



CUSTOMER SUCCESS STORY



Boomerang Commerce

Boomerang Commerce is one of the fastest growing Enterprise SaaS Companies. Led by veterans from Amazon, Adobe and McKinsey, Boomerang is on a mission to transform the \$23 trillion retail industry through analytics, big data and optimization. Boomerang is widely covered in top tier media like TIME Magazine, Wall Street Journal, Bloomberg TV, Forbes, Fox Business TV and Analysts such as Gartner and Forrester.

Headquarters Mountain View, CA, USA

Website www.boomerangcommerce.com

Industry Technology

Simplus Services



Advisory
Services



Implementation
Services



Custom
Configuration



Change
Management



Managed
Services

Salesforce Clouds



Sales
Cloud



Salesforce
CPQ



Salesforce
Billing



Service
Cloud



Pardot



Community
Cloud

The Challenge

Due to staffing changes, Boomerang Commerce no longer had an internal Marketo expert and suffered from:

Inconsistent and Delayed Lead Response

Leads did not always receive immediate communication as emails were sent manually. The emails that were sent out to the leads were not always consistent and the activity was not tracked by a marketing platform.

Potential Loss of Critical Data

Boomerang Commerce's team had to export all lead data, marketing content, email templates, form templates and campaign data before their Marketo licenses expired in less than two weeks.

Inaccurate Data and Reports

Without the ability to use Marketo, it became impossible to gain insights into campaign performance and ROI. Boomerang Commerce needed accurate data and reports to make smart marketing decisions.

The Solution

Simplus helped Boomerang Commerce with:

- Data Cleanse and Migration from Marketo** Simplus exported all contact data and merged or deleted all duplicates. Simplus also migrated all of Boomerang Commerce's marketing content, forms, lists and landing pages from Marketo into Pardot.
- Training** Simplus created training that focused on creating Pardot forms and how to implement them on a website, building email templates, drip programs, prospect import and automated emails. This allowed Boomerang Commerce to utilize Pardot's features.
- Lead Capture** Simplus created new forms and replaced the previous Marketo ones on the Boomerang Commerce corporate website. Simplus configured all fields required by Boomerang Commerce and confirmed that lead data was being captured correctly by Pardot and synchronized into Salesforce.
- Salesforce Configuration** Simplus mapped over the necessary Pardot fields into Salesforce. Pardot fields were then organized onto the appropriate page layouts and record types for the Leads, Contacts and Opportunities objects.
- Automated Emails** Simplus created autoresponder email templates to respond to certain leads. These emails generally contained marketing content, such as white papers or case studies. This increased the efficiency and lead response time of Boomerang Commerce's marketing team by eliminating the need for manual responses. This also gave the team insight into which content was best received.

“Working with the Simplus team was a treat. My project manager always kept us moving forward and my consultants were true rock stars. They stayed right in line with my timeline expectations and came in under budget! This product will be of great value to my organization and I would highly recommend Simplus to anyone!”

- Raghu Hariharan *Director of Business Operations*