



# Tampa Bay Lightning

Salesforce Marketing Cloud & Data Cloud Enterprise Transformation

A premium enterprise transformation focused on unifying customer intelligence, modernizing fan engagement, and building a scalable multi-channel lifecycle marketing ecosystem for one of the NHL's premier organizations.

**Lead Consultant:** Daniel Buckle

**Focus Areas:** Salesforce Marketing Cloud, Salesforce Data Cloud, Lifecycle Automation, CRM Architecture, Audience Intelligence, Multi-Channel Journeys

## Enterprise Overview

---

The Tampa Bay Lightning required a highly scalable enterprise customer engagement platform capable of supporting ticket sales automation, fan lifecycle journeys, audience intelligence, and multi-channel engagement across multiple digital touchpoints.

## **Key Business Challenges**

---

The organization faced fragmented audience data, disconnected systems, manual campaign operations, limited reporting visibility, and inconsistent fan engagement experiences. A centralized architecture was needed to unify customer intelligence and improve lifecycle personalization.

## **Salesforce Marketing Cloud Implementation**

---

The implementation included enterprise configuration of Journey Builder, Email Studio, Automation Studio, and Contact Builder. Advanced lifecycle journeys were built for ticket sales, event promotions, fan onboarding, engagement scoring, and post-event communication workflows.

## **Salesforce Data Cloud Architecture**

---

Salesforce Data Cloud centralized customer information from ticketing systems, CRM environments, website engagement, media channels, and campaign interactions. Identity resolution and audience unification created a single customer view for segmentation, reporting, and personalization.

## **Multi-Channel Fan Engagement**

---

Sophisticated fan engagement journeys were developed to support season ticket nurturing, promotional campaigns, loyalty engagement, re-engagement automation, event communications, and audience-specific lifecycle messaging.

## **Deliverability & Governance**

---

Enterprise email infrastructure included SPF, DKIM, DMARC, suppression management, unsubscribe handling, sending domain architecture, and governance processes designed to protect sender reputation and support high-volume communication at scale.

# Reporting & Analytics

---

Custom reporting frameworks provided leadership visibility into campaign performance, ticket sales attribution, audience engagement, lifecycle conversion trends, and customer activity across multiple channels.

# Business Impact

---

The final ecosystem provided the organization with scalable lifecycle automation, centralized customer intelligence, improved operational efficiency, stronger audience segmentation, and advanced reporting visibility across departments.

# Enterprise Solution Components

<b>Marketing Cloud</b>	Journey Builder, Automation Studio, Email Studio, Contact Builder
<b>Data Cloud</b>	Customer identity resolution, audience intelligence, reporting
<b>Fan Journeys</b>	Ticket sales, lifecycle automation, loyalty campaigns
<b>Infrastructure</b>	SPF, DKIM, DMARC, suppression & governance
<b>Analytics</b>	Lifecycle reporting, attribution, engagement dashboards

## Final Takeaway

This project represented a highly complex enterprise Salesforce transformation focused on customer intelligence, audience engagement, lifecycle automation, and scalable marketing operations. By combining Salesforce Marketing Cloud and Salesforce Data Cloud, the Tampa Bay Lightning gained a centralized ecosystem capable of delivering personalized fan experiences, advanced reporting visibility, and enterprise-grade marketing automation.