



Showcasing the success of Atlantic Lottery Corporation



How CloudKettle helped make it happen

Digital 360 has been the driving force and new industry standard for top-level companies wanting to cater to their customers' preferred levels of communication and engagement. With the world's digital commerce rates climbing to historical highs, more companies are taking advantage of the power Digital 360 has to offer.

Digital 360 focuses on the complete integration of Salesforce's top-rated cloud-based services. Each one of the listed services provides expert assistance, broader partner ecosystems, and unique value propositions for clients who are probably similar to yourself. In the simplest terms, here are the aspects of each:

Marketing Cloud - A way to manage marketing relationships and campaigns with customers.

Commerce Cloud - A multi-tenant, cloud-based commerce platform that empowers brands to create intelligent, unified buying experiences across all channels—mobile, social, web, and store.

Experience Cloud - A digital platform that helps companies build connected CRM- powered digital experiences.



CloudKettle

Atlantic Lottery Corporation (ALC) provides government-regulated and responsible lottery products to Atlantic Canadians. They recently came to CloudKettle with the goal of engaging active players and gaining a deeper understanding of player behavior to help deliver more customized experiences. These are the kind of business objectives that Digital 360 is ideally suited for.

CloudKettle used Digital 360 to create customized, online player experiences and tailored player journeys based on their individual behavior. The result: players presented with a customized offer converted at a rate of 75.2%.

In short, by working with CloudKettle and Digital 360, ALC was able to leverage unique player data to provide timely and tailored offers for their players, increasing overall conversions.

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“CloudKettle is helping us leverage our existing data to gain a much deeper understanding of our players’ preferences.”

- Merrill Fullerton, Manager – eCommerce Growth,
Atlantic Lottery Corporation

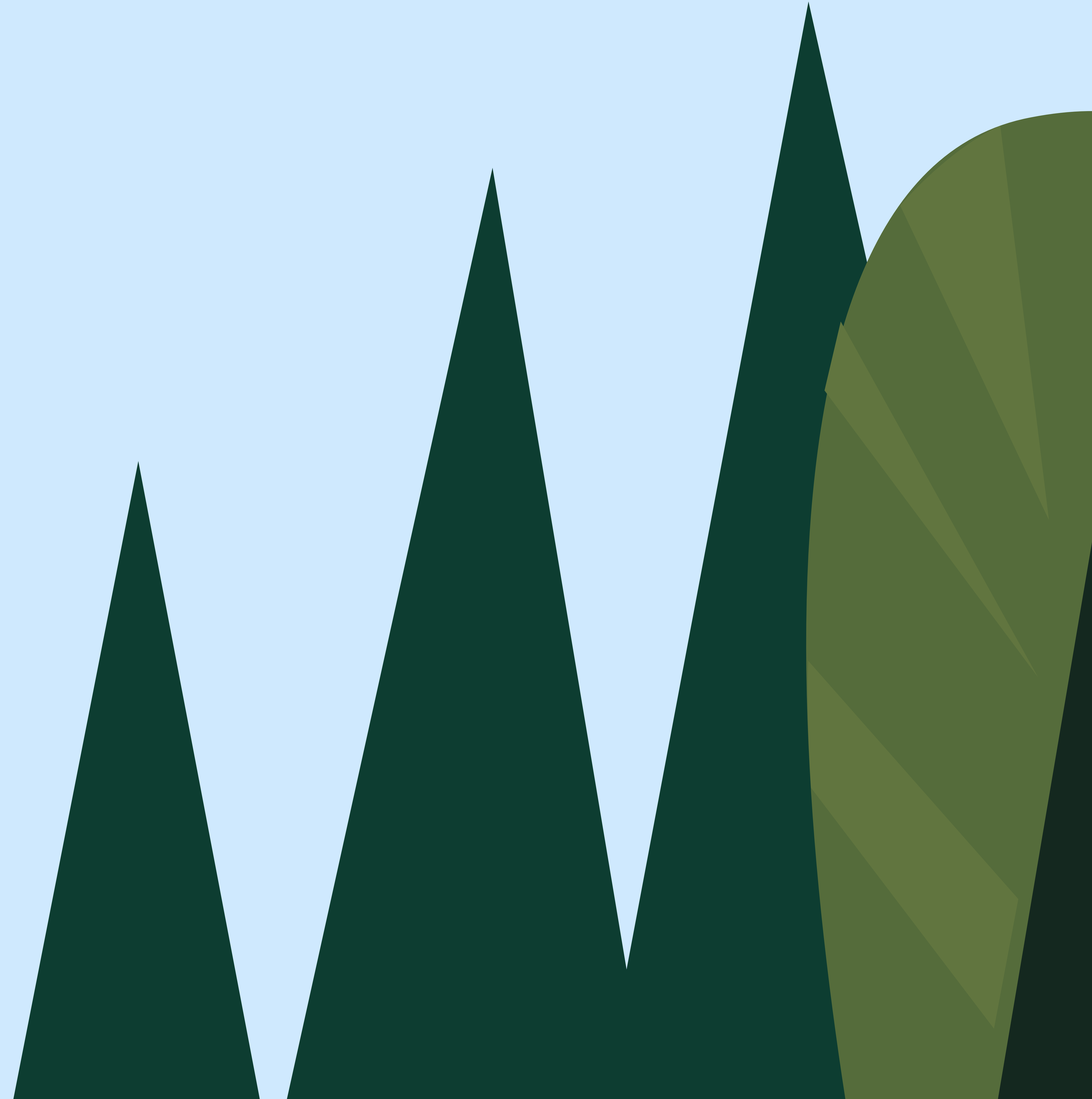


CloudKettle

As a strategic advisor, CloudKettle was able to help ALC enhance its people, processes, and tech to build a scalable and secure implementation that allows them to focus on the most important part of their business—their customers.

Many of today's successful companies are making the complete transformation to Digital 360. CloudKettle can provide the expertise to help guide you on the way.

See what Digital 360 can do for you





About Salesforce

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social and artificial intelligence—to create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: salesforce.com.

About CloudKettle

CloudKettle helps enterprises drive revenue with Salesforce. Specializing in organizations with complex security and regulatory compliance requirements, CloudKettle provides the strategy and hands-on keyboard execution to leverage platforms like Sales Cloud, Marketing Cloud, Einstein, Tableau, and more to create highly personalized cross-channel experiences.

For more information about CloudKettle, visit CloudKettle.com.

