

Scaling Campaign Execution to support growth with the help of Marrina Decisions



Livongo offers a whole person platform that empowers people with chronic conditions to live better and healthier lives, including diabetes, hypertension, weight management, diabetes prevention, and behavioral health. Livongo pioneered the new category of Applied Health Signals to silence Noisy Healthcare. Livongo's team of data scientists aggregate and interpret substantial amounts of health data and information to create actionable, personalized and timely health signals.

The Livongo approach delivers better clinical and financial outcomes while creating a different and better experience for people with chronic conditions.



Marrina Decisions has been providing high quality Salesforce Marketing Cloud services for over 2 years to Livongo and has become an integral part of their Marketing Operations execution team. We work together to promote the value of their products and communicate these health signals to Livongo members.



The Problem

Livongo partnered with Marrina Decisions to help them overcome the following challenge.

Livongo was looking for a solutions execution partner with expertise in multi-channel campaign set up and execution in Salesforce Marketing Cloud. The ask was to set up scalable, optimized customer journey campaigns across multiple channels and multiple product subscriptions. The goal was to meet SLAs and increase active engagement.



The Solutions

Marrina Decisions worked with Livongo to implement the following solutions.

As an extension of the Livongo Marketing Automation team, the Marrina Decisions professional services team was able to put in place industry best practices and methodologies to design and implement multi-channel,

product-focused customer journey campaigns. The design and implementation incorporated scalable solutions, easy metrics and tracking of engagements across SMS as well as email channels, and included some of these steps for combined success across both teams:

1. Optimized customer journey campaign setup incorporating all engagement points for better insights and metrics
2. Streamlined requirement documentation
3. Set up collaborative process with the Livongo team through all phases of the project, helping the team align with solutions and testing
4. Created detailed documentation of design, implementation and testing scenarios
5. Provided flawless launch and post-launch support and training

All these quality assurance steps, combined with best practices, strategic direction, and scalable execution, have helped to streamline quality journey launches.



The Results

The results of this partnership helped Livongo achieve consistently successful, on-time multi-channel customer journey campaign launches. As a result, we've been able to better maximize the outreach and engagement for customers.

Marrina Decisions' expertise consistently delivered scalable architecture, improved metrics and insights, as well as enhanced and optimized project management for greater collaboration across all stakeholders.



Marrina Decisions has done an amazing job with design and execution of our customer journey campaigns. With streamlined multi-channel and multi-product journey implementation, we are able to more easily manage each journey and confidently scale our efforts.



SABRINA SALDANO

Growth Marketing Manager at Livongo

How Marrina Decisions Can Help You Achieve Quality, Scalable Campaigns If your company is looking to achieve the same results as Livongo, **contact us.**



Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.

LEARN MORE ABOUT MARRINA DECISIONS

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