



salesforce



SERVICES & SOLUTIONS 22

GRAVITAI

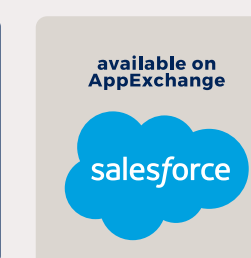
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Salesforce & Gravitai | 2022

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SO...

PICK A
PAGE

AND START
EXPLORING
GRAVITAI

SALESFORCE & GRAVITAI

From an overview of Gravitai to incentives, applications and industries, find what you need right away:

- | | |
|----------------------------------|-------------------------------------|
| 4. Where it Started for Gravitai | 22. Journey Builder |
| 5. Our Customers are Everything | 23. Marketing Cloud Personalisation |
| 6. Memory Lane with Gravitai | 24. Salesforce CDP |
| 7. Problem Solvers | 25. Marketing Cloud Intelligence |
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| 16. Going Global | 36. Salesforce Health Check |
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THE *force* THAT CONNECTS *Cloud* PLATFORMS

Launching implementations into the atmosphere and beyond, providing solutions for alien automation.





"IT ALL STARTED WITH A 'LEGO MINIFIGURE', AND THE REST WAS HISTORY..."

Having grown up in Ireland's 'information age town' (Ennis, Co. Clare), at the age of 17, the foundations of Gravitai started to form from a passion for Lego and an achievement of an Entrepreneurial Award by the Country Enterprise Board.

Establishing Gravitai as pioneers in digital transformation, our vendor-agnostic approach is principled on TOGAF, LEAN and Agile methodologies; This has allowed us to revolutionise the design, implementation and support of Cloud-based technologies and projects.

We extend clients' teams with skilled technical capabilities working across multiple verticals, including Financial, Energy, Recruitment, Retail, Automotive, Professional Sports, International Refugee Organisations, Design Agencies, International Freight Shipping & plenty more. Clients recognise early the business value that their cloud implementations bring, which can then better justify investment in their technology.



WILLIAM MCMAHON - CHIEF EXECUTIVE OFFICER (CEO)

[Connect with me on LinkedIn](#)

08-05-2021



TO US, IT'S PERSONAL, SO OUR CUSTOMERS MEAN EVERYTHING



WE REALLY DO CARE

When you become a client of Gravitai, you are not just a customer. You are a part of Gravitai. Salesforce, for us, is all about the experience and result. We care about the final result and will do anything and everything in our power to achieve the best. We are experts in fallen projects because we provide the love and care needed for the project, support or training to be successful in ensuring you achieve the best ROI and hit KPIs.

OUR FIVE PRIMARY CONSTRUCTS

1. *Certified* resources on demand for all our clients
2. *Cross-Platform* experience through Gravitai
3. *Proven* mature project delivery across all accounts
4. *Experienced* services at your disposal
5. *Account Management*, calm & collected



WILLIAM MCMAHON - CHIEF EXECUTIVE OFFICER (CEO)

Connect with me on LinkedIn



TAKING A STROLL

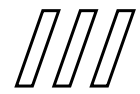
DOWN MEMORY LANE

Gravitai has been operating for the past nine years; established in 2013, we have grown through customer satisfaction and putting the customer first through every single interaction.

We are a strong community with over **70+ resources**, including project managers, developers and consultants working full time to provide the solutions and services of the highest quality.

We have completed over 100+ greenfield implementations through to Recovery Operations in our lifetime. We aim and coordinate our teams to deliver the highest quality of successful Cloud deployments for all our clientele.

We are successful because we care about our customers, and they care about us as we retain clients on multi-year engagements working across various projects, teams and sizes.



PROBLEM SOLVERS

WE ARE DEPENDABLE

Quite frankly, we love solving problems. It's what we do best. We are naturally hard-wired to provide solutions to resolve your issues around Salesforce, CDPs and ERPs.

DEDICATED CLIENT ACCOUNT MANAGEMENT

Attention to detail is vital in the thriving nature of any project, implementation or training. For all our accounts, we assign a dedicated client account manager to handle communications, the scope of work and resources to focus on the attention to detail which enforces the flourishing nature of what we do.

From day one, we assign clients an account manager for our clients, which will act as the focal point within their organisation.

They deserve attention, expertise, resources, and respect.





AN *Incredible* TRACK RECORD

Providing agnostic product services to leading global organisations and companies in multiple industries and sectors. Find out how we become so successful within digital marketing.



HAYS



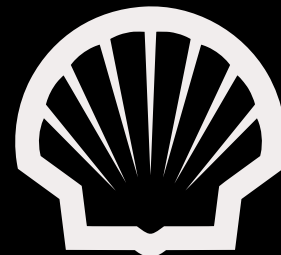
Schroders
personalwealth



British Gas



alamy



**ma
ma
cash**





OUR **SALESFORCE** CLIENT HISTORY

Since 2013 we have served several industries, companies, and organisations across the globe. It has given us monumental amounts of experience, knowledge and connections. Whom have we worked with?

- Alamy
- Betway
- British Gas Evolve
- Burberry
- DailyMail
- BGO
- ECCO
- Gain Capital
- GreenThumb
- Hays
- Hive
- Jack Daniels
- Jaguar Land Rover
- JustEat
- Lightspeed Broadband
- Listers
- Maersk
- MamaCash
- Manchester United
- Okido
- Pepper Money
- Sanderson Design Group
- Schroders
- Schroders Personal Wealth
- Shell
- St Austell's Brewery
- Telcom UK
- Tharsus
- TimeOut Magazine
- Toyota
- UNHCR (UN Refugee Agency)
- University of Oxford

BUILT THROUGH SALESFORCE

Our current clientele up until this point has all come through word of mouth. This shows our dedication to the clients we serve and, the results we achieve, and the feedback we receive as we look into organisations and clients in the UK & Europe for the future.

Please feel free to enquire about any of our past clients.



PURE EXPERTISE

BUILT ON OUR KNOWLEDGE

While we support multiple Salesforce applications such as Marketing Cloud, Sales Cloud, Service Cloud, Financial Services Cloud and Mulesoft Anypoint Platform, our primary focus and expertise is Salesforce Marketing Cloud. It is what we do best.

We continue to support multiple Salesforce applications, but we primarily focus on SFMC implementations, with support and training to give new clients and customers the best experience.

WHILE WE DO FOCUS ON ALL INDUSTRIES, WE GRADUALLY LOOK TO VENTURE INTO STREAMLINED SECTORS VIA SFMC

- Automotive
- Professional Sports
- Fibre Broadband/Telecoms
- Energy & Utilities



OUR PLEDGE

STANDING UP FOR THE GLOBE

At Gravitai, we are committed to making a change in the world with what we do. We are dedicated to our plan regarding the critical environmental changes we need to make as a company while also considering how we operate with company equal opportunities for all individuals within Gravitai.



THE UNITED NATIONS GLOBAL COMPACT

For these reasons, we are a part of the United Nations Global Compact aimed at enforcing human rights, sustainability, and equality.

As a company, we are gladly a part of a global network of 15,000 companies and 4,000 non-business participants that are dedicated and committed to building a sustainable future. At Gravitai, we have a massive recognition and passion for making the workplace friendly, with equal opportunities and sustainable.





OUR RESOURCES

ONLY THE BEST

We have valued our success down to the exceptional individuals we have at Gravitai. You will not meet a friendlier bunch. Currently operating with over 70+ resources, we have a streamlined approach to handling clients, which means you receive a personal and highly attentive management process.

"We have dedicated resources with years of critical industry experience and knowledge among various sectors. We only hire the very best project managers, consultants, developers, business analysts and client account managers. Success is built on our individuals."



OLAJIDE 'JAY' ABDUL-AZEEZ
Head of Services at Gravitai

07-04-2022



BRICK PRICING

HOW OUR MODEL WORKS

We follow a 'brick' pricing model that allows implementation, retained support and training across any application to be easily forecasted and scoped for any client or project.

1. Pick your desired product(s), e.g., Marketing Cloud
2. Your product will have a set brick price, e.g., £925 per brick, which can be used for implementation services, retained support or training for any enablement you need from Gravitai
3. Each brick can be put towards delivery of projects or support
4. Implementations cost a certain amount of bricks for the project to be completed, while you can also top up bricks as well.

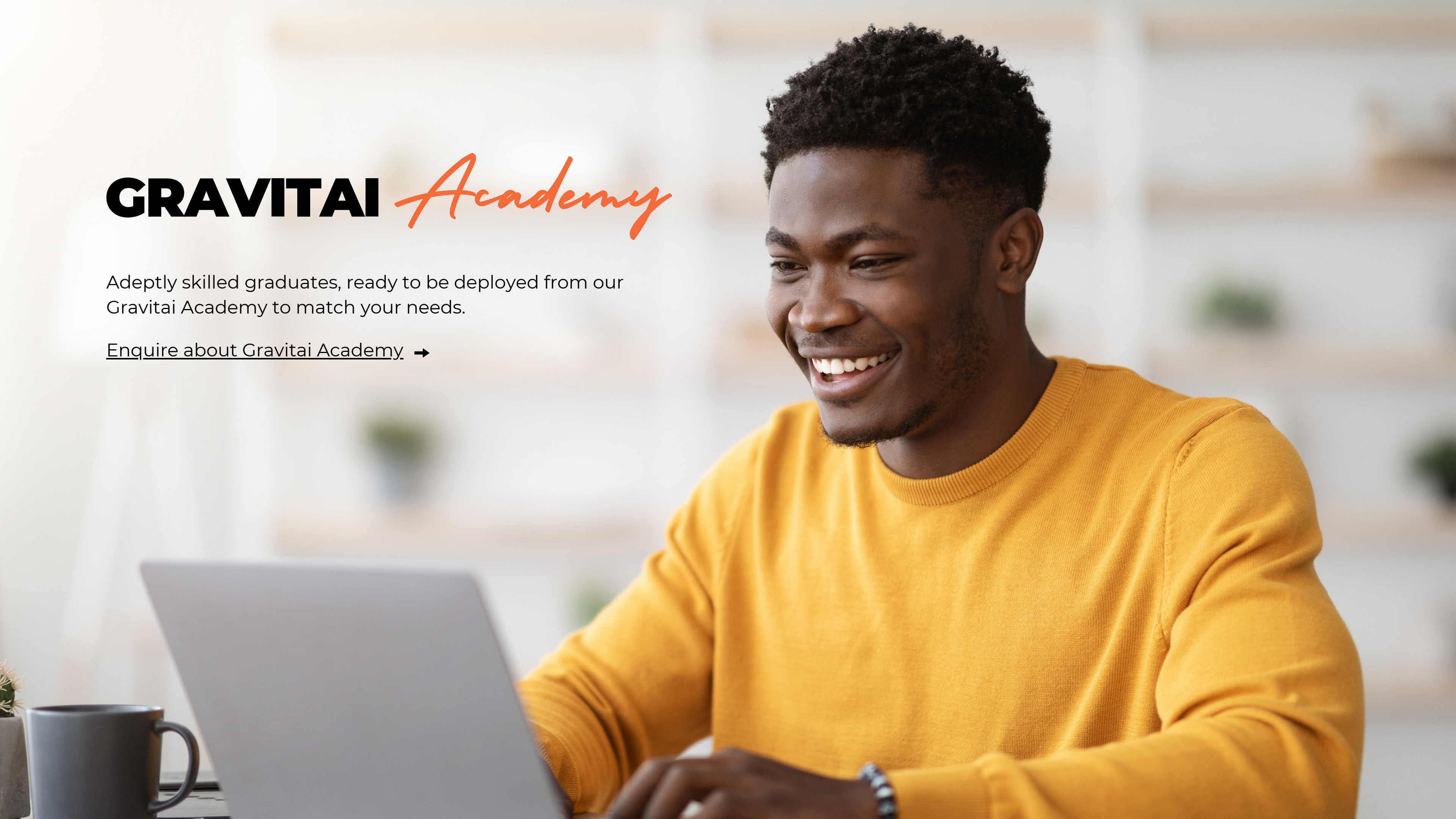
The more bricks you buy, the cheaper the brick becomes.

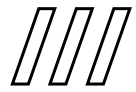


GRAVITAI *Academy*

Adeptly skilled graduates, ready to be deployed from our Gravitai Academy to match your needs.

[Enquire about Gravitai Academy](#) →





REDUCED SALESFORCE PRICING FOR *Q1 & Q2* W/ GRAVITAI

We are currently offering REDUCED pricing for implementation, support and training services for our Salesforce supported applications in Q1 & Q2.

GET STARTED WITH SALESFORCE NOW

**Any project must be signed off before the end of Q2 to qualify for the discount.*



GOING GLOBAL

OUR OFFICE AND OPERATIONS AROUND THE GLOBE

We are adamant about providing Salesforce, CDP and ERP solutions and services across the UK, Ireland, Europe, America and LATAM.

Regarding operations, we have offices situated in the UK, Ireland & Europe.

We are further expanding to distant global regions as our clients grow and expand into the atmosphere.

