

Customer Success Stories

Ridge Vineyards turned to Bubblebox for strategic and tactical guidance



- Ridge Vineyards
- Retail & Consumer Goods
- www.ridgewine.com

Background

Ridge Vineyards is a California-based winery specializing in premium Cabernet Sauvignon, Zinfandel and Chardonnay wines. Ridge has a consumer branch and a wholesale branch spanning two winery locations in northern California.

Ridge Vineyards strove to engage their retail and wholesale customers through 1:1 marketing based on behavioral and transactional data. As Salesforce users, they needed a complimentary platform that would allow them to segment and personalize communications on fully branded HTML templates. Ridge turned to Bubblebox for strategic and tactical guidance.

Challenges/Goals

- Engage customers through 1:1 marketing.
- Leverage behavioural and transactional data.
- Segment and personalize email sends.
- Make use of existing fully branded HTML templates.
- Getting up and running on Salesforce Marketing Cloud in a short period of time.
- Understanding and leveraging functionalities and features quickly.
- Catering marketing communication to the needs of both retail and wholesale customers.



“Bubblebox TRAIN services ensured Ridge gained every ounce of value from their investment in Marketing Cloud. They can look forward to quantitative improvements.”

- Tracey Gordon | Co-founder & VP, Professional Services & Strategy, Bubblebox

Solution

Ridge Vineyards turned to Bubblebox for strategic and tactical guidance. Bubblebox implemented the SFMC, enabling the winery to provide customers with timely and relevant email communications. In order to facilitate seamless data transmission between their instances of Salesforce and SFMC, Bubblebox also implemented the V5 Connector. Finally, Ridge Vineyard capitalized on Bubblebox's industry-leading expertise through various training programs.

Results

The V5 Connector empowered Ridge Vineyards to leverage the marketing capabilities of the Marketing Cloud with the data management tools in Salesforce. Ridge Vineyards enrolled in two Bubblebox training programs; first gaining instruction and guidance on the core tools, and then going on to learn in-depth about Automation Studio. These two training programs left the Ridge Vineyards equipped with valuable skills and knowledge about executing marketing automations on an immediate or scheduled basis.

“We see evidence of the payoff from working with Bubblebox everyday - they laid the foundation for our team to achieve its marketing goals.”

- Ryan Moore | Director, Direct-to-Consumer Sales, Ridge Vineyards