



# Optimize Digital Marketing with Capgemini's Rapid Marketing Launch Program

Build Stronger Customer Relationships with Salesforce Marketing Cloud in Fewer than 12 Weeks

Effective communication is critical to building positive and profitable customer experiences. Brands need to effectively target, message, measure, attract, and retain new business on a platform that delivers the scale, tools, efficiency, and speed required to stay ahead of the marketplace.

Capgemini's Rapid Marketing Launch Program (RMLP) delivers on this requirement by working with the world's number one email marketing program, Salesforce Email Studio. Together, Capgemini and Salesforce can get businesses to market faster, often within 10 to 12 weeks on the world's number-one email marketing platform.

Complete with the ability to target audiences, build stunning emails, and automate messages, our solution is perfect for brands looking to take their outreach to the next level with Salesforce Email Studio. The program also includes IP warming, which is vital to your brand's sender reputation and ensuring emails land in inboxes, not spam folders.

Capgemini's RMLP ties into the related Salesforce portfolio of products and expedites time to market by up to 10 weeks. It enables brands to seamlessly add Salesforce Marketing Cloud into their current Salesforce ecosystem. Salesforce Commerce Cloud, Salesforce Sales Cloud, or Salesforce Service Cloud are now easier than ever to integrate at an affordable price point.

By optimizing your digital marketing efforts with the RMLP, you'll drive new value for your customers across a range of benefits, including:

- Segmented reporting capabilities to help identify the right audience
- Ability to automate email journeys and increase your team's efficiency
- Enhanced customer loyalty through more personalized digital experiences.

Let our team of certified Salesforce experts help your brand quickly get to market with the Rapid Marketing Launch Program.

To learn more, please visit:

<https://www.capgemini.com/rapid-marketing-launch-program/>



## About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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**People matter, results count.**

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