



Rackspace Salesforce Marketing Cloud Services

Give your customers the experience they deserve from lead to loyalty.

As both B2C and B2B consumers' expectations continue to rise, brands need to provide their consumers a unique and meaningful experience to remain competitive in the market. Gartner predicts that the majority of top brands will lose brand equity value to declining brand perception and loyalty by 2020. An organization's marketing automation strategy is becoming more and more critical. Salesforce Marketing Cloud helps your organization get closer to your customers by giving you the tools you need to understand them, personalize their experience and engage them across channels at scale.

Experts Dedicated to Your Success

Salesforce provides the tools you need, but Rackspace Application Services combined with Digital Marketing Services help you make the most out of those tools. Rackspace will develop your marketing automation strategy and give you the content needed to enhance your customer interaction with your brand. Rackspace has a team of omnichannel marketing experts to help solve your technology challenges as well as develop a digital marketing strategy to drive new business, retain current customers and increase your brand equity.

Key Features

Salesforce Marketing Cloud gives you a full suite of omnichannel marketing tools:

Email Studio: An email marketing platform that can target the right audience, help you build engaging email messages, personalize your content with artificial intelligence (AI) and help you scale.

Mobile Studio: A mobile messaging platform that allows you to create highly targeted mobile messages and personalize the experience based on consumer preferences, behaviors and location.

Social Studio: A social media and marketing management suite that helps you analyze conversations, engage with your consumers, publish content and monitor engagement.

Advertising Studio: A digital advertising platform that leverages first-party data to create personalized, one-to-one messaging across search, display and social media so you can reach your targets anywhere.

Data Studio: A data ecosystem that enables data governance while helping you to reach new audiences and drive more revenue by sharing your data with trusted partners.

Journey Builder: A tool that helps you deliver responsive, automated, multi-channel experiences at every step of the customer lifecycle.

About Rackspace

Rackspace is your trusted partner across cloud, applications, security, data and infrastructure.

- A leader in the 2019 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 3,000+ cloud experts
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 150+ countries
- Salesforce Platinum Partner with 500+ Salesforce Certifications

Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. From first consultation to daily operations, Rackspace combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.

Key Benefits

Rackspace enhances Salesforce Marketing Cloud by:

Optimizing marketing processes: The “Process First. Technology Second.™” approach Rackspace takes to marketing optimization will help set you up for success by taking the time upfront to analyze your business processes and making recommendations to optimize those processes before designing and implementing the technology.

Developing marketing automation strategy: Together with Rackspace, you’ll develop a marketing automation strategy customized for your business that will enable you to give your customers the best-possible omnichannel digital experience. Rackspace can help build customer journeys and provide the content you need to execute on your digital marketing plan.

Increasing customer engagement: The creative content team at Rackspace provides personalized, meaningful content designed to engage and delight your prospects and customers at every touchpoint.

Accelerating time to launch campaigns: Using its team of engineers, developers, strategists and marketing experts, Rackspace can reduce the time it takes to launch your first campaign and generate revenue.

Leveraging marketing and Salesforce best practices: With years of experience and thousands of implementations, Rackspace has the expertise to help ensure you are implementing Salesforce Marketing Cloud with best practices in mind and with current offerings.

Services Delivered Your Way

Rackspace provides a comprehensive set of services to deliver Salesforce Marketing Cloud.

Discover & Enhance: Align existing public cloud environments with best practices for security, availability and operational excellence.

Design: Enjoy the benefits of a complete and customized architecture design that meets your reliability, scalability and security requirements.

Transform: Rackspace will migrate, implement, integrate, configure and customize your solution.

Manage & Operate: Rackspace maintains your Salesforce Marketing Cloud by partnering with your team to continually optimize your platform and help ensure you are getting the most value out of your system.

Take the Next Step

Let’s talk about how Rackspace Marketing Cloud Services help you achieve your customer experience goals.

Learn more: www.rackspace.com/en-us/salesforce-managed-services

Call: 1-800-961-2888