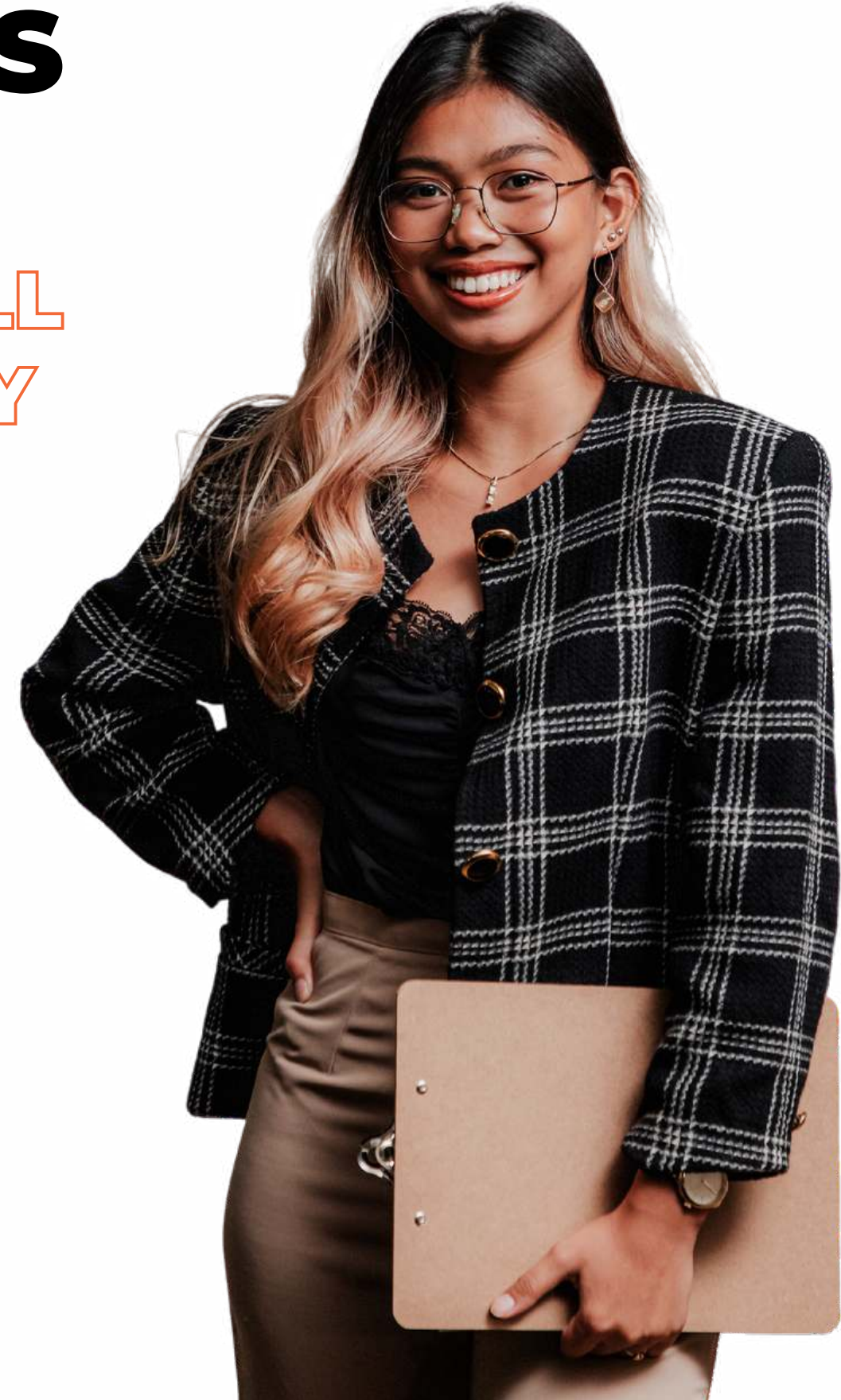
VALUING OUR CUSTOMERS

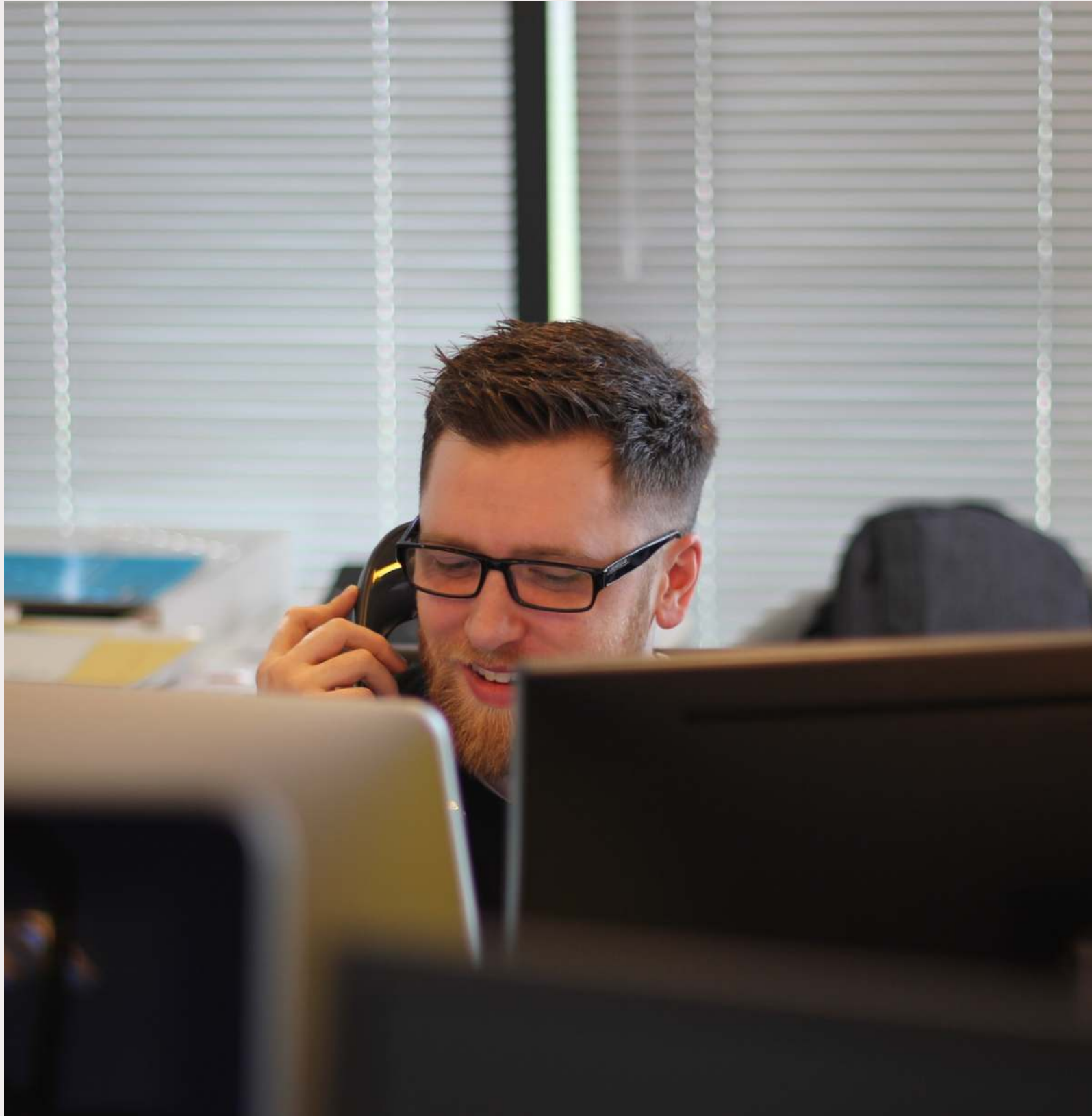
OUR CUSTOMERS AND CLIENTS ARE
WHAT MAKE US SUCCESSFUL; WE WILL
NEVER SETTLE UNTIL THEY ARE HAPPY

Our success with Salesforce, CDPs and ERPs is down to customer satisfaction. We strive for greatness when it comes to our clients because we care. We are a passionate partner, which is why we retain our customers year on year. No one will provide personal support and care like us. We are pioneers in customer satisfaction, project success across implementation services, retained support and training.

Customer happiness is what pushes us further to evolve, develop and re-invent services and solutions for the dedicated technology applications and services we provide globally.

It's all about flexibility, return on investment and building solid relationships.





FALLEN PROJECTS

ACCOUNT RECOVERY

In the nine years we have been operating, we have seen one trend across the globe, which is fallen accounts. For various reasons and circumstances, implementations fail; let us help.

"We are experts in recovering red accounts and fallen projects; we have done it for years and will continue to provide the love and care for customers and clients out there that not only need expertise but need an agency that is a friend for knowledge and support."



WILLIAM MCMAHON

Chief Executive Officer (CEO)

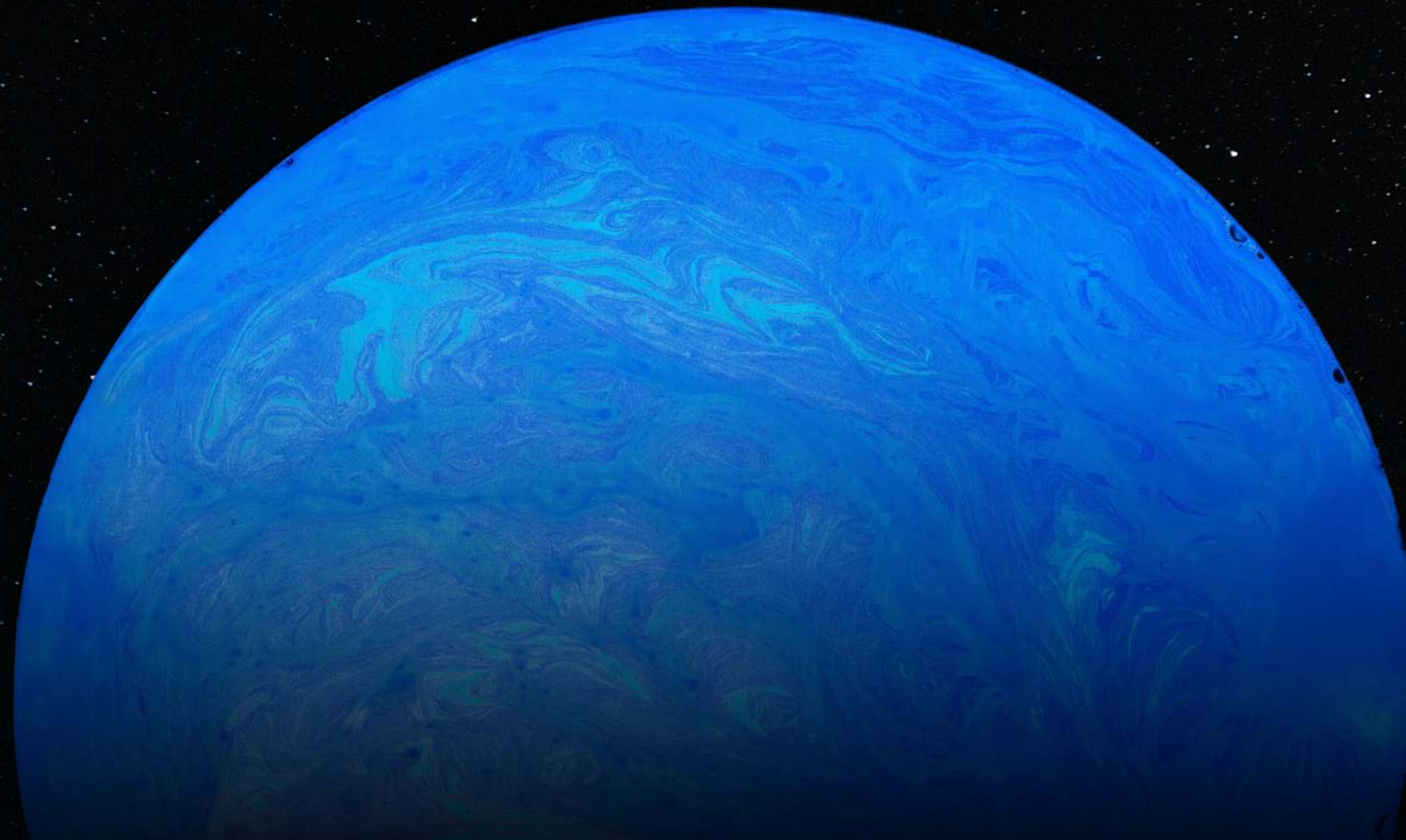
20-02-2022

ENQUIRE ABOUT A RED ACCOUNT OR FALLEN PROJECT



BREAKING IT DOWN VIA SALESFORCE PRODUCTS

Take a look at the Salesforce products we support and what we can offer for implementation, support and enablement.





