



# Driving revenue through a cross-channel solution

**Industry:** Sports

**Services:** Implementation, strategic consulting

**Products:** Marketing Cloud, Service Cloud, Journey Builder

## Problem

The Pacers were looking to be all encompassing on the digital experience and create ease of process for their sales team. They wanted to better engage, follow-up, and create a persona bank for their fans and help their sales team on different levels of the organization.

## Solution

By integrating Marketing Cloud and Service Cloud, Cognizant's SFMC Practice helped automate the renewal process, and created a custom dashboard to report back to executive leadership the progress of the renewal campaign in real time.

## Results

The Pacers are able to better communicate with their fans via Journeys, surveys, and social media. The Pacers team vastly increased the number of renewal emails they could send in one renewal period due to time-savings, thus driving more, larger renewals and more revenue. Each sales director has gained valuable insights into their business through the custom dashboard that allow them to drill into the data based on multiple variables.

**70%**

reduction in time spent on campaign creation

**20%**

increase in re-engaged subscribers