



# Nutrition Market Leader and Atrium Succeed with Digital 360

The dashboard displays several key metrics and charts:

- Top Performing Segments (Last 3 months):** A scatter plot showing conversions across different segments. The Y-axis is labeled 'Conversions' with levels High, Medium, and Low. The X-axis is labeled 'Population'. Data points are represented by colored circles.
- Recommended Trails:** A list of suggested content or paths, including 'Get Started with Customer 360 Audiences', 'Customer Data Management for Modern Marketers', and 'Customer-Centric Data Strategies'.
- Top Performing Channels (Last 30 days):** A table showing conversion rates and trends for different channels.

Channel	Conversion Rate	Trend
Web	13.80%	↑ 11%
Email	11.63%	↑ 8%

The Atrium logo is prominently displayed in the center of the dashboard view.

# Inside How Atrium Made It Happen

Digital 360 has been the driving force and new industry standard for top-level companies wanting to cater to their customers' preferred levels of communication and engagement. With the world's digital commerce rates climbing to historical highs, more companies are taking advantage of the power Digital 360 has to offer.

**Digital 360** focuses on the complete integration of Salesforce's top-rated cloud-based services.

Each of the listed services provides expert assistance, broader partner ecosystems, and unique value propositions for clients who are probably similar to yourself. In their most straightforward terms, here are the aspects of each:

## Marketing Cloud

A way to manage marketing relationships and campaigns with customers.

## Commerce Cloud

A multi-tenant, cloud-based commerce platform that empowers brands to create intelligent, unified buying experiences across all channels—mobile, social, web, and store.

## Experience Cloud

A digital platform that helps companies build connected CRM-powered digital experiences



Our customer is a market leader in nutrition and wellness, serving consumers in countries worldwide through a broad network of independent distributors.

Our customer leveraged Salesforce's Einstein Discovery through [Atrium](#) in a move to provide detailed, up-to-date customer information for distributors and enable growth. Using Einstein for its advanced data science and data visualization capabilities, our customers unified their myriad data sources – such as business metrics, customer service interactions, products, promotions, and event qualification. To get this information into the hands of these thousands of distributors, Atrium employed Salesforce Community Cloud and custom mobile capabilities. Snowflake, the cloud data platform, serves as an aggregator for all the data sources.

Adding Snowflake to our customer's online stack as a way to unify, analyze, and act on their data in the digital commerce space across all of their platforms was key to their success. With these unifying tools and their partnership with Atrium, they delivered detailed, up-to-date customer information for distributors and enabled accelerated growth. Einstein Discovery and Tableau CRM gave our customers predictive insights regarding downline growth and attrition, provided recommendations for the next best steps, and brought online a mobile web view for member behaviors.

**Einstein will house machine learning models and dashboards, harnessing our customer's valuable proprietary data from Snowflake's Data Cloud. Together, these create a personalized customer profile and recommend the next best actions to increase that customer's value and a distributor's success.**



Atrium is an innovative services company that helps advise, implement, and optimize artificial intelligence and analytics solutions. They combine industry expertise, leading cloud platforms, and data science to deliver remarkable outcomes. Atrium helps its clients maximize the power of their data to solve their most important challenges.

When we asked Chris Heineken, CEO of Atrium, for his perspective on shifting to digital transformation, Mr. Heineken stated, **“The more we dig in, the more inspired we are by the possibilities. I hope the business community will embrace the need to re rack their analytics, along with forming grassroots initiatives that deliver quick and iterative change in a fluid environment. Let’s not spend too much time simply reacting and hunkering down, and get on with the business of putting one foot forward each day on our way to the next great business cycle.”**

Source: Atrium blog



Aside from enhanced marketing relationships and consistent ecommerce transformation, our customers will also have better relationships with their customers to bring brand loyalty.

Most of today's successful companies are making the complete transformation to Digital 360, and Atrium has a team of experts to help guide you on the way.

[See what Digital 360 can do for you](#)



### About Salesforce

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social and artificial intelligence—to create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: [salesforce.com](https://salesforce.com)

### About Chris Heineken, CEO Atrium

As the CEO of Atrium, I lead a world-class team in empowering companies to embrace business transformation through analytics and AI. I bring 15+ years of sales, professional services, and marketing experience to the realms of CRM, business intelligence, enterprise integration, and custom application development.

Founded in 2018, Atrium is a next-generation consulting services company that helps organizations across diverse industries deliver on the promise of analytics and AI. As the market leader in intelligent solutions, we help organizations make smarter decisions and act on them. Learn more at [www.atrium.ai](https://www.atrium.ai).

