



"We have used a wide variety of partners to build and support our various Salesforce instances. The only one that we trust implicitly and don't ever worry about is JourneyBlazers. Their bids are always reasonable and the work that they accomplish is always to specifications."



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## SFMC Implementation and Health Check

### CHALLENGE

**With a decade worth of campaigns launched from multiple business units, the SFMC instance needed a revisit**

- Over 10 Million subscribers existed while the actual CRM audience was a quarter of that.
- Preferences and consent management strategy was not in sync across BUs leading to duplicates, compliance risks and high overage costs
- Campaign build and execution support for Harmony academy and Fundraising academy

### SOLUTION

- Delivered on a subscriber management strategy and saved over \$50K in overage costs this fiscal year (2024-25)
- Optimized the CRM sync across multiple Sales Cloud instances to reduce duplicates across business units. Established data governance for future synchronizations.
- Built a robust preference center that syncs across CRM and SFMC
- Provided managed services support to Harmony academy and Fundraising academy creating dynamic responsive emails and trigger based journeys

### Other parallel workstreams

- Enrollment & Student Services Chatbots
- Agent Force Readiness
- Data Cloud Architecture
- Experience Cloud
- Education Cloud
- Automated & Unified Comms