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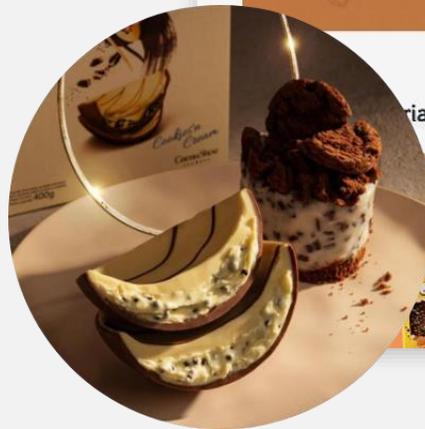
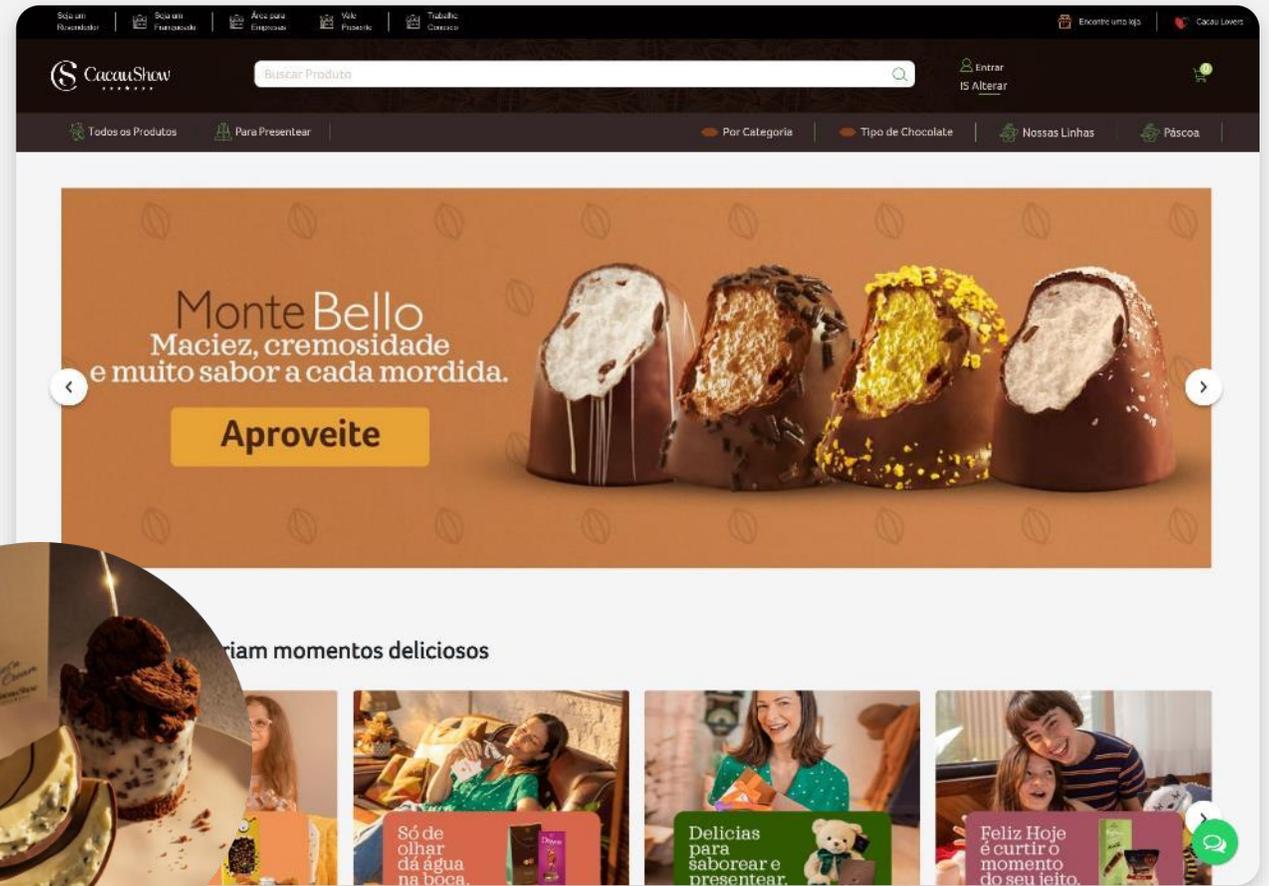
 **Cacau Show**

IMPROVING CACAU SHOW'S ECOMMERCE AND MARKETING

ABOUT CACAU SHOW



Cacau Show is a Brazilian chocolate manufacturer based in Itapevi, São Paulo. The company was founded by seventeen-year-old Alexandre Tadeu da Costa in 1988 from his sales of chocolate Easter eggs using door-to-door catalogs. He progressively grew his business to a manufacturing and retail giant. Today, Cacau Show is the largest network of fine chocolates in the world. The brand has more than 4,000 stores throughout Brazil, supplied by a factory outside São Paulo. For Cacau Show, each chocolate is a real moment of happiness.