MARKETING CLOUD

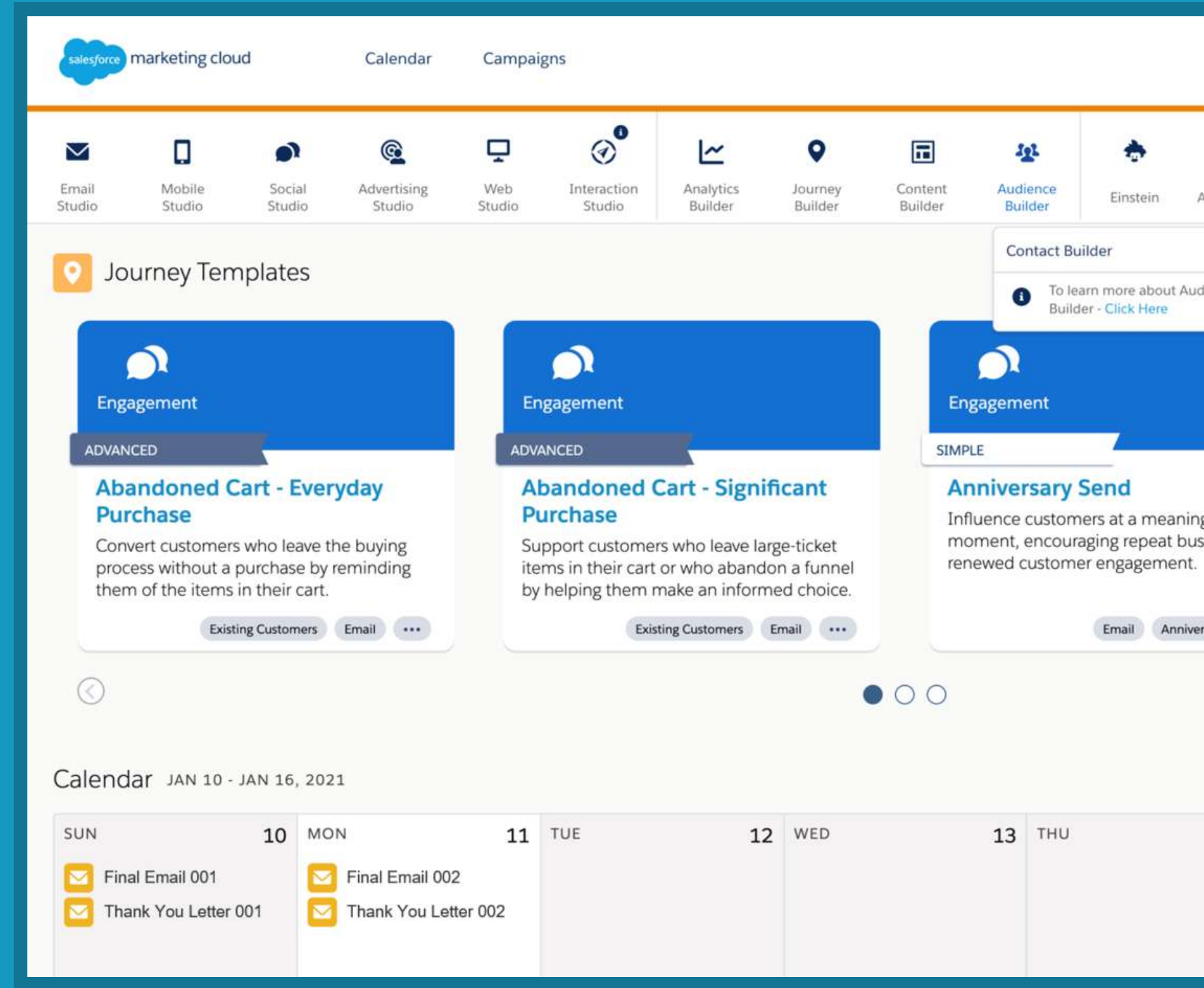
WELCOME TO SALESFORCE

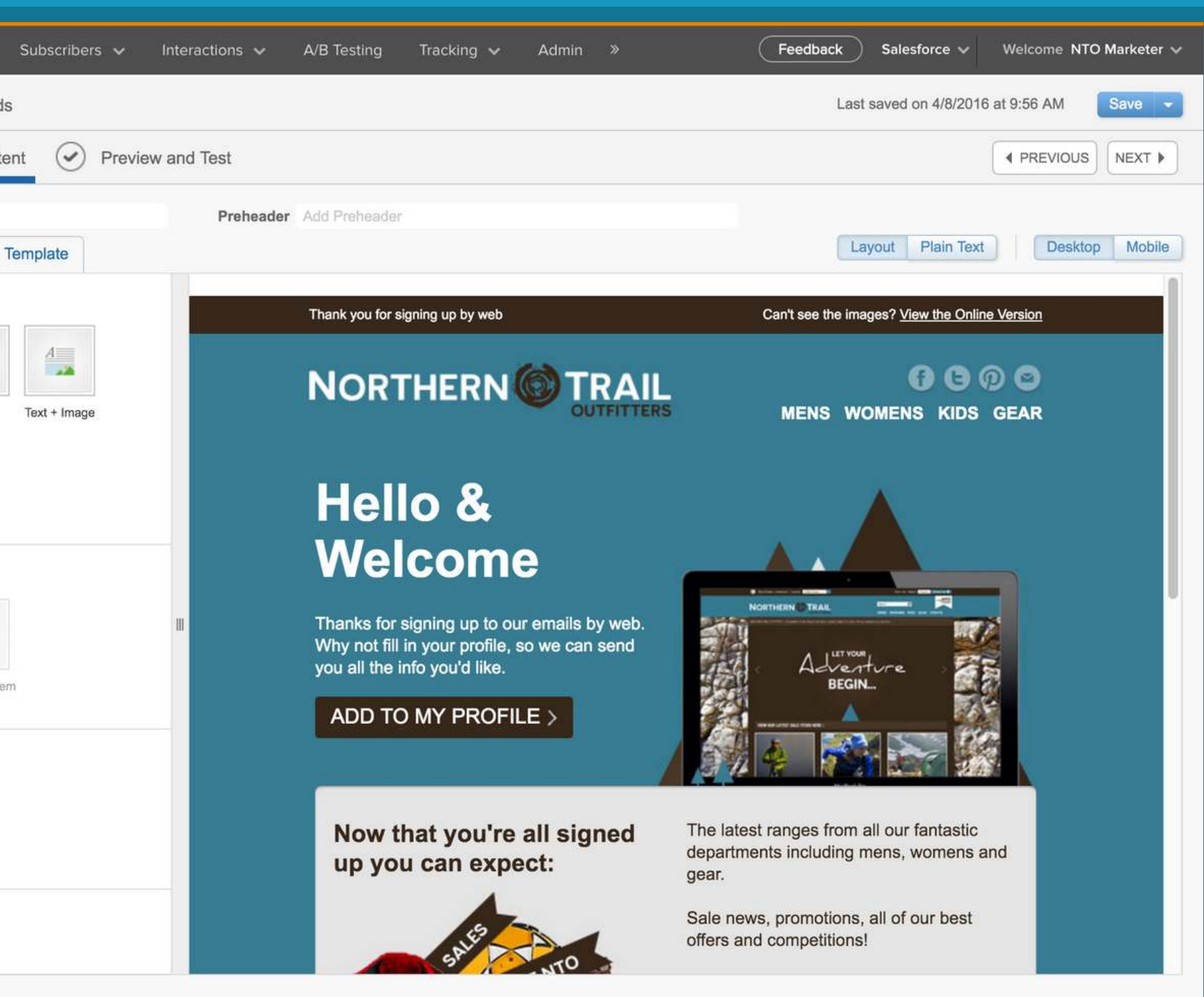
Let's face it; automation can be alien to people. It is hard enough understanding your customers and their needs, so why add the pressure of implementing the #1 digital platform in the world for your needs and requirements?

That's where we come in. We are Salesforce Marketing Cloud experts. It's what we do best, after all.

For years we have provided Marketing Cloud services in Salesforce to leading organisations and companies across the globe in multiple sectors and industries. It's why we are one of the most respected Salesforce partners and continue to grow via the success of our clients, implementations, retained support and training services. There is none better.

Let's humanise Marketing Cloud together →





EMAIL STUDIO

GET IN TOUCH GLOBALLY

Use data from every single source to build more innovative and more responsive emails, from campaigns to 1-to-1 messages.

HOW CAN WE HELP WITH EMAIL STUDIO?

- Use drag-and-drop segmentation tools to hone subscribers
- Schedule messages, distribution and custom reports
- Identify highly engaged subscribers and increase conversions
- Quickly identify and optimise your mobile emails
- Use content blocks to populate industry email designs
- Employ HTML code and personalised scripting language
- Strengthen your customer relationships with email marketing
- Fine-tune with A/B testing and automate your journeys
- Get your emails to the top of the inbox with every customer
- Filter millions of profiles in seconds with Email Studio

