

# Torani Adds Flavor to Their Partner Relationships with a Premium Ingredient: Data

Torani delivers amazing flavor to their customers every day with their quality products. Part of what makes this work so well is the network of distributor partners who support the fast growing businesses of restaurants and cafes around the world. As a 90-year-old startup, Torani is constantly looking at ways to dynamically enhance their business and remain agile while experiencing tremendous growth. To do this, they knew that their customer engagements must start with smart, high quality data.



## Measurable Impact

Reduced new duplicate leads to zero

Validated and appended over 98% of database using Google Places API

Provided real-time lead flow integration between Desk.com and Salesforce.com

## A Business Based on Relationships

Torani believes that amazing flavor is the key to creating connections between people and communities. Building partnerships with their distribution network is key to Torani's success and growth. As they deliver delicious beverage solutions to operators around the globe, Torani supports distributors with winning business solutions. To support this, a high quality marketing database is important.

To ensure their Marketo and Salesforce.com databases can scale and continue to enrich the sell-in experience, Torani wanted to:

- Ensure their marketing database accurately captures the complex distributor relationships while working around Salesforce.com system constraints
- Improve marketing database accuracy and richness to enable more personalized engagements
- Incorporate help desk customer interactions into their marketing database with seamless integration of Desk.com, Salesforce.com, and Marketo

## The Right Relationships Take the Right Data

To achieve these goals, Torani knew they must start by improving the quality of their marketing data to overcome the following challenges:

- Clean up duplicate leads and contacts, while ensuring that the legitimate duplicate contacts that represent their complex broker network stay intact
- Validate and append their database with the most accurate and up-to-date information, which is especially challenging for independently owned businesses like cafés and bars
- Replace the default Desk.com-Salesforce.com integration with a custom integration to ensure lead data is propagated correctly into Salesforce.com

“Openprise has improved the quality of our database, which has directly affected our ability to have meaningful interactions with our distributors.”



**Jennifer Morimoto**  
Sr. Digital Marketing  
Manager, Torani



## Intuitively Reduce Duplicate Records

Considered a B2B2C business, there were two distinct challenges with Torani’s prospect database. Torani interacts with several prospects over time, and engages with them to create new opportunities. Because conversion is not direct, these prospects are sometimes considered Accounts and sometimes remain as Leads within Salesforce.com, which creates a challenging duplicate record problem. Additionally, there is also the challenging layer of buyers and brokers who service multiple accounts. Therefore, their contact information is duplicated across several accounts, and are considered “legitimate” duplicate content. With Openprise, Torani was able to (1) Automatically convert duplicate Leads into Contacts/Accounts, (2) Immediately identify duplicates from large import lists to preserve database integrity, and (3) Intuitively merge all necessary duplicate data. By taking these three steps, Torani was able to ensure the quality of their marketing engagements.

## Improve Targeting by Enriching Data with Google Places API

To support their network of small business cafes and restaurants, Torani provides direct marketing support such as point-of-purchase displays, recipe development, and industry insights. After being in the industry for over 90 years, keeping contact data up-to-date can present its own host of challenges. To quickly adapt to changes in Torani’s database, Openprise deployed the solution’s Google Places API integration, knowing it’s one of the best resources for small business foodservice data. By leveraging this integration, Torani was able to quickly validate and enrich their database with up-to-date address, business name, business type, and more. Utilizing the Openprise easy-to-use interface, Torani’s marketing team can pull in fresh data without writing a single line of code.

## Desk.com Integration Ensures Smooth Communication

Torani Customer Service strives to perfect the customer experience. That’s why they started using Desk.com to track and act upon customer inquiries. However, Desk.com doesn’t integrate with Salesforce Leads, adding an extra challenge to keeping the Torani prospect data clean. To close the data gap between Desk.com and Salesforce, Torani utilized Openprise to propagate Desk.com originated leads into Salesforce.com to ensure consistency of lead flow across all inbound channels.

## Openprise Helps Torani Craft Quality Engagements

To enhance new and existing long standing relationships, Torani wanted to ensure their marketing database remained a powerful resource for their distributor partners as well as their own direct marketing efforts. Openprise Data Automation Cloud helped Torani to:

- Intuitively reduce duplicate records to ensure consistent marketing engagements
- Improve the integrity of a legacy database by enriching and validating data using the power of Google Places API
- Close the data gap between all channels, including Desk.com

## About Openprise

Openprise provides data automation solutions that automate the analysis, cleansing, enrichment, and unification of marketing and sales data so that you can deliver data-driven marketing programs and deploy advanced marketing technologies such as marketing automation, account-based marketing, and predictive marketing solutions. For more information, please visit [www.openprisetech.com](http://www.openprisetech.com).

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