

Marketing Cloud

The opportunity now is end-to-end citizen, member, and customer engagement transformation. Organizations are moving toward unified platforms that connect audiences at scale through personalised journeys, AI-driven automation, and data-led marketing infrastructure



2025

Case Studies

01 Clicks

Unified marketing across 950+ stores and 10 million ClubCard members onto a single Marketing Cloud platform increasing personalised campaign engagement by 61%, reducing manual campaign build time by 78%, and driving a measurable uplift in repeat purchase frequency across pharmacy and beauty categories.

02 World YMCA

Automated multi-channel member journeys across 119 national associations in 120 countries replacing manual email coordination with triggered, personalised engagement that increased programme participation rates by 47% and reduced Geneva's campaign coordination overhead by 65%.

02 Government of USA

Transformed government-to-citizen communication for a major US state agency replacing batch notification workflows with personalised, compliant, multi-channel journeys that increased citizen engagement rates by 52% and reduced inbound inquiry volume through proactive automated outreach at scale

Why Marketing Cloud

Unify every audience, journey, and channel on a single platform

Organizations don't fail because they lack audiences they fail because their marketing infrastructure can't reach them at the right moment, with the right message, at scale. Disconnected email tools, manual campaign workflows, siloed customer data, and fragmented channel management create invisible drop-off that compounds every campaign cycle

Salesforce Marketing Cloud closes that gap. It unifies email, SMS, social, journey automation, audience segmentation, and real-time analytics into a single platform eliminating the disconnection between marketing, data, and operations that costs organizations millions in missed engagement and unrealised loyalty every year.

For organizations managing millions of contacts across diverse channels, complex audience segments, regulatory communication requirements, or global multi-market campaigns, Marketing Cloud isn't just a sending tool. It's the engagement infrastructure that makes every interaction intentional giving leadership real-time visibility into campaign performance, audience health, journey conversion, and marketing ROI in one place

WHO WE ARE

Antrazal delivers end-to-end Salesforce Marketing Cloud implementations that activate audiences, automate journeys, and scale engagement with your business

What we do

From strategy through go-live and beyond, our teams embed with yours teaching, building, and ensuring the solution delivers measurable outcomes that last

Featured Clients

We work with high-growth retailers, mission-driven global federations, and government organisations including Clicks, World YMCA, and a confidential US Government agency helping them build personalised, scalable marketing operations that reach millions of people across every channel.



PARTNERSHIPS

We partner with leading technology platforms to deliver scalable revenue and automation solutions helping global businesses streamline operations, accelerate growth, and unlock measurable impact



What's Inside

Clicks

How South Africa's largest health and beauty retailer unified marketing across 950+ stores and 10 million ClubCard loyalty members personalising every customer journey from acquisition through repeat purchase and driving a 61% increase in campaign engagement at national scale.

World YMCA

How the global YMCA federation automated member engagement journeys across 119 national associations, replaced manual campaign coordination with triggered multi-channel communication, and increased global programme participation rates by 47%

State Government Agency (Confidential)

How a large US state government agency transformed citizen communications replacing batch-and-blast notifications with personalised, compliant, multi-channel journeys that increased citizen engagement by 52% and reduced inbound inquiry volume through proactive automated outreach

CUSTOMERS

Our customers include high-growth retailers, regulated government agencies, global non-profit federations, and enterprise organisations across industries all focused on building scalable marketing operations and stronger audience engagement outcomes.





UNIFYING OMNICHANNEL MARKETING FOR CLICKS

Clicks is South Africa's leading health, beauty and wellness retailer operating over 950 stores and 780 in-store pharmacies across Southern Africa, supported by the country's largest retail loyalty programme with over 10 million active ClubCard members. With ClubCard members generating up to 80% of total sales, personalised marketing isn't a growth lever for Clicks it's the operational core of the entire retail model.

THE CHALLENGE

Clicks' marketing operations had grown in scale but not in sophistication. Campaigns across email, SMS, and in-store promotions were executed manually through disconnected tools that could not communicate with each other or with the ClubCard data warehouse in real time, limiting personalisation to broad segment blasts

Customer communication remained largely undifferentiated. A member buying baby products for two years received the same messages as someone who had never visited the baby aisle, while pharmacy customers managing chronic conditions received no tailored engagement.

Campaign build cycles took weeks and reporting required manual data extraction after every send. With more than 10 million active members, the gap between the available customer data and what the marketing infrastructure could actually execute continued to widen

How did Antrazal approach the Marketing Cloud implementation?

Antrazal deployed Salesforce Marketing Cloud with a unified data architecture that connected ClubCard purchase history, pharmacy dispensing records, and in-store behaviour into a single customer profile for the first time giving Clicks' marketing team a true 360-degree view of every member across every touchpoint.

Audience segmentation was rebuilt from broad demographic buckets into dynamic, behaviour-driven segments that update in real time as members transact. A mother buying baby formula triggers a personalised infant care journey. A member collecting chronic medication triggers a targeted pharmacy loyalty sequence. A lapsed member who hasn't visited in 90 days triggers an automated re-engagement flow without a single manual intervention from the campaign team.

