

Automobili-Pininfarina

Marketing Cloud Implementation

Case Study

About Automobili Pininfarina

Automobili Pininfarina is headquartered in Munich, Germany, has a design facility and office locations in Turin, Italy, and comprises a team of experienced automotive executives from luxury and premium car brands. They have almost 90-year experience producing many of the world's most iconic cars.

Automobili Pininfarina will combine its in-house expertise with some of the world's leading automotive design and engineering suppliers to support its aggressive performance targets and market launch in late 2020. Designed, developed and produced in Germany and Italy, all models will be sold and serviced in all major global markets under the brand name Pininfarina. The new company aims to be the world's most sustainable luxury car brand.

Learn more on their website: <https://automobili-pininfarina.com/>

Technical Overview

Industry	Automobile
Tech	Salesforce Marketing Cloud (Majorly), Sales Cloud, Service Cloud (Minor Updates)

Implementation Highlights

Feature: Double Opt-In

Double Opt-in is a preferred way for marketers to comply with country-specific regulations and detecting fake signups.

The client wanted to implement the double opt-in feature for all people who want to subscribe to their newsletters. Team Concretio created a button that can be placed anywhere, either website or the web, to lead forms or any email messages. The basic functionality of this button is to capture double opt-in information and push it to the salesforce sales and service cloud. The flow of the Double Opt-in is as follows:

Marketing Cloud User

- Sync up Lead/Contact in Marketing Cloud > Data Extension (either auto-sync up DE or manually insert data in DE)

- Choose Subscriber Key as Lead/Contact Id in Data Extension.
- Select an email message from Email Studio with a double opt-in button.
- Send Email to Data Extension.
- Check for mail if sent successfully.

End-User

- End-user will receive the mail and clicks on the Double Opt-In button
- A Marketing Cloud **landing page** with a RSVP choice will appear, and the choice will be updated back into the Sales & Service Cloud

A U T O M O B I L I
pininfarina



THANK YOU FOR YOUR REGISTRATION
WE LOOK FORWARD TO WELCOMING YOU IN GENEVA

Event Details

Name: GIMS-Test Event-2020
Slot: Press Conference - 11:30 - 12:00 CET

Automobili **Pininfarina** GmbH

Tower D, Dingolfinger Str. 9, 81673 Munich, Germany



If you don't want to receive further information on the event you can [unsubscribe here](#).

Feature: Event Management

Automobili Pininfarina is into various events/tradeshows, via Marketing cloud email templates, and landing pages, we are building an audience and keeping them engaged as well.

Via newsletters, subscribers will get a notification for an upcoming event with a button to do the RSVP for the desired slot; the RSVP process is built by us in Marketing Cloud. While doing RSVP, an attendee has

the option to select the number of guests they want to bring in the event with them and also book the slot accordingly. Details captured for the guests are also being pushed to the sales & service cloud under the same account of attendees! (screenshots below)

Please complete this page to confirm your attendance.
Timings are confirmed on the next page. We look forward to welcoming you.

Salutation: * --None--

First Name *

Last Name *



Email *

Mobile *

Country * --None--

Accompanying Guest: 0

[Next](#)

Accompanying Guest Details

S.No.	First Name	Last Name	Email	Mobile	Action
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Remove Guest
2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Remove Guest

☐ I accept the Privacy Policy *

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Feature: Marketing Cloud Templates

This involved converting InDesign format newsletter design files into functional Marketing cloud emails/templates. This involved getting into a review session with the client's designer and finally transforming the InDesign file into a live Marketing Cloud template. Following is an example:



An Electrifying Premiere

GENEVA INTERNATIONAL MOTOR SHOW - STAND 1243, HALL 1

This year the world is celebrating 90 years of legendary Pininfarina design.

Automobili Pininfarina and Paolo Pininfarina are honouring this significant milestone at the Geneva International Motor Show 2020 with a special world premiere.

If you are attending the show, we would be delighted to receive you on our stand, so please come and visit us and see in person an electrifying future vision.

To help us manage our programme across the days, please let us know your attendance at the earliest opportunity.

RSVP 5th - 15th March

I look forward to welcoming you.

Michael Perschke
CEO Automobili Pininfarina



An Electrifying Premiere

GENEVA INTERNATIONAL MOTOR SHOW - STAND 1243, HALL 1

This year the world is celebrating 90 years of legendary Pininfarina design.

Automobili Pininfarina and Paolo Pininfarina are honouring this significant milestone at the Geneva International Motor Show 2020 with a special world premiere on March 3rd at 11:30

If you are attending the show, we would be delighted to receive you on our stand, so please come and visit us and see in person an electrifying future vision.

To help us manage our programme across the days, please let us know your attendance at the earliest opportunity.

RSVP 3rd March Press Conference

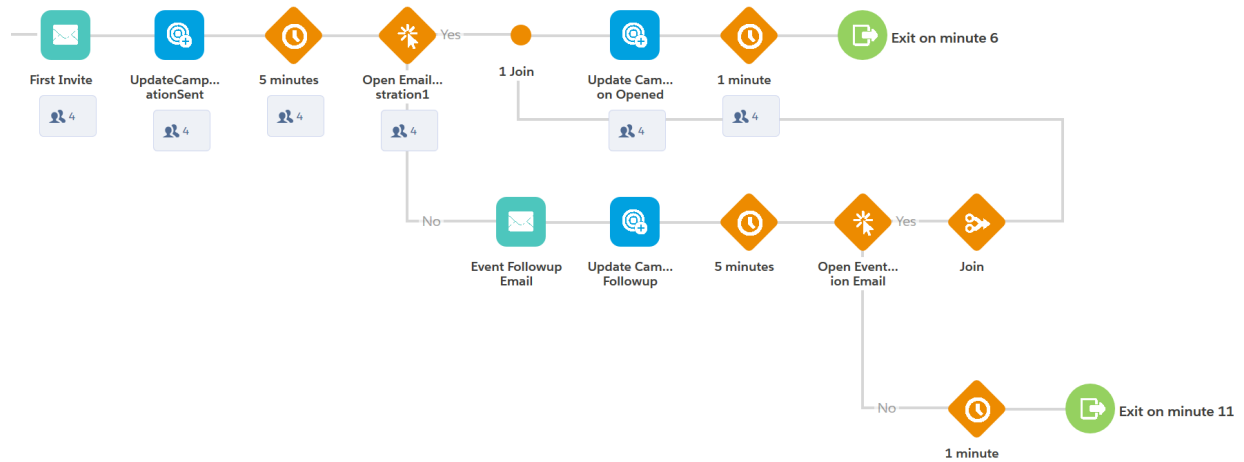
RSVP 3rd March Evening Cocktail Party

RSVP 5th - 15th March

I look forward to welcoming you

Feature: Personalise Journeys

Created a personalized journey for the audience to touch the right person at the right time.



Tracked the audience's behavior. Segmented audience based on Invited/No Response/Accepted/Not-Attended/Attended criteria.

Feature: Mobile Check-In

Created a mechanism to check in with audiences on the event date via mobile, tablet and desktop. This is driven by a Lightning component from Salesforce 1 mobile app to manage check-ins at the event..



Manage Check-In

Select a Campaign

GIMS Exclusive Preview

Select a Slot

Exclusive Preview - 17:00 - 19:00

Campaign Members



> Benoit Boningue

> Alberto Klaas

> Dirk Wolff

> Michael de Jong

> Stephane Sertang

> Christoph Hummel