

Merkle honoured twice as a Salesforce partner

Only full-service Salesforce agency partner in Forrester Wave and named one of three Salesforce Marketing Champions

Frankfurt, 21 July 2021 – [Merkle – A dentsu company](#), a data-driven full-service agency for customer experience transformation, is a top Salesforce partner. This is confirmed by a recent report from the market research and consulting company Forrester. According to the "Forrester Wave: Salesforce Consulting Partners Q2/2021", Merkle - named in the report under the umbrella brand dentsu - performs particularly well in the areas of marketing and commerce cloud, holistic digital transformation and multi-cloud applications. In addition, Salesforce recently awarded three Merkle consultants as "Marketing Champions".

The SaaS provider Salesforce has relied on the support of its Platinum Consulting Partner Merkle for 16 years. The parent organisation dentsu employs 1,300 certified Salesforce specialists worldwide. Merkle proves its broad Salesforce competence in various industries and supports, among others, the retailers Breitling and Zwilling, industrial companies such as KUKA, the Raiffeisen Bank or the DKMS in the field of NGOs.

For the report, Forrester identified and examined the 13 most important service providers in the Salesforce sector, including only one full-service agency: dentsu with its Salesforce expert Merkle. The market researchers analysed 23 individual criteria. Merkle scored particularly well in the Marketing Cloud and Commerce Cloud categories, but also attracted attention in terms of multi-cloud deployment and strategy as well as commercial models, vision and implementation roadmap.

Roberto Galdo, Head of Salesforce Solutions at Merkle: "Thanks to our long-standing, close partnership with Salesforce, we have one of the largest Salesforce multi-cloud skillsets in the DACH region. Our experts cover the entire spectrum of Salesforce solutions."

In recent years, Merkle has invested massively in its "Salesforce Practice". The full-service agency distinguishes itself from other providers through its close relationship with marketing managers (CMOs), a deep understanding of their needs and an overall view of the customer journey. By linking IT, marketing and sales perspectives, unique customer experiences are created.

Daniela Stofer, Managing Director Germany at Merkle DACH: "For our customers, we are more than just an implementation partner: We support them in rethinking their business, building a new kind of customer relationship and creating great experiences. I see a lot of development potential especially in the German market, where demand is growing rapidly. Salesforce is therefore an important partner for us in Germany."

Salesforce itself recognised the successes of its partner by appointing three Merkle experts as "Marketing Champions". Their detailed knowledge of the entire marketing cloud suite including Pardot and Datorama as well as their commitment to the Trailblazer community were particularly decisive. Read short interviews with the Marketing Champions about the Salesforce award [on the Merkle blog](#).



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About Merkle

Merkle is a leading data-driven customer experience management (CXM) company that specialises in the delivery of unique, personalised customer experiences across platforms and devices. For more than 30 years, Fortune 1000 companies and leading nonprofit organisations have partnered with Merkle to maximise the value of their customer portfolios. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalised marketing strategies. Its combined strengths in performance media, customer experience, customer relationship management, loyalty, and enterprise marketing technology drive improved marketing results and competitive advantage. With 12,000+ employees, Merkle is headquartered in Columbia, Maryland, with 50+ additional offices throughout the Americas, EMEA, and APAC. In 2016, the company joined dentsu. For more information, contact Merkle at +44 (0)330 060 6065 or visit www.merkleinc.com/emea

About dentsu international

Part of dentsu, dentsu international is made up of six leadership brands - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, and supported by its specialist brands. Dentsu International helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in media, CXM and creative, dentsu international operates in over 145 markets worldwide with more than 45,000 dedicated specialists. www.dentsu.com