What did the journey automation and channel integration involve?

Email, SMS, and push notification channels were unified under a single journey orchestration layer so every member interaction, regardless of channel, feeds back into the same profile and adjusts the next communication accordingly. Campaign build time was reduced from weeks to hours through reusable journey templates, dynamic content blocks, and pre-approved creative frameworks that allow the marketing team to launch personalised campaigns at scale without rebuilding from scratch each cycle. Real-time reporting dashboards replaced post-send manual extraction giving marketing leadership live visibility into open rates, conversion, redemption, and revenue attribution by segment, campaign, and channel simultaneously.

The results were transformative. Personalised campaign engagement increased by 61%. Repeat purchase frequency across targeted segments rose measurably within the first two campaign cycles. Manual campaign build time fell by 78%. And for the first time, Clicks' marketing leadership could see in real time exactly which journeys were driving revenue and which audiences needed attention.

We've taken everything to the max: more brands, more fun and more glow... has grown into South Africa's ultimate beauty experience

Bongiwe Ntuli
Managing Executive, Clicks South Africa



UNIFYING 119 NATIONAL ASSOCIATIONS FOR WORLD YMCA

World YMCA is the global federation uniting 119 national YMCA associations across 120 countries, representing over 64 million members and participants. Operating from its Geneva headquarters, World YMCA coordinates international programmes, advocacy initiatives, and capacity-building across one of the world's most geographically distributed membership organisations with a digital infrastructure that had not been designed for that scale.

We work with Antrazal since they started. They really boost our use of the Salesforce environment. Their major strength: they really put at the maximum the build in features of Salesforce without trying to force us to buy costly third-party solution.

Claude-Alain Danthe
Digital Head, World YMCA

THE CHALLENGE

World YMCA's growth in global programming — from youth leadership initiatives to community health and climate action campaigns had outpaced the digital infrastructure connecting its federation. National associations communicated via email. Programme participation data was collected inconsistently, if at all. Geneva had no real-time view of what was happening on the ground in Lagos, Lima, or Lahore.

Coordination between national associations was largely manual. Reporting to donors, UN partners, and governance bodies required weeks of data collection from over a hundred individual contacts. The federation had no shared digital space no community where national leaders could collaborate, access resources, or surface local insights to the global network. Every major initiative launched from Geneva arrived at the national level without a scalable delivery mechanism

Unified Platform

Antrazal implemented Salesforce Marketing Cloud to bring all 119 national associations into a single federated digital platform for the first time. A centralised community portal was configured with role-based access for national association leaders, regional coordinators, and Geneva programme staff each with a tailored experience surfacing the content, tools, and data relevant to their role.

Automated programme enrollment and reporting workflows replaced manual submission processes. National associations can now log participation data, track programme milestones, and submit impact reports directly through the platform eliminating the email-and-spreadsheet cycle that had delayed reporting for years. Resource libraries, training materials, and governance documentation are now centralised and searchable accessible to every national association instantly, in a consistent format, regardless of their technical capacity.



TRANSFORMING CITIZEN COMMUNICATIONS FOR A US GOVERNMENT AGENCY

THE CHALLENGE

The agency's citizen communication operation ran across disconnected systems with no shared data layer, no unified citizen profile, and no mechanism for one programme's interaction with a resident to inform another's.

A citizen who had recently enrolled in a public programme received no automated journey through the process just a confirmation and silence. When urgent outreach was needed during service disruptions, policy changes, or public health events, there was no infrastructure to reach segmented citizen populations quickly, accurately, and through their preferred channel.

Every mass communication defaulted to broad, undifferentiated batch sends that generated high opt-out rates and low engagement eroding the very trust that effective government communication depends on.

Antrazal brought both the technical depth and the sensitivity required to work in a government environment understanding our compliance requirements from day one and delivering a platform our teams actually trust and use

Digital Communications Lead,
US Government Agency

WHAT WE SOLVED

Antrazal deployed Salesforce Marketing Cloud to centralise the agency's citizen communication infrastructure creating for the first time a unified platform where citizen interactions, preferences, and programme enrolments could inform personalised, timely outreach across email, SMS, and digital channels. A unified citizen data model was built to consolidate contact records, programme participation history, and communication preferences enabling segmentation by programme status, life event, and service need without exposing personally identifiable information outside approved governance boundaries.

Journey automation was configured for high-volume citizen touchpoints programme milestone communications triggered by application progress, service reminders triggered by status and eligibility, urgent outreach triggered by geography and demographic criteria. Every journey was built to comply fully with government communication regulations, with consent management, suppression logic, and full audit trails embedded at every step. Automated reporting now gives communication leads real-time visibility into delivery rates, engagement, and opt-out trends replacing the manual post-send reconciliation that had previously made performance measurement impossible.

Citizen engagement rates on targeted automated journeys increased by 52% compared to previous batch communications. Inbound inquiry volume to agency contact centres fell measurably as proactive outreach answered questions before residents needed to ask them. And for the first time, leadership had a single view of how citizens were engaging across programmes, channels, and services simultaneously.