Implement and build your company emails →



JOURNEY BUILDER

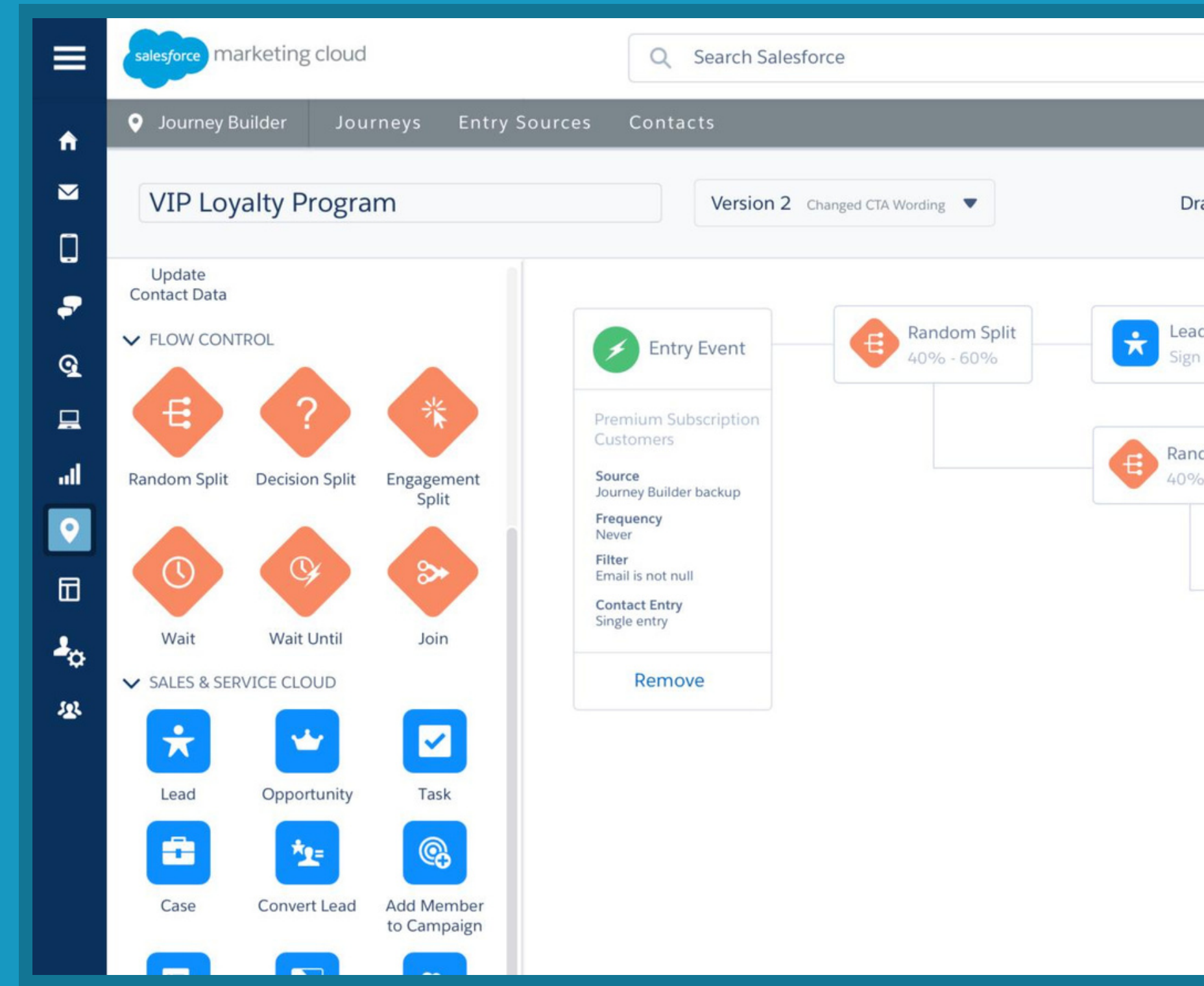
PERSONALISED CAMPAIGNS

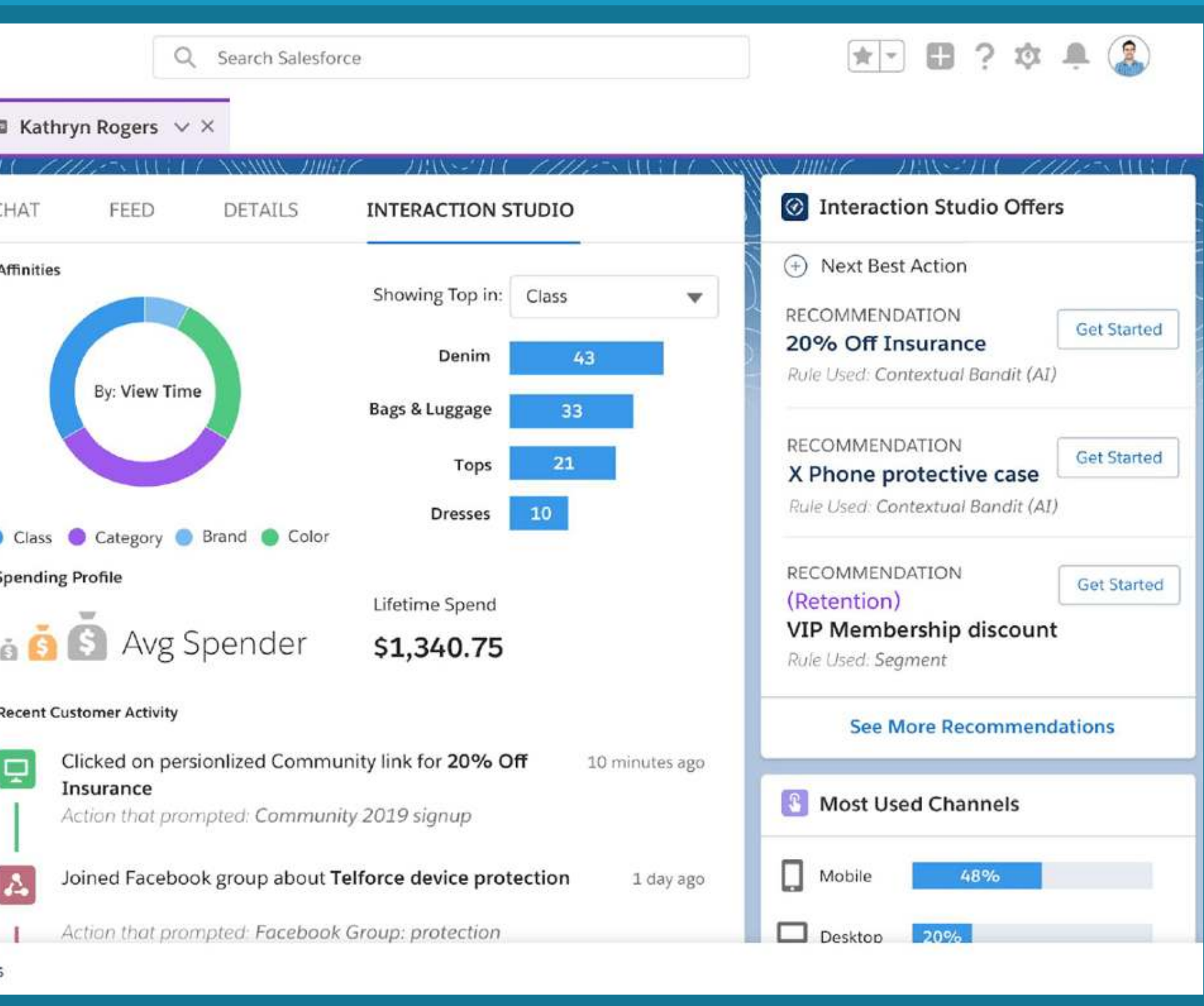
Start delivering every interaction, email, communication and mobile call. Build personalised, meaningful journeys.

HOW CAN WE HELP WITH JOURNEY BUILDER?

- Collect enhanced customer data to get more sales in the doors
- Convert potential leads into fully-fledged customers
- Target browsing behaviour, purchase history & messaging
- Utilise real-time events, purchases, downloads and service cases
- Alter customer paths, target emails and predicted algorithms
- Be proactive, plan journeys through automated logic
- Build abandoned cart journeys and welcome newsletters
- Use templates and determine the flow of every single journey
- Build password resets, seasonal campaigns, birthday journeys
- Implement lead nurturing, system updates & recommendations

[Start building campaigns with Journey Builder](#) →





MARKETING CLOUD PERSONALISATION

We love Marketing Cloud Personalisation, and you know why? Because it is all about the customer, and that's how it should be.

HOW CAN WE HELP WITH PERSONALISATION?

- Increase loyalty schemes, campaigns and personalisation
- Obtain data via connectors, API or JavaScript integrations
- Monitor customer's behaviour, activity, clicks and movement
- Connect online interactions with offline ones in the branch
- Control the algorithms while you apply and govern rules
- Unify your messaging and communications across platforms
- Define and track metrics within your business
- Algorithmic targeting & experiences using data-driven AI
- Uncover the right opportunities and performance metrics
- Track behaviour of iOS & Android users

Let's personalise every single interaction →



SALESFORCE CDP

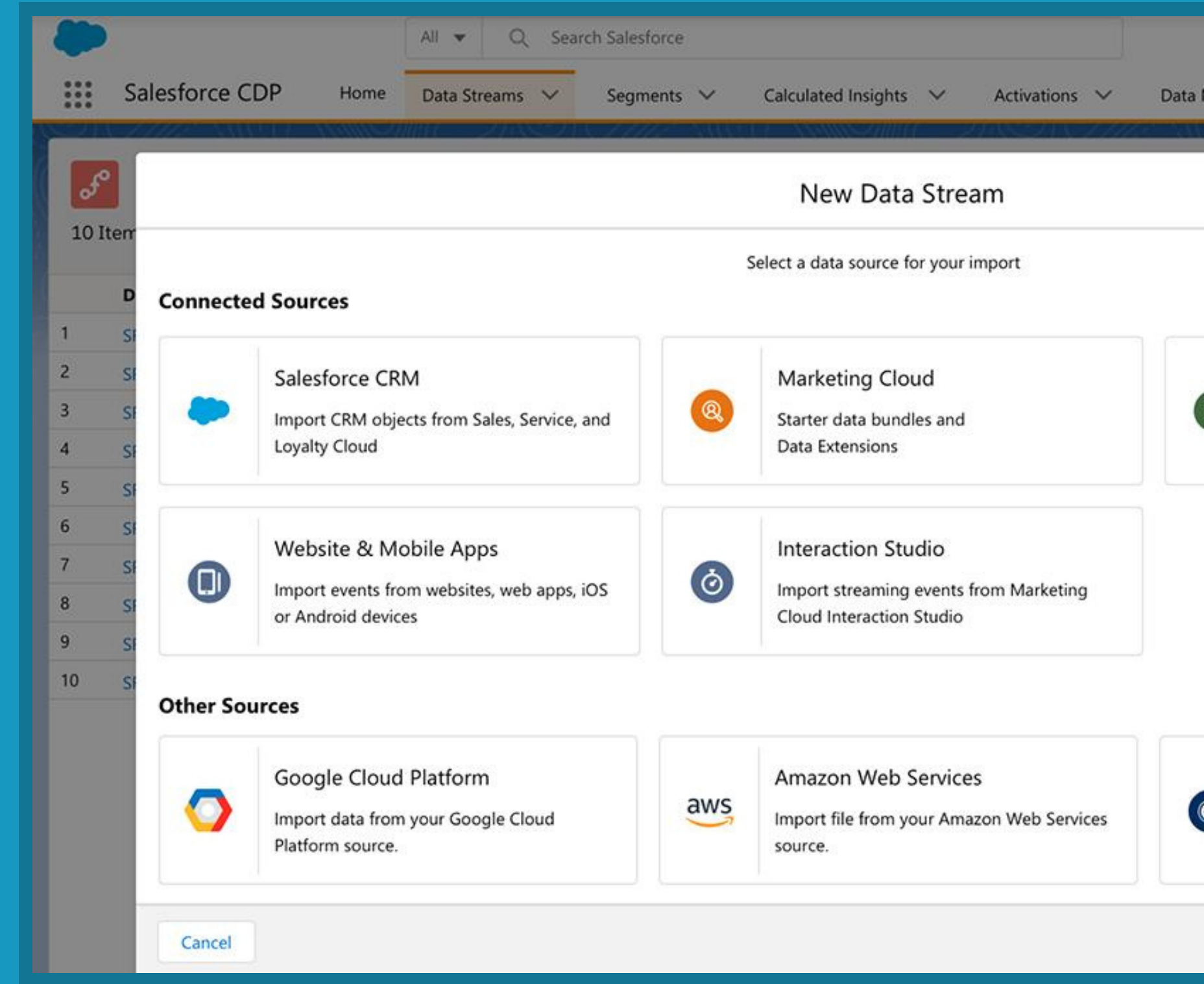
CUSTOMER DATA PLATFORM

In order to build trusted relationships, companies must engage, personalise and be data-first to match digital-first customers.

HOW CAN WE HELP WITH SALESFORCE CDP?

- Unify all of your data from anywhere for a complete view
- Create profiles via identity, engagement, orders and loyalty
- Match data to your customers individually
- Capture your data and unify it all under one roof together
- Target and understand your audience from sales to service
- Build smarter audience segments from data with drag & drop
- Custom building, testing and optimise all on your command
- Reach customers at every step of their journey
- Make experiences compliant with GDPR & CCPA measures
- Enrich and analyse unified profiles to be smarter with data

[Start Understanding your customers' data](#) →





MARKETING CLOUD INTELLIGENCE

By utilising your data in one marketing dashboard, you can help drive ROI, speed and growth across each business.

HOW CAN WE HELP WITH INTELLIGENCE?

- Drive ROI and growth with cross-channel analytics
- Optimise leads, conversion and your pipeline company growth
- Replace manual reporting with rapid solutions for the best ROI
- Optimise the value of your content and audiences
- Utilise data via social, search, video, web, CRM and email
- Control data via AI automation regardless of the format
- Immense flexibility with 7000+ marketing tools
- Take action on recommendations and keep on track of KPIs
- Automate visual guides and natural language descriptions
- Turn days of tactical analysis into minutes

Take charge of customer data exclusively →



MARKETING CLOUD

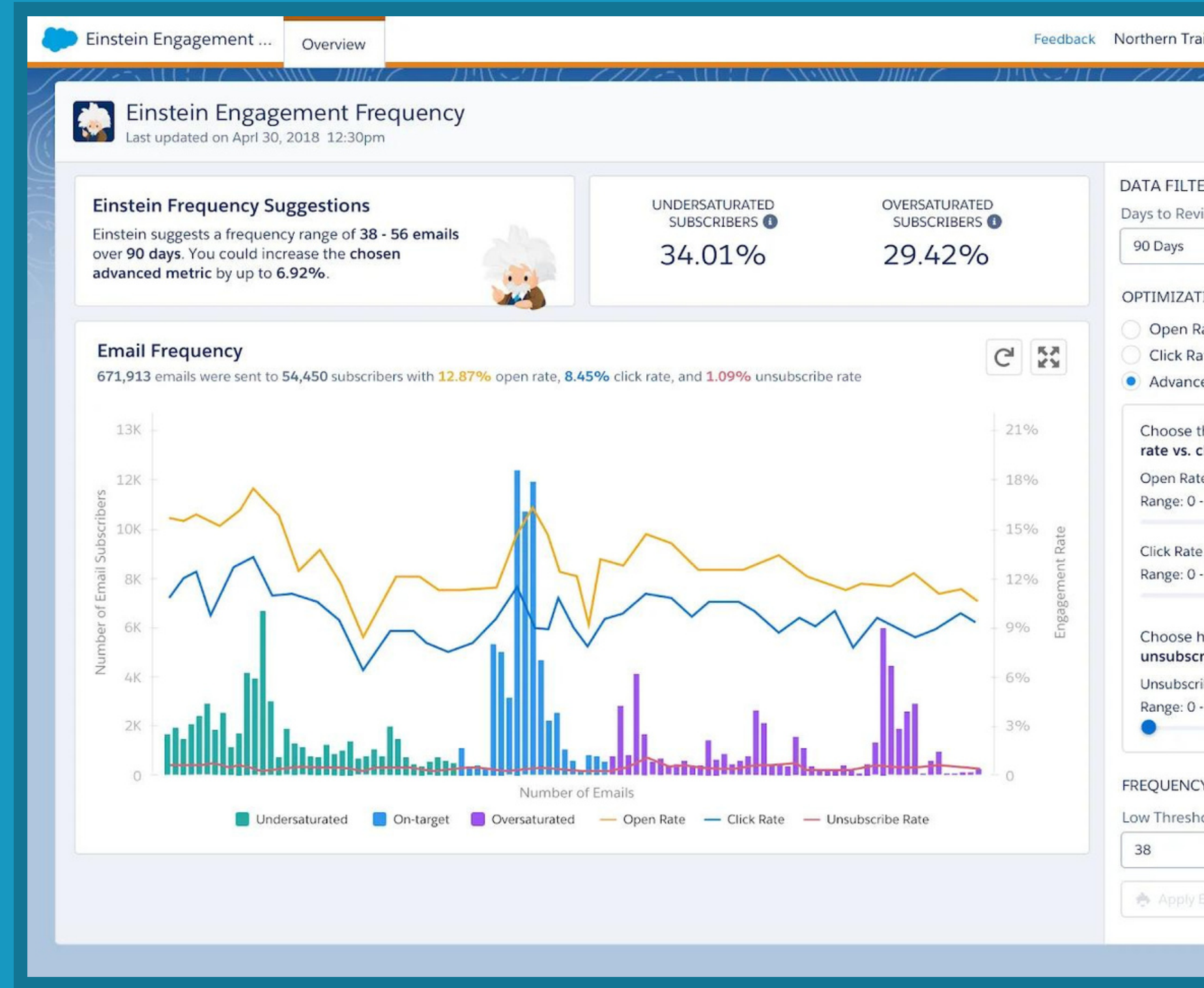
ACCOUNT ENGAGEMENT

Create meaningful connections, power up sales and push hard on the pipeline to generate more leads and sales.

HOW CAN WE HELP WITH ACCOUNT ENGAGEMENT?

