

Data chaos to marketing mastery

Driving marketing impact with Sonata's implementation of Salesforce marketing cloud

The Modernization
Engineering Company



Summary

Sonata Software partnered with a client facing critical challenges in customer engagement and data-driven decision-making. By implementing a comprehensive Salesforce marketing cloud solution with Interaction Studio, Sonata unified disparate data sources, automated lead qualification, and established real-time analytics capabilities. The transformation resulted in a 34% boost in lead conversion rates and a 25% increase in marketing ROI, positioning the client for sustainable growth through enhanced customer experiences and optimized marketing operations.

Customer overview

A global leader in cross-border, cross-currency money movement and payments, the client offers a wide range of services, including domestic and international money transfers, and financial products such as money orders and prepaid cards.

Headquarters	Employees	Revenue
Colarado	14000+	\$4 billion+

Pressure points

The client faced challenges across marketing and sales functions due to fragmented data, limited customer engagement, and lack of coordinated sales efforts. The absence of analytics made strategic planning ineffective, while unmeasured social media efforts led to unclear ROI.

Multiple disparate data sources hindered timely decision-making

Ineffective customer interactions limited growth potential

Lack of alignment between internal and external sales teams led to missed opportunities

Absence of a robust analytics system impaired strategic planning

The effectiveness of social media campaigns was not quantified

Solution highlights

Sonata Software implemented a comprehensive Salesforce marketing cloud ecosystem to address the client's fragmented data landscape and engagement challenges. The solution consolidated all marketing data into a unified platform, creating a single source of truth for customer information.

Implemented a targeted customer engagement strategy with Interaction Studio

Automated lead generation and notification to the sales team

Provided actionable insights through real-time reporting and dashboards

Developed a unified framework for social media campaigns and automated metric tracking

Results that speak volumes

Significantly enhanced effectiveness of social media campaigns

Improved collaboration between internal and external sales teams

Enabled faster campaign launches with cross-channel customer journeys

By the numbers

45% reduction in decision-making time

25% improvement in customer satisfaction

34% boost in lead conversion rates

25% increase in marketing ROI