



CloudCraze is a Salesforce-native B2B commerce platform that powers some of the world's largest brands like AB InBev, Coca-Cola, GE and Kellogg's. When CloudCraze struggled to reach and engage prospects during their 6-12 month sales cycle through traditional outbound sales methods, Walker Sands proposed an integrated demand generation strategy to drive qualified leads and widen the net for potential prospects.

51%

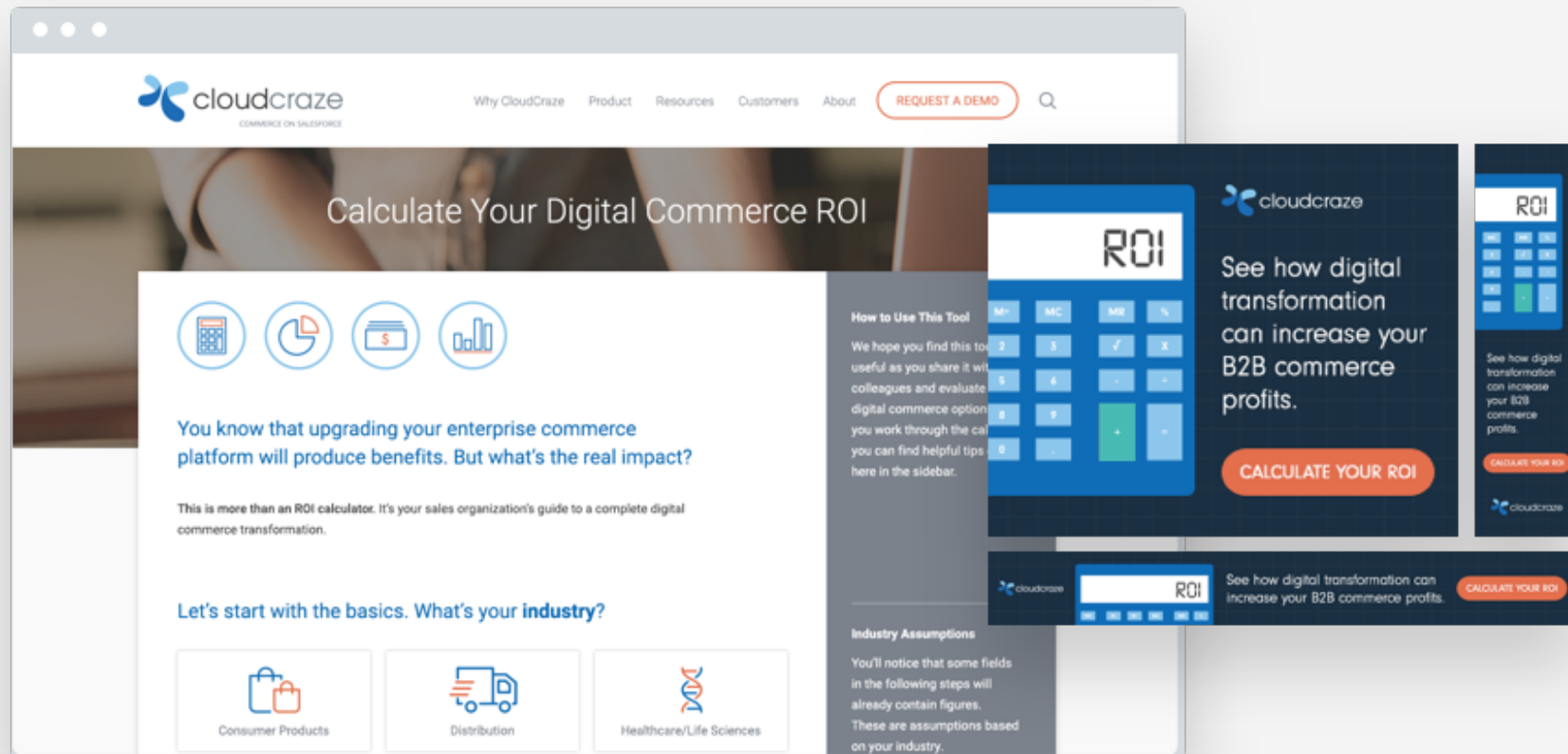
Traffic Increase

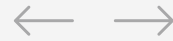
\$2.7 million +

In new business

2x

Conversions





Strategy

The Walker Sands team of SEO, SEM and marketing automation experts conducted a thorough competitive gap analysis and identified the pain points of CloudCraze's target audiences.

After analysis, Walker Sands laid out a new strategy for CloudCraze comprising three major elements: a digital commerce ROI calculator, new content and a highly targeted promotion strategy.

Execution

In 2017, Walker Sands executed the following components for CloudCraze:

- **ROI Calculator** – Using customized stats like revenue increase, gross margin improvement and cost reduction, the ROI Calculator shows prospects the bottom-line impact of CloudCraze.
- **Content Creation** – Walker Sands created useful, intent-based content to keep prospects engaged throughout the six-month sales process, generating new leads and nurturing relationships with existing customers.
- **Content Promotion** – Through an integrated owned, earned and paid strategy, Walker Sands delivered content to key target audience segments.

The program focused on a specific audience of Chief Experience Officers, VPs and Directors of eCommerce or IT at large consumer goods, manufacturing, distribution, software, media and healthcare companies.

See how our team of strategists can help you.

Talk to us →

Results

Our work produced several important results for CloudCraze:

- **51 percent increase in website traffic** Q2 2017 over Q2 2016
- Over **\$2.7 million in new business** in Q2 2017
- **Conversions more than doubled** Q2 2017 over Q2 2016 (form submissions increased from 882 to 1,788)

By understanding CloudCraze's audiences and creating a content-rich demand generation program, Walker Sands has helped CloudCraze continuously drive leads, close new business and improve conversion rates.

In 2018, CloudCraze was acquired by Salesforce due to their fast growth and strong digital marketing presence generated by the Walker Sands team. To learn more about the full program executed for CloudCraze, which included a website redesign and full PR program, [click here](#).

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