- Automatically send emails, triggers, interactions & parameters
- Utilise data to personalise each customer experience
- Respond to key prospects when it really matters
- Build more relevant conversations through in-depth data
- Launch landing pages using beautiful built templates
- Build each campaign professionally on every scale
- Integrate both SEM & SEO programs to determine ROI
- Manage, plan and track every event down to the last detail
- Create and save custom views of your data for prospects
- Check the health of your funnel at every single glance

Automate campaigns to generate leads further →





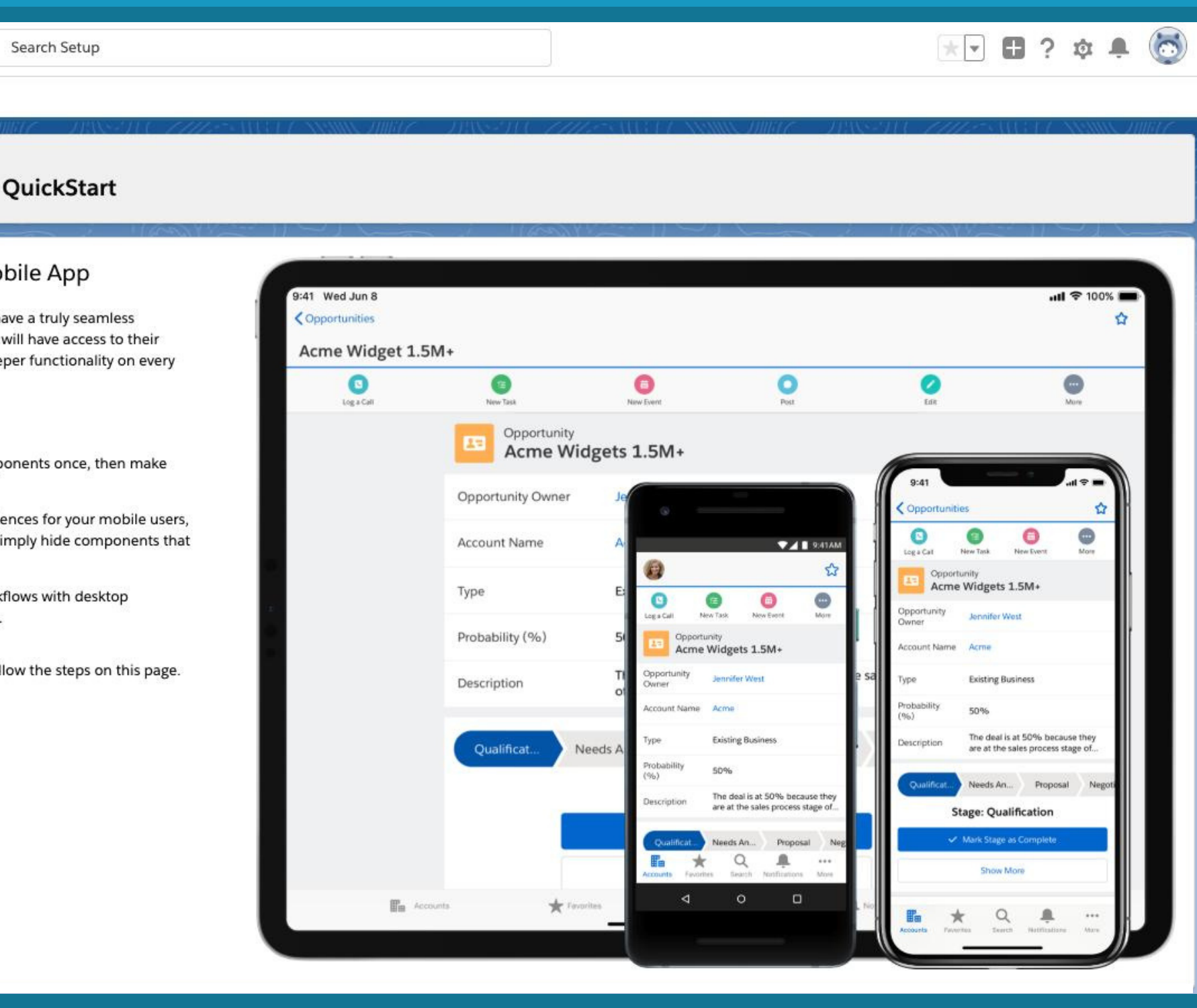
SALESFORCE MOBILE STUDIO

By personalising your mobile messaging with SMS marketing, group messaging and push notifications; you can target directly.

HOW CAN WE HELP WITH MOBILE STUDIO?

- Engage in the right moment with events, location and proximity
- Build and send highly targeted mobile messages with ease
- Get to know your audience with group messaging
- Market alerts, deals, discounts, app purchases and app usage
- Target customer preferences, behaviours and drive engagement
- Drag and drop tools make it easy to segment mobile subscribers
- Deliver password resets, shipping reminders, alerts and updates
- Schedule your marketing efforts to trigger timely messages
- Monitor performance and understand your engagement
- Unite the physical and digital world with location technology

Start reaching customers' on mobile and SMS →





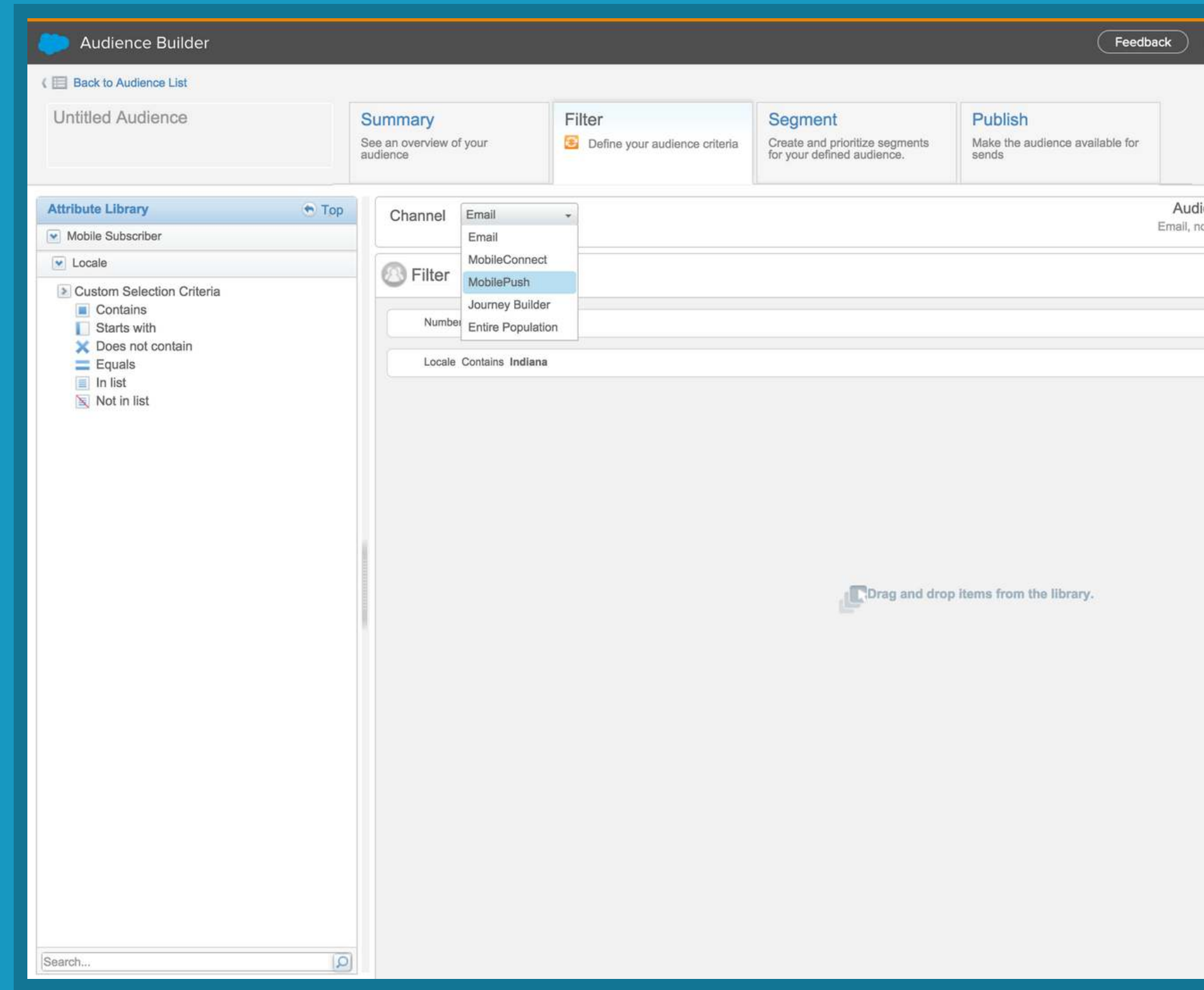
MARKETING CLOUD ADVERTISING

Start integrating your digital advertising with CRM data to build personalised customer experiences across all platforms.

HOW CAN WE HELP WITH ADVERTISING?

- Use data from SFMC, Sales Cloud and Service Cloud to help ads
- With no scheduled downtime, your data is always safe
- Synchronise customer records from all digital channels
- Build audiences on Facebook, Google, Twitter & Instagram
- Gain new prospects with high-value customers
- Coordinate advertising with an email to reach more audience
- Optimise spending by excluding other unwanted segments
- Increase ROI from Google AdWords strategy by campaign
- Enhance acquisition and nurture strategy with lead scoring
- Automatically flow Facebook leads into Salesforce

Start advertising directly with critical data →





The screenshot displays the Salesforce Social Studio interface. The top navigation bar includes tabs for 'Publish', 'Engage', and 'Analyze', along with a 'Feedback' button and user profile icons. The main area is divided into two sections: a calendar view on the left and a 'Post Details' panel on the right.

The calendar view shows a grid of days from Sunday 3/22 to Wednesday 3/25. A yellow bar highlights 'Mon 3/23' with the text 'Campaign Starts'. Below this, a timeline of posts is visible, including:

- Life is just a ... (4:30p)
- Nort... 4:30p (4:30p)
- Nort... 5:01p (5:01p)
- Nort... 5:30p (5:30p)
- Life is just ... (6:30p)
- Nort... 6:00p (6:00p)
- Nort... 6:30p (6:30p)

The 'Post Details' panel shows a 'Scheduled' post for 'Instagram Business'. The post content is 'Camping is always be the answer 🏕️' with a photo of a campfire. Below the post, there are four action buttons: 'Edit', 'Duplicate Post', 'Share Content', and 'Delete'.

SOCIAL STUDIO

TAKE TO YOUR PLATFORMS

Listen, engage and utilise the power of social media marketing tools to help all your digital platforms unite together.

HOW CAN WE HELP WITH SOCIAL STUDIO?

- Gain relevant feedback and data via social marketing campaigns
- Track fresh topics and trends from custom dashboards
- Listen for engagement, comments and channel traction
- Monitor audience discussion using Salesforce machine analysis
- Deploy and manage social media on scale across departments
- Prioritise posts and understand brand identity for all sectors
- Link social posts to CRM platforms and digital channels
- Open and monitor interactions based on social media channels
- Collaborate on campaigns across all content and channels
- Grow your audience and analyse your channel performance

Market to your audience through powerful social media →



SALES CLOUD

INCREASE YOUR SALES

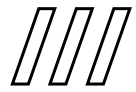
Grow your sales with ease to bring the best out in every rep while you can win more deals and build customer relationships

HOW CAN WE HELP WITH SALES CLOUD?

- Increase rep activity, revenue and sales activities
- Adapt to digital for virtual selling, enablement and planning
- Sell more, close deals faster with regular feature releases
- Deliver tailored experiences with in-depth contracts
- Track sales opportunities and rich customer activates
- Drive more impact and sales drive-driven impacts
- Streamline and automate daily sales tasks like emails & alerts
- Increase sales productivity and forecasting within the business
- Align departments such as Sales and Marketing
- Drive-up customer retention for existing customers

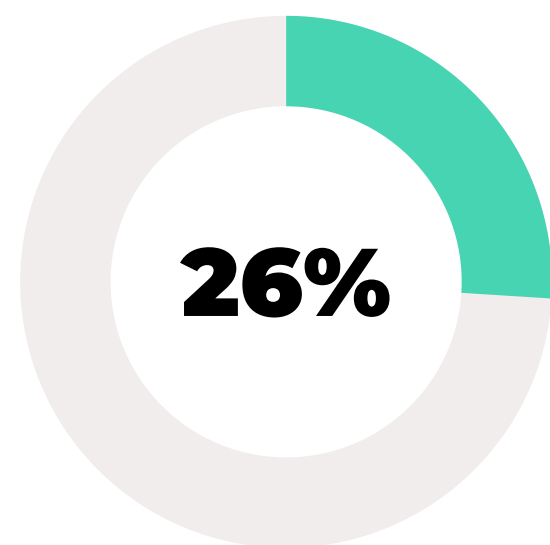
Start pushing your sales to the next level →

The screenshot displays the Salesforce Sales Cloud interface. At the top, there's a navigation bar with 'Sales', 'Home', 'Leads', and 'Accounts'. A search bar is on the right. Below the navigation bar, the main content area shows an Opportunity record for 'Elemensis Corporation - Prospecting - 54K'. The record includes fields for Account Name, Amount (\$54,000.00), Close Date (5/14/2020), and Synced Quote. A 'Key Fields' section is also visible. An 'Einstein Scoring' overlay is present, showing a score of 62 and highlighting 'Top Positives' (High success rate for opportunity type compared to other types, Higher likelihood to win when amount went up significantly) and 'Top Negatives' (No top negatives are available for this opportunity). The right sidebar shows 'Reports', 'Dashboards', and 'Sales Analytics'. The bottom of the screen features a 'Details' tab and a 'Marketing & Service' section. A map on the far right shows the location of the opportunity.



