

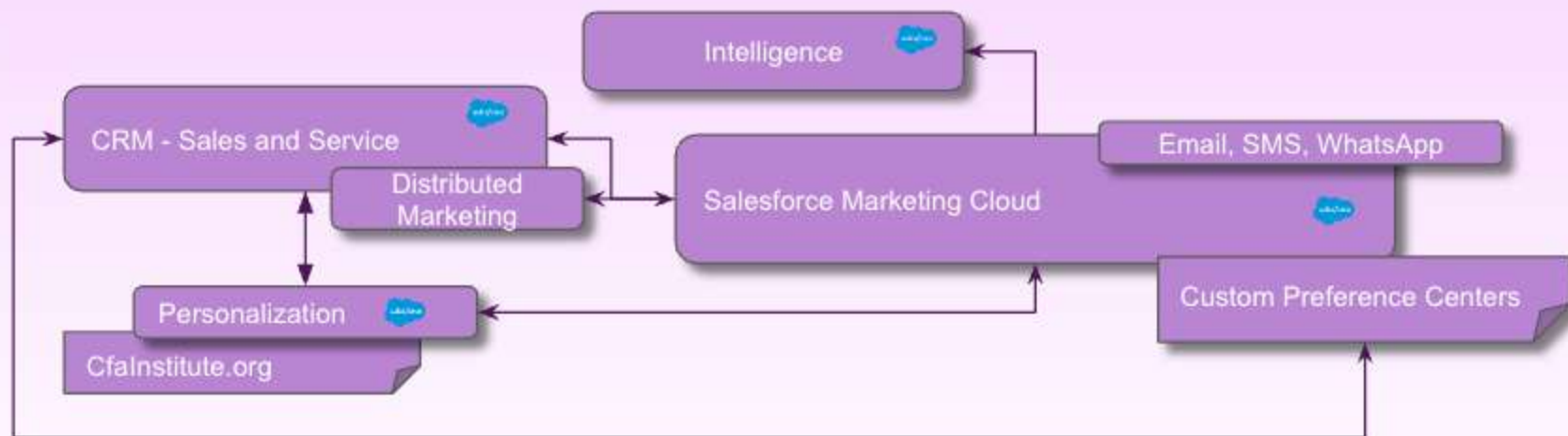


"JourneyBlazers brought the knowledge and expertise that we needed to confidently deliver our Salesforce Marketing Cloud implementation. They did an excellent job assessing the scope of work and delivered on time and on budget despite some changes to the original scope and mid-project pivots"



**Dave Perkinson**  
Sr. Director - Software Engineering

## A scalable Salesforce ecosystem



## Implementation Highlights

- Successful migration from Marketo to SFMC for 160 markets including the US.
- Enablement of WhatsApp to target international students and members
- Seamless integration with CRM and backend data warehouse to trigger email communication.
- Managed Services support including build of emails, SMS, Whatsapp, automation and journeys
- A dynamic preference center that integrates with SFMC, CRM and the data warehouse
- Build of landing pages and forms iframed directly into the website