



Customer Success Story

A Leading pharmaceutical client Unleashes the Synergistic power of **Marketing Cloud through customizations and Integrations**

About the Client

Client is a leading pharmaceutical company that excels in research and development of groundbreaking pharmaceutical treatments for people with central nervous system (CNS) conditions.

Solution

With an eye on the digital generation, the client leverages all the marketing cloud's features and accelerate their client acquisition process through digital marketing channels.

Benefits

- ✓ Auto-filling of data in contracts eliminated 90% of manual input
- ✓ Automated and streamlined the contract expiration and renewal process
- ✓ 47% increase in customer responses and satisfaction
- ✓ The results were immediately felt by the users and leadership as efficiency, quality, and timely renewals all increased.

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