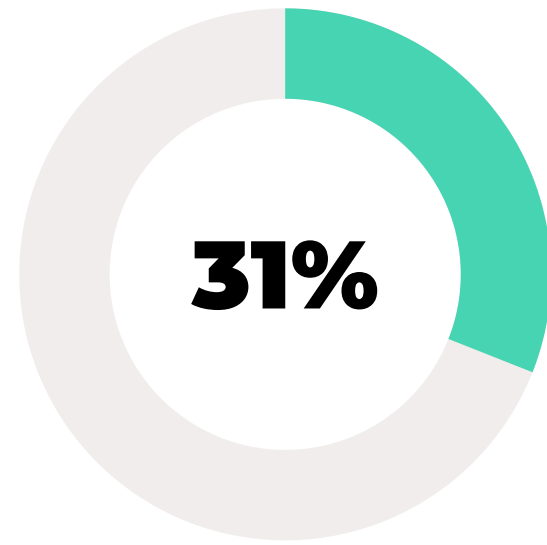
SALES CLOUD BY THE NUMBERS

Being the #1 sales app on the planet for sales representatives gives them the power to sell more, faster and wiser. Sales Cloud takes sales automation to the next level with an array of cloud-based tools to provide your customers with the power to finalise more sales and convert more leads. Increase productivity and keep your pipeline filled with leads.



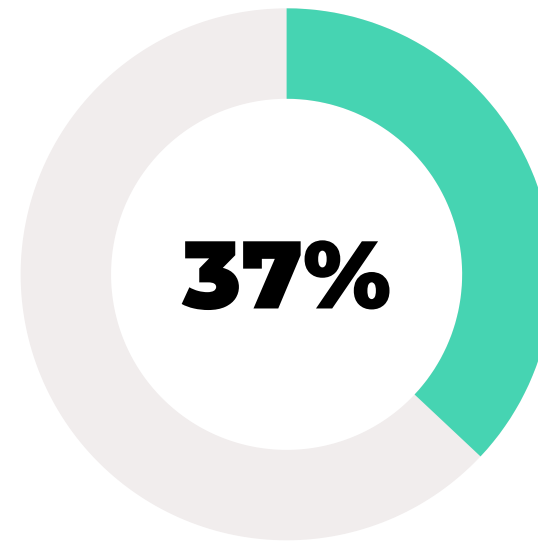
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WIN RATE



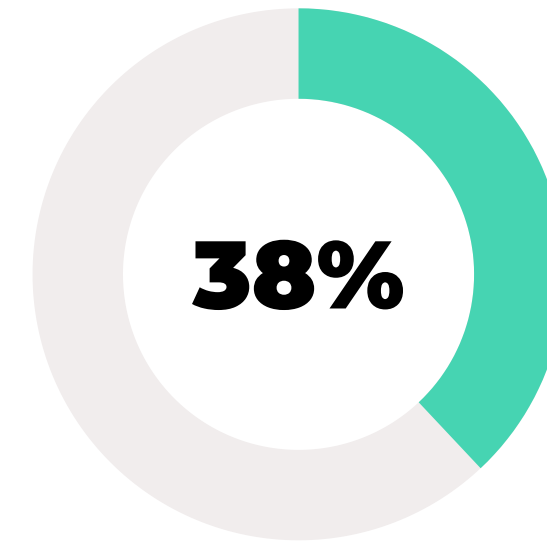
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LEAD CONVERSION



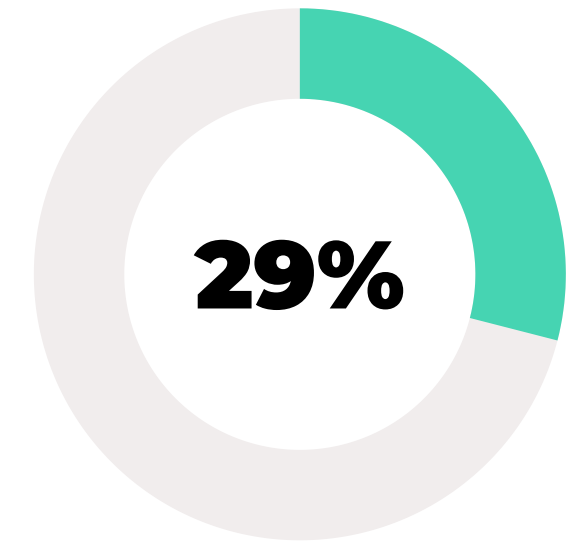
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FORECAST ACCURACY



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SALES PRODUCTIVITY

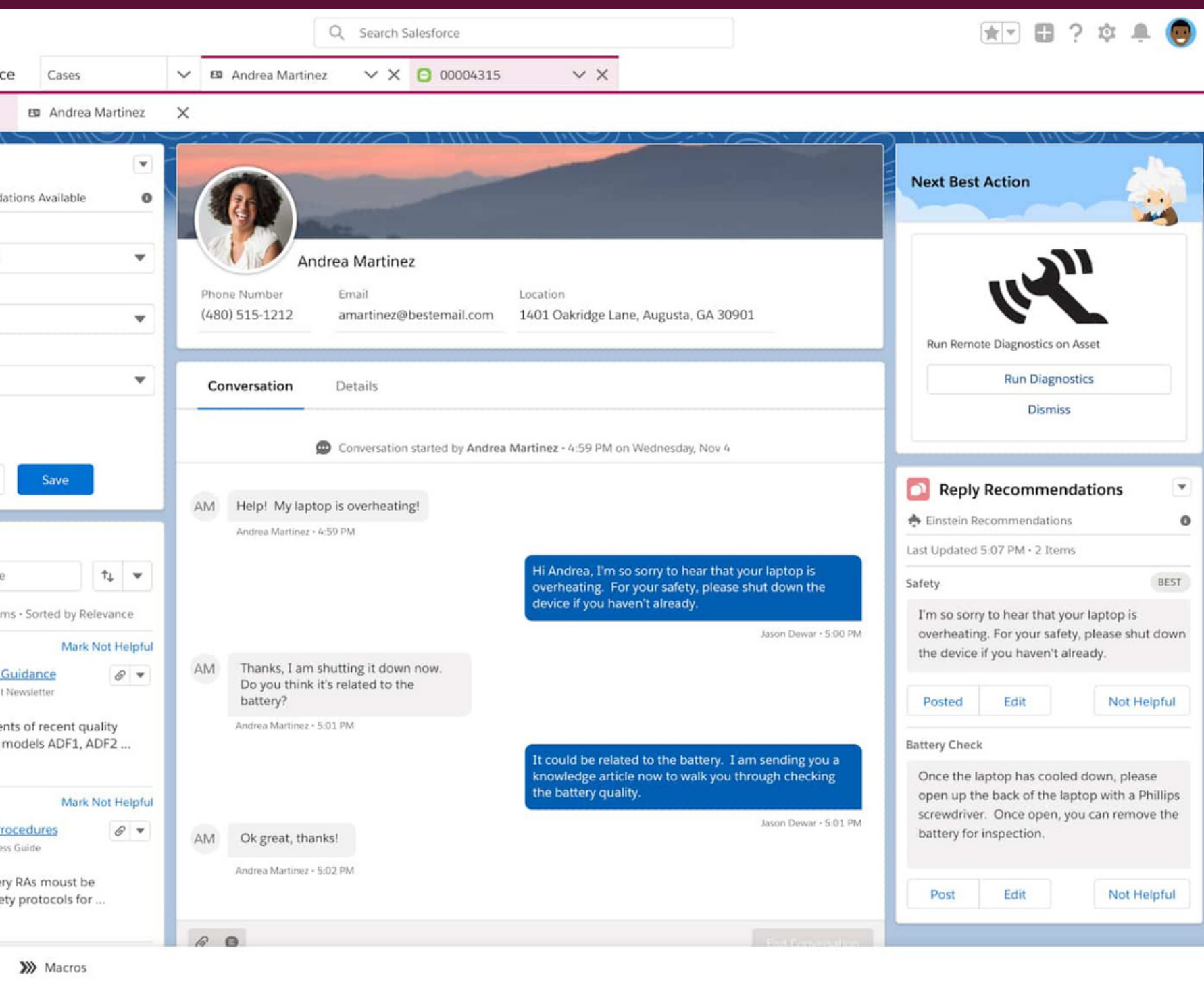


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REVENUE INCREASE

ENQUIRE ABOUT SALES CLOUD FOR YOUR ORGANISATION

[Source](#)



SERVICE CLOUD

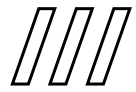
PRIORITISE CUSTOMERS

Every expert all in one place. Provide industry-leading experience and solve issues in a rapid manner, all with Services Cloud.

HOW CAN WE HELP WITH SERVICE CLOUD?

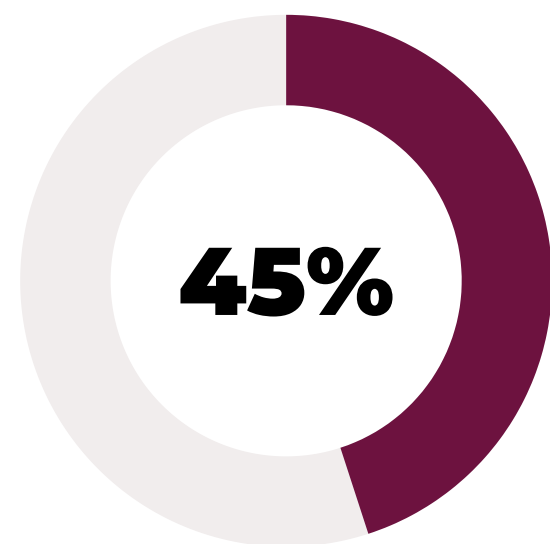
- Support customer interactions on any platform and channel
- Automate business processes with intelligent workflows
- Call centre management with innovative productivity tools
- Drive revenue and upsell easier with the power of AI
- Put all your digital customer interactions into one place
- Safely complete jobs in the first person or through virtual visits
- Access data online and offline with the field service app
- Monitor prospects through a pre-built data model
- Provide customer support instantly with self-service options
- Breakdown into silos and get the inside scoop with customers

Put customer service at the focal point of your business →



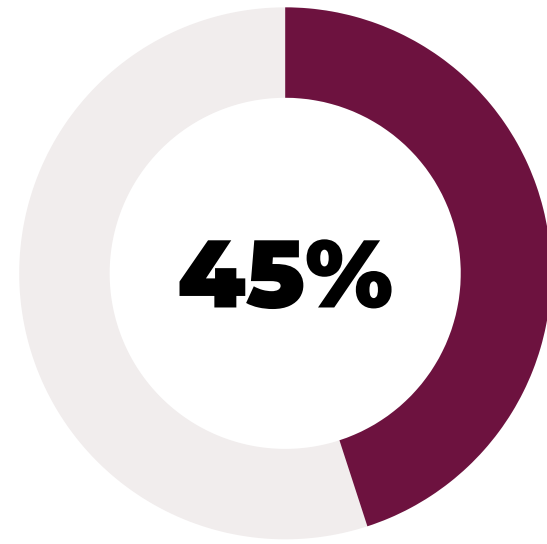
SERVICE CLOUD BY THE NUMBERS

The Service Cloud is only the solution that allows customers to embed services at any time in any location. This also applies to any product, app or experience, so you can rely on your fantastic customer service representatives to resolve customer issues remotely across any device and in a rapid, real-time manner to increase customer satisfaction.



