retailer

PROJECT TYPE:

RETAIL

B2B2C

SMS

LEADS

TECHNOLOGIES INVOLVED:



Adobe Campaign + Message Center



MUNVO SMS Gateway

Munvo's Role



Challenge

Notify the correct, certified dealer with leads based on events in Salesforce, in real time



Timing

- 4 week setup

What?

- Delivered 20K leads each month to a network of over 1K dealers in North America
- Provide SMS message support in multiple languages (EN, FR, ES)

How?

- Leveraged SMS Gateway templates for real-time callouts from Salesforce events
- Relied on Adobe Campaign with SMS Gateway feedback loops to identify follow-up and re-allocation of leads
- Dynamic messaging templates designed to support language variations by client preferences
- Handled transformation of complex Salesforce events without any modification in Salesforce via a serverless framework

>> Results



Reduced lead notification data latency from **2 days** to **10 minutes**



Provided dealers with rich lead information including intent data previously unavailable



Opt-out rates **less than 0.15%**