CACAU SHOW'S CHALLENGES

Needed to enhance its ecommerce and marketing

Cacau Show already had Salesforce Commerce Cloud in its technology stack but was dealing with a non-best-in-class service from their previous system integrator.

The company used another third-party solution for email marketing and sought to better manage its marketing efforts by implementing a comprehensive digital marketing platform.

Cacau Show faced the following challenges:



1

Couldn't unleash the full power of the platform to achieve its business goals

2

Needed to stabilize its code base version in Salesforce Commerce Cloud

3

Had to optimize its marketing processes

4

Required effective journeys, campaigns, and automations

5

Wanted to seize new opportunities and provide added value to their technology stack

OSF'S SOLUTION

Evolving Cacau Show's ecommerce and marketing

OSF Digital deployed **Salesforce Marketing Cloud** and improved Cacau Show's **Salesforce Commerce Cloud** implementation.

OSF's technical solution included:

- Implemented Marketing Cloud with journeys.
- Updated and fixed the code base version in Salesforce Commerce Cloud.
- Improvements and evolutions for the Cacau Show website.
- Fixed integration issues, quota alerts, and bugs.
- Prepared the company's Commerce Cloud implementation for its digital commerce next level.

We continue to support Cacau Show with improvements for this ongoing project. The project, initially scheduled for 9 months, was renewed by the client for another year.



OSF'S SOLUTION

An innovative approach

OSF's solution involved keeping the code up to date with the latest developments, allowing developers to take advantage of ES6 features implemented by Salesforce:

- ✓ **More efficient and optimized code** — resulting in faster performance and improved user experience.
- ✓ **Increased productivity** — by making code more concise and easier to read, reducing the amount of time and effort required to write and maintain.
- ✓ **Future-proofing** — using the latest ES6 features, developers can write code more likely to be compatible with future updates and releases of Salesforce and other web technologies.
- ✓ **Easier debugging** — ES6 features provide more clear code, making it easier to debug and identify errors.
- ✓ **Improved security** — ES6 features can help prevent accidental changes to variable values, reducing the risk of security vulnerabilities.
- ✓ **Better maintainability** — by using the latest ES6 features, developers can write code that is more modular and reusable, making it easier to maintain and update over time.

OSF's innovative approach leverages the latest advancements in web technology to provide a more efficient, secure, and maintainable codebase.



RESULTS

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OSF's solution offers significant benefits to Cacau Show, including stabilizing the **Commerce Cloud** codebase, enabling new improvements to take its digital commerce to the next level, and expanding Marketing Cloud to create additional value for its loyalty program Cacau Lovers by integrating the digital user journey and building the basis for Salesforce multicloud implementation.



RESULTS

Streamlined marketing processes

Due to our implementation of Salesforce Marketing Cloud, Cacau Show has gained the following capabilities:

- Extract custom marketing reports
- Create communication in a single platform using various channels, such as email, SMS, and WhatsApp
- Quickly segment contact bases for campaigns

With the Salesforce Marketing Cloud implementation project, Cacau Show achieved significant improvements in its email marketing performance:

- Boost in email open rates from 10% to 60% with the implementation of automation criteria for the formation of a fixed base
- Reduced cost of sending emails
- More targeted and personalized communications with customers based on their profile

RESULTS

Optimized ecommerce performance

With the Salesforce Commerce Cloud improvement project, the company leverages the following advantages:

- **Better functionalities and support** to keep the site up to date to meet the needs of the internal team and customers.
- Merchants are now able to **update the site more easily** using Page Designer and Business Manager tools.
- **More equipped** to fulfill marketing requirements.
- **Better alignment with business and customer needs**, resulting in increased traction, visibility, and ultimately, higher sales and ROI, while saving time and reducing operational spending.
- Freeing up Cacau Show's team from most business-related duties, as OSF provides consultancy and takes responsibility for improving the ecommerce website.



TESTIMONIAL

Our work through the eyes of our clients

After experiencing some implementation and maintenance difficulties with our Commerce Cloud website, we reached out to Salesforce to introduce us to a global AAA-level partner. It was necessary for us to stabilize our source code in order to take our digital commerce business to the next level.

Simultaneously, we had another challenge of implementing Marketing Cloud for our Cacau Lovers loyalty program. This partner needed to have best-in-class quality in service execution and technical expertise, as well as the ability to work across Salesforce's various clouds, thus accelerating our multicloud initiative.

With OSF, in addition to all of this, we found a true business partner that helps us pave the way towards a more digital future. We delivered value to the business in a short period of time and have already reaped the benefits of this partnership.

ANDERSON NAKANDAKARE GONÇALVES

New Business Manager, Cacau Show



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 **Cacau Show**

THANK YOU!