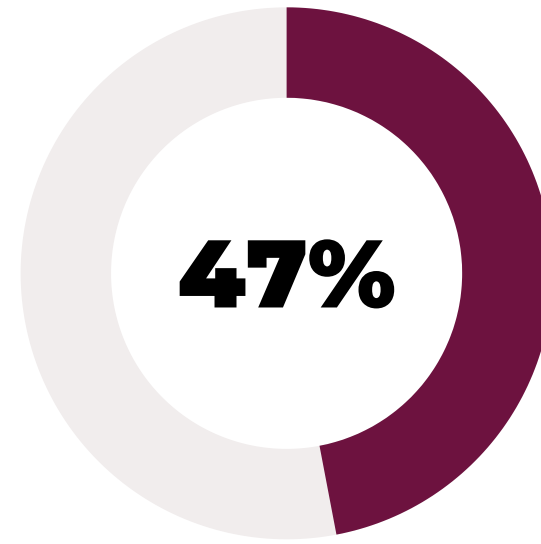
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FASTER HANDLE TIME



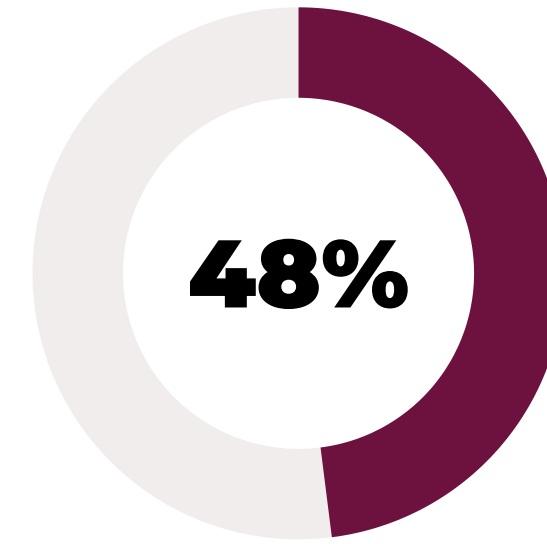
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COST SAVINGS



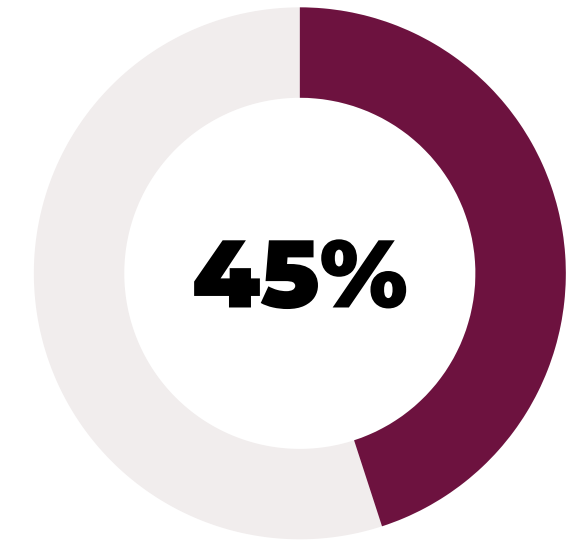
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FORECAST ACCURACY



+

SALES PRODUCTIVITY



+

REVENUE INCREASE

ENQUIRE ABOUT SERVICE CLOUD FOR YOUR ORGANISATION

Source



SALESFORCE FSC

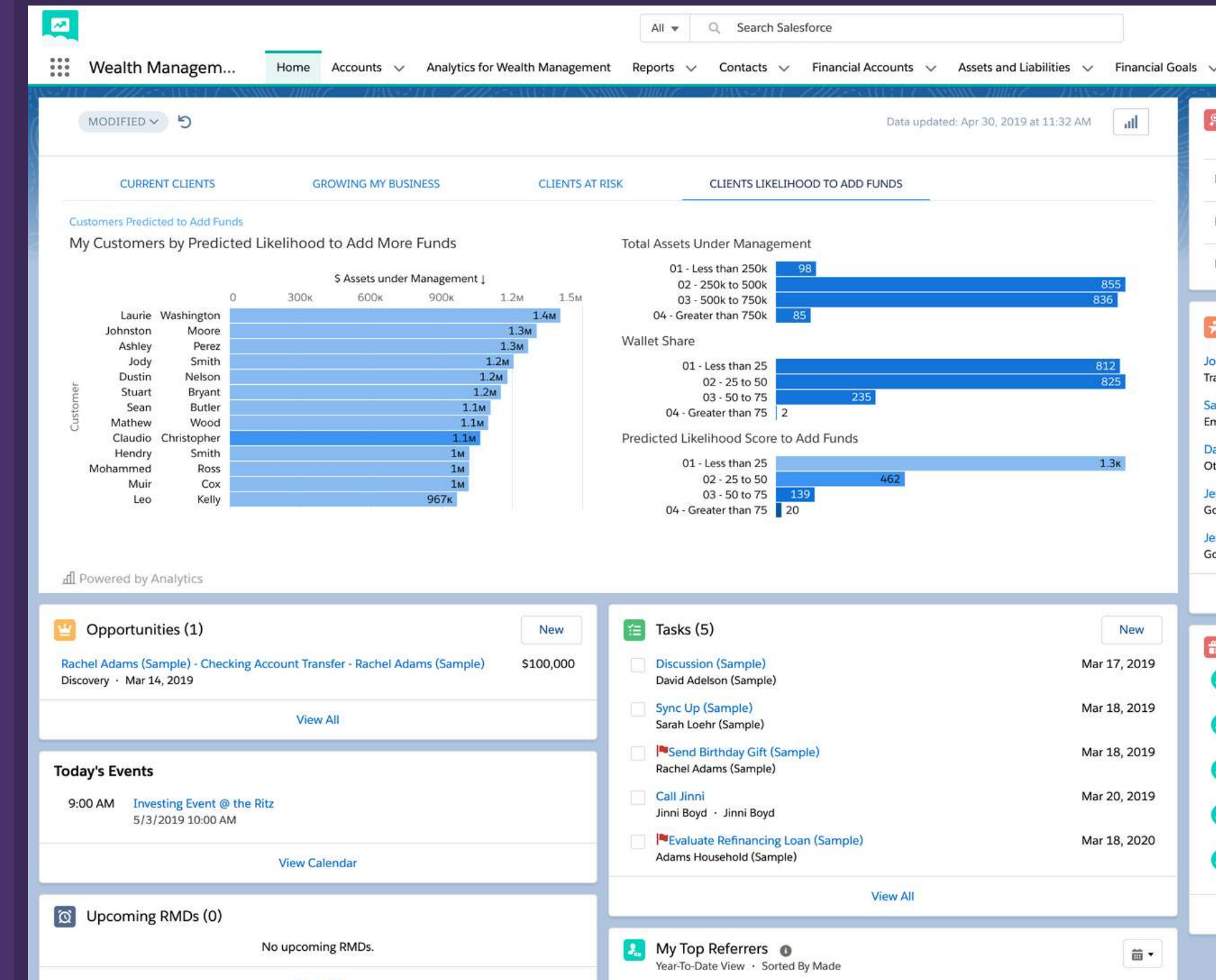
FINANCIAL SERVICES CLOUD

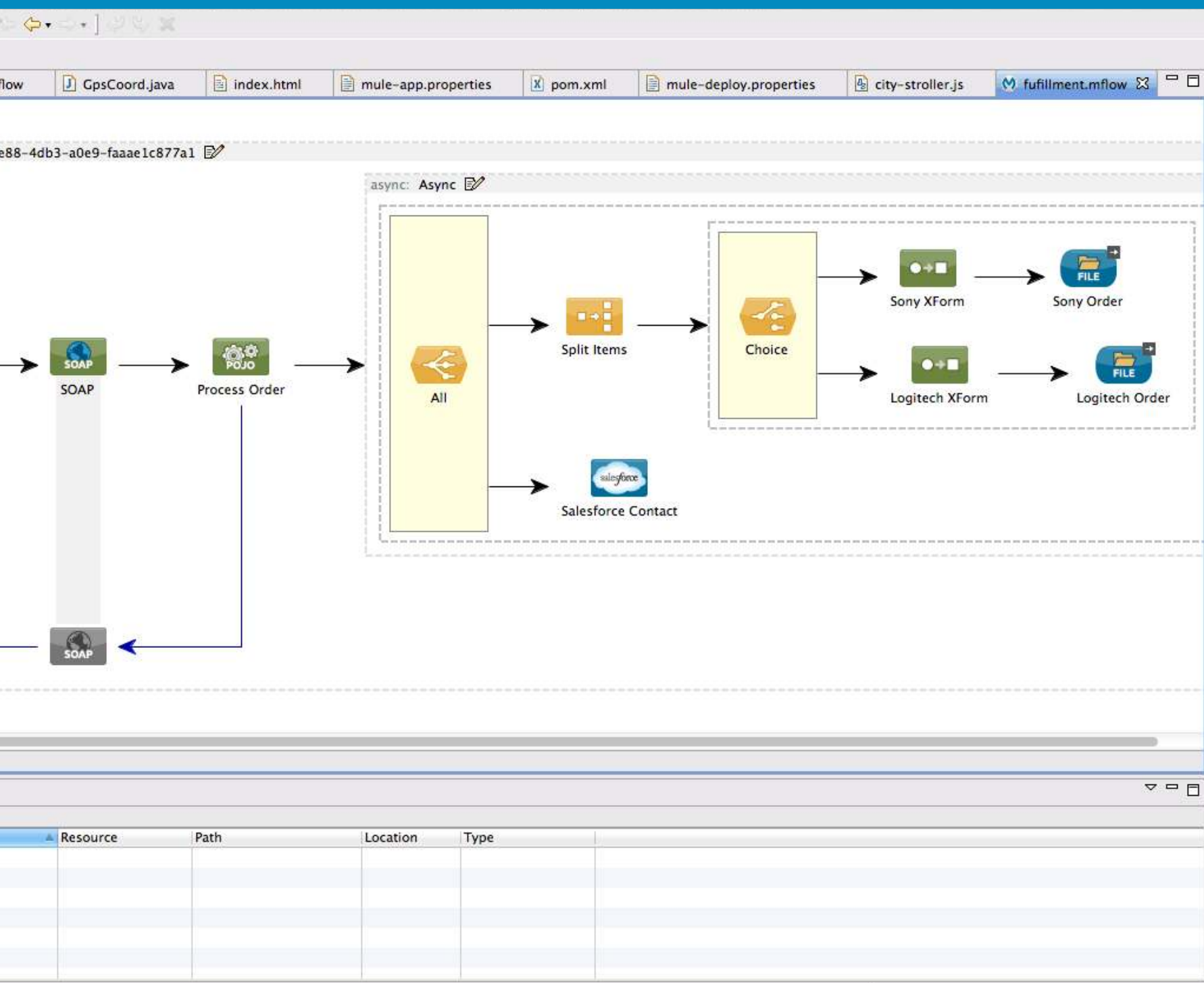
Take care of transactions, banking, lending, insurance and wealth management regarding all essential tasks.

HOW CAN WE HELP WITH FINANCIAL SERVICES CLOUD?

- Provide financial guidance while you access all client data
- Manage compliance and access to secure client profiles
- Sharp, intelligent insights and engagement tools for advice
- Obtain a managed view of opportunities and assets
- Target customers and impress them at the right moment
- Match the needs of insurance users via email, web and social
- Create a flawless banking experience across profiles and data
- Monitor prospects through a pre-built data model
- Obtain dashboard KPIs via customer data
- Digitalise and excel business processes with compliance

[Cover Wealth Management directly with FSC](#) →





MULESOFT

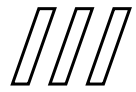
CRITICAL DATA AT YOUR DOOR

Connect via a unified platform through any system, cloud or not cloud, Salesforce or not Salesforce.

HOW CAN WE HELP WITH MULESOFT?

- Free yourself from custom code and maximise business agility
- Empower your organisation to innovate quickly and faster
- Have the ability to reuse and discover integration assets
- Build further upon projects to focus on new business priorities
- Extend all core capabilities to partners, customers & developers
- Enable the entire ecosystem to create new revenue chances
- Focus your ecosystem around customer experiences and APIs
- Shorten development cycles using prebuilt assets
- Build high-quality APIs using design first methodology
- Write code once so you can deploy it anywhere at anytime

Take advantage of critical customer data →



BOOK A SALESFORCE HEALTH CHECK WITH GRAVITAI

Worried about your current org status? We are experts in accessing your existing Salesforce system to ensure the best ROI, best practices and enablement of product(s).

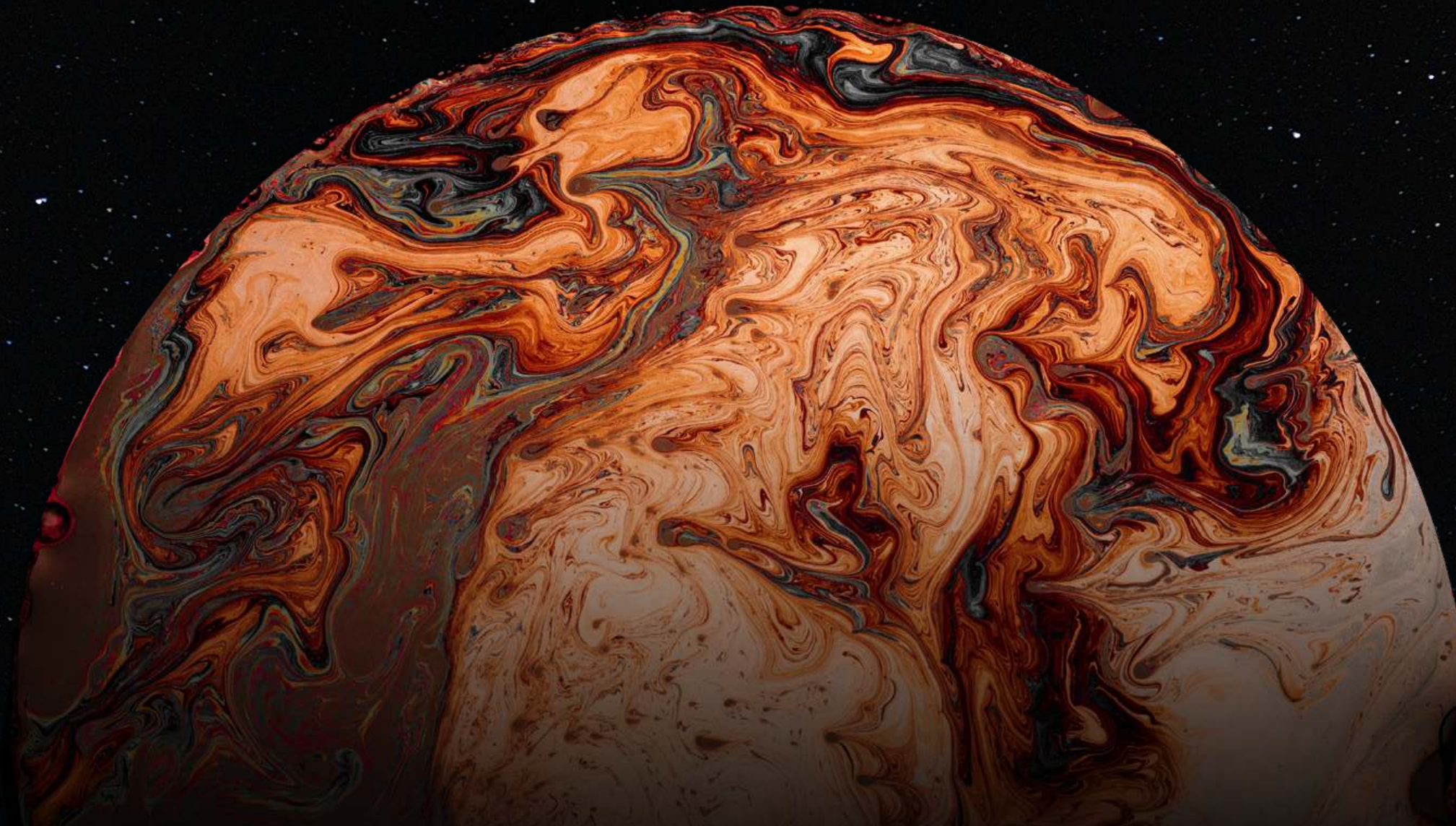
BOOK YOUR SALESFORCE HEALTH CHECK

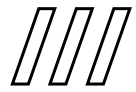
**Speak to us today if you have any concerns regarding your Salesforce org.*



BREAKING IT DOWN VIA INDUSTRY

Since 2013, we have catered for various industries across the globe. Learn more about our existing customers and ongoing projects.





