



# Salesforce Media Cloud Implementation

Boost Media Sales Conversion by 88% and Increase Customer Satisfaction by 30%.



### The Business Challenge

Success in the media industry now demands a strong focus on customer-centricity. With the advertising ecosystem in constant flux, media companies must embrace automation and intelligence to keep pace. As digital-first, data-driven approaches become the norm, the need to maximize customer lifetime value (CLV) through integrated business models is more pressing than ever. Also, customer engagement strategies need a revamp with the shift to an audience-first approach in ad sales and the push to build a thriving community of creators, distributors, advertisers, and audiences.



### The Solution

Salesforce Media Cloud implementation and solutions by Jade Global transform your media operations. We harness the platform's advanced capabilities to unify data across channels, enhance audience targeting, and optimize ad sales strategies. Whether you're focusing on media sales growth, concept-to-cash advancements, or building industry-specific use cases, Jade Global, a certified Salesforce partner, is here to drive efficiency across every part of your media value chain.

## Jade's Media Cloud Offerings

#### Consulting Services/Advisory

- Salesforce Media Cloud Implementation
- Third-Party CRM to Salesforce Media Cloud
- Platform Migration to Salesforce Media Cloud
- Industry Solutions – Media, Digital Marketing, News channels, Advertising Agencies

#### Implementations

- Implementation Planning
- Assessment of current state
- AI-Led Use Cases
- Organizational Change Management (OCM)
- Training

#### Integration Services

- Integrate with ERP Systems
- Integration with Payment Gateways
- E-commerce Platform Integration
- Marketing Automation Systems Integration

#### Managed Services

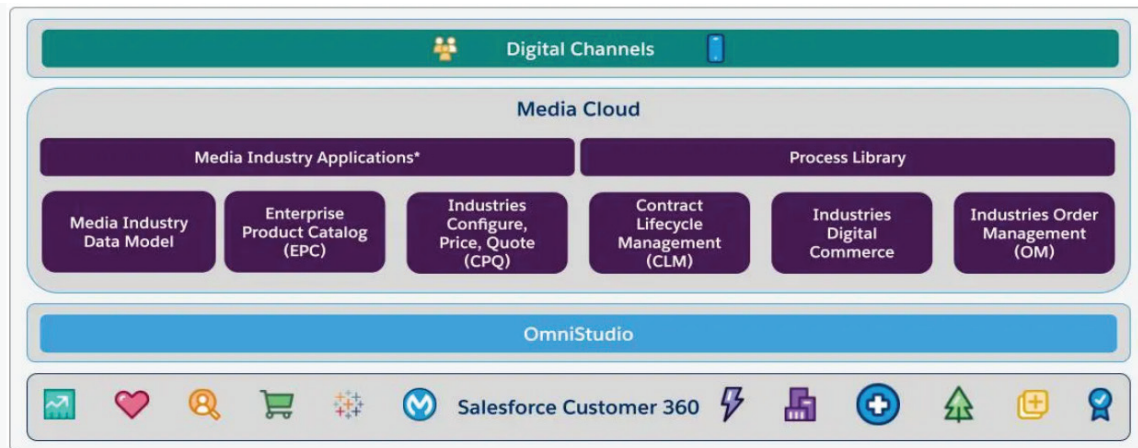
- Maintenance & Support
- Administration of CRM Applications
- Salesforce Center of Excellence
- 24 X 7 Support
- Upgrade Analysis, Education, and Remediations
- Optimize Business Performance

## Benefits to Your Business

- **25% to 75%** improvement in process efficiencies
- **88%** boost in sales conversion rate
- Launch a Minimum Viable Product (MVP) in **2 to 3 months**
- **29%** faster decision-making through automated media processes

- **28%** increase in advertising sales revenue
- **30%** rise in customer satisfaction & engagement
- **23%** faster automation processes

## Jade Global's Salesforce Practice: By the Numbers



## Why Choose Jade Global?

Jade Global has been a growth enabler for two decades serving fast-growing enterprises who dare to dream delightful human experiences via technology. As a trusted IT partner for two decades, we offer 360 degree holistic services across multiple technology platforms, including advisory, implementation, integration, testing, and managed services.

- Recognized as the fastest-growing company by Inc 500 for 13 consecutive years.
- Highest quality standards, including CMMI® Maturity Level 5, ISO 27001, HIPAA compliance,
- A rich partner ecosystem of Oracle, NetSuite, Salesforce, Copado, Microsoft, Boomi, ServiceNow, etc.



Jade Global is the ideal IT services partner to support the entire IT stack of high-growth businesses.

Connect with our experts to explore how Salesforce Media Cloud can streamline your revenue processes and drive growth.

[Talk to Our Experts →](#)