PRO SPORTS

SCORING GOALS WITH SFMC

After building a bespoke multi-language preference centre, Manchester United Football Club is a dedicated client for Gravitai.



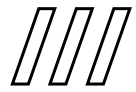
We deployed a multi-country, multi-language bespoke custom preference centre built on SFMC ahead of their GDPR implementation deadline. Since they got a taste for success, we now support them with retained services.

Expanding their reach, we have supported vital integrations, deploying complete automated journeys, integrating various systems and creating targeted audiences while developing scripted emails to serve timely relevant content.

WE ARE LOOKING FOR FURTHER OPPORTUNITIES REGARDING SPORTS, INCLUDING PREMIER LEAGUE FOOTBALL CLUBS.

[Enquire about a professional sports client for Salesforce](#) →

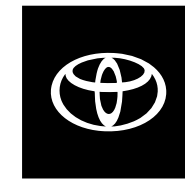




AUTOMOTIVE

SALESFORCE HORSEPOWER

Gravitai has various automotive clients, both existing and past, such as Toyota, Listers UK & Jaguar Land Rover.



TOYOTA

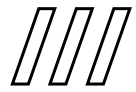
LISTERS



Since the very start, Gravitai has provided dedicated services for the automotive industry across the board.

We built a customer preference page in SFMC for JLRI so our client can manage customer consent effectively. Having a data flow synchronised across various systems allows for a unified view of customer data to maintain data consistency. It has also improved customer experience so that they can update consent and personal data at all times through a secure pathway.

[Drive away with Gravitai and Salesforce Marketing Cloud](#) →



FIBRE BROADBAND

CONNECTING CUSTOMERS

Within the rapidly growing Fibre broadband market, Gravitai has taken a firm hold of connecting customers globally.

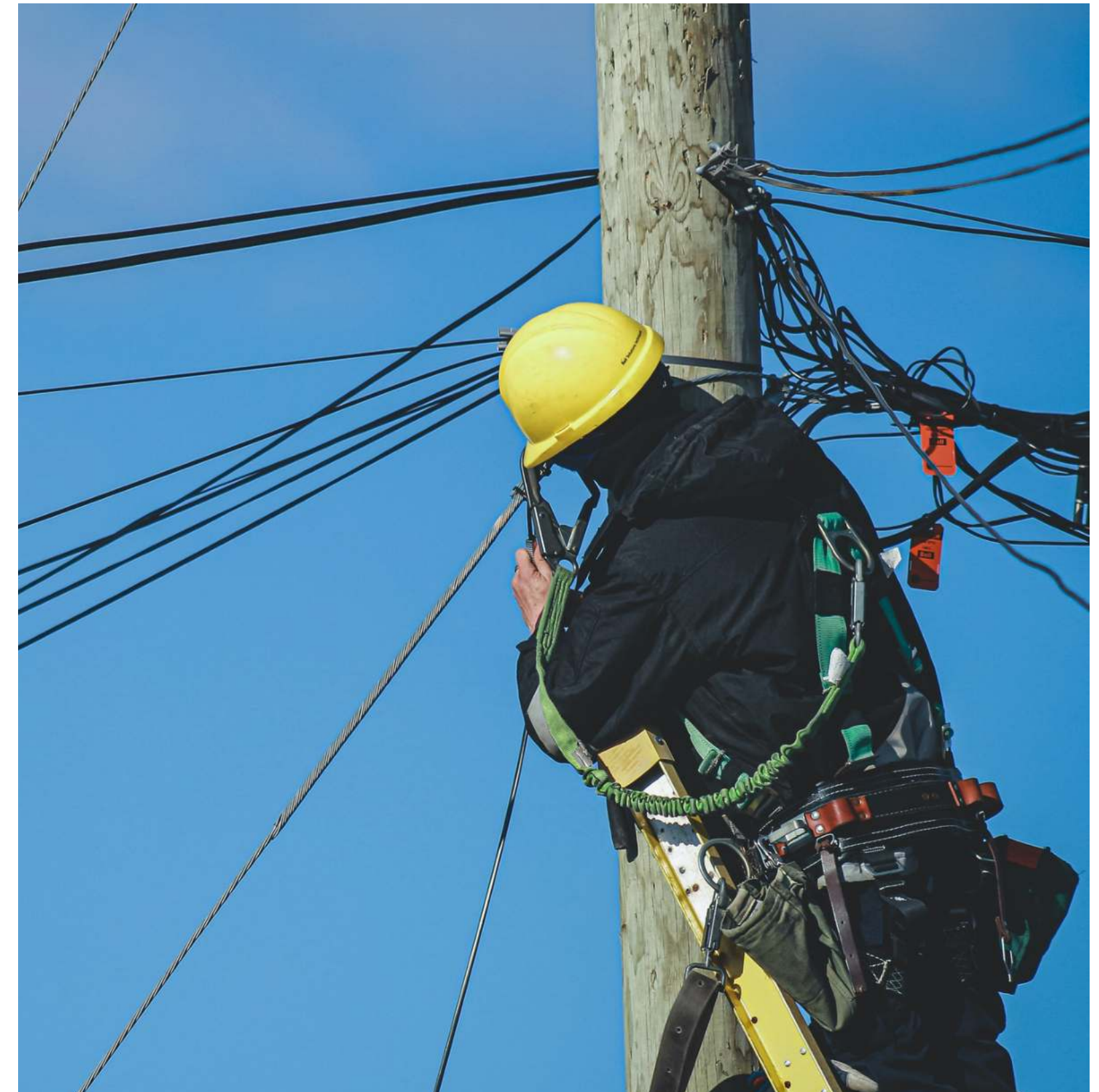


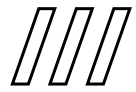
Lightspeed Broadband, Telcom UK & ZenInternet are all growing strongly with Gravitai & SFMC.

We implemented SFMC for Lightspeed so they, as a growing entity, can leverage marketing automation and 360-degree chat and communication with their clients utilising several SFMC tools such as Email Studio, Journey Builder, Social Studio & Advertising Studio.

FIBRE BROADBAND/ TELECOMS IS AN ACTIVE INDUSTRY WE ARE FURTHER INVESTING MORE TIME INTO.

[Enquire about a Fibre Broadband client with Gravitai](#) →





RECRUITMENT

POWERING INDIVIDUALS

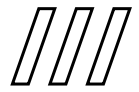
Gravitai has a powerful partnership with Hays Recruitment built on trust and providing expert SFMC knowledge for them directly.

HAYS

We enabled Hays account managers to mentally and strategically manage their clients as part of the Hays 'Return to Growth' initiative.

A new org of clients was implemented in **Sales Cloud**, enabling account managers to manage leads, opportunities, accounts and contacts while focusing on tasks and activities. Based on client activity, Hays account owners could make well-informed business decisions. They wanted a holistic view of all Hays' internal CRM systems (OneTouch) in Sales Cloud, covering contact and account activity. This implementation was a game-changer as there are currently 16 instances of OneTouch and Iris to manage.

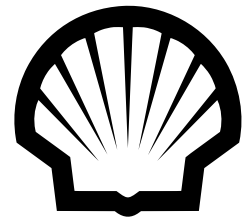
[Focus on recruitment with Gravitai and SFMC](#) →



ENERGY & UTILITY

POWERING SALESFORCE

Gravitai has provided support both in Salesforce Marketing Cloud but also Mulesoft for our energy sector clients.



British Gas



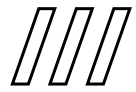
Previously working with Shell and Hive, we are now putting efforts into British Gas Evolve and Mulesoft.

With British Gas Evolve, we have become a trusted partner by evaluating their comms strategy, AS-IS setup and inputs to the overarching tech stack. We have penetrated various teams while building up a relationship for extensive future engagements.

AS A COMPANY THAT ENFORCES IN BEING ETHICAL AND SUSTAINABLE, WE CONSTANTLY ENFORCE CHANGE WITHIN THE ENERGY SECTOR WITH OUR CLIENTELE.

[Enquire about an energy or utilities client with Gravitai](#) →





INTERNATIONAL

PUSHING FOR CHANGE

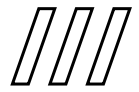
Gravitai has various international entity clients, both previous and past such as UNHCR, MamaCash & University of Oxford.



We have been working with UNHCR for seven years now, specialising in SFMC & digital marketing.

Over the past years for UNHCR, we have completed several projects, including a global migration of data, creation of new orgs, monitoring and maintenance of CRM syncs, journey builds, ongoing support for data and personalisation, deployment of Sales Cloud for Mexico and ongoing building and validations. We love working with these international organisations globally because it always lets us work and operates for a cause that is important to the world.

[Enquire about international organisation with Gravitai](#) →



FINANCIAL SERVICES

SUPPORTING THE WEALTH

Gravitai takes immense pride in our financial management clients in providing groundbreaking solutions for them individually.

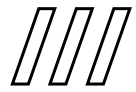
Schroders
personalwealth

We helped SPW and their business to be able to report on all client marketing consents ensuring the best GDPR practices.

Helping our clients in for their business with the design and implementation of their Referrals Program using Email Studio and Journey Builder was a great success. This allowed the team to ensure that their clients were able to successfully refer friends/family to them and get rewarded. The program has helped out clients businesses to bring in more clients with their brand building. By capturing marketing consent for all clients, we could ensure that SPW were GDPR compliant, which helped their clients to be the preferred channel of choice.

[Enquire about financial services with Gravitai & SFMC](#) →





SECTOR EXPERIENCE

CRITICAL UNDERSTANDING

Since the dawn of Gravitai, we have had the excellent chance to work within several industries regarding Salesforce applications.

- Automotive
- Credit Intermediation
- Education
- Energy
- Fashion
- Fibre Broadband
- Financial Services
- Fine Jewellery
- Footwear
- Freight Transport
- Grounds Maintenance
- International Entities
- Liquor Distribution
- Luxury Furnishings
- Luxury Watches
- Media Publishing
- Media Entertainment
- Metal Manufacturing
- Motor Retailer
- Newspapers
- Online Food Ordering
- Online Gambling
- Professional Sports
- Solar Energy
- Telecoms
- Utilities

[Enquire about a specific industry for Salesforce](#) →



HEAR IT FROM THE PEOPLE THAT MATTER

"It has been a pleasure to work with Gravitai. They have fitted our needs and then some. Working with us directly, they have worked at our pace and through a detailed approach. They are super agile and can pivot at any stage."



KATIE (WILTER) HAYES - ALAMY

Ex-Head of Brand & Performance Marketing

"Great consultancy, very professional and really understand the end to end delivery of Sales Cloud via multiple integrations."

"They are invaluable to us." "They have always supported us."

"Not only have they kept us on track, but they have supported our needs and have always been quick to help us."

"Thank you for all the hard work to get us here to where we are today. Going live with a global system is no mean feat. This has been a great team effort. With this hard work, we can now focus on getting the rest of our enterprise clients into the system, training the senior leaders, and finalising the integration into Hays' other systems through training and supporting our colleagues across the business."

"Gravitai has been a great partner throughout our journey with SFMC, helping us roll out globally to over 30 countries in less than a year, on budget, and providing specialist resources more recently for development projects integrating new systems and technology. Particular credit goes to them for not just getting the work done, but actively supporting the development of our internal teams,"



TIM MCGRATH & BRENDAN O'DONOVAN - HAYS PLC

CCO & Group Marketing Director



GET STARTED

Right Away

If you have any questions regarding our services or the platforms we support, please get in touch with us.

HAVE A QUESTION TO ASK US?

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