

SAP Emarsys Customer Engagement

ACCELERATE BUSINESS OUTCOMES WITH EMARSYS

NTT DATA Business Solutions



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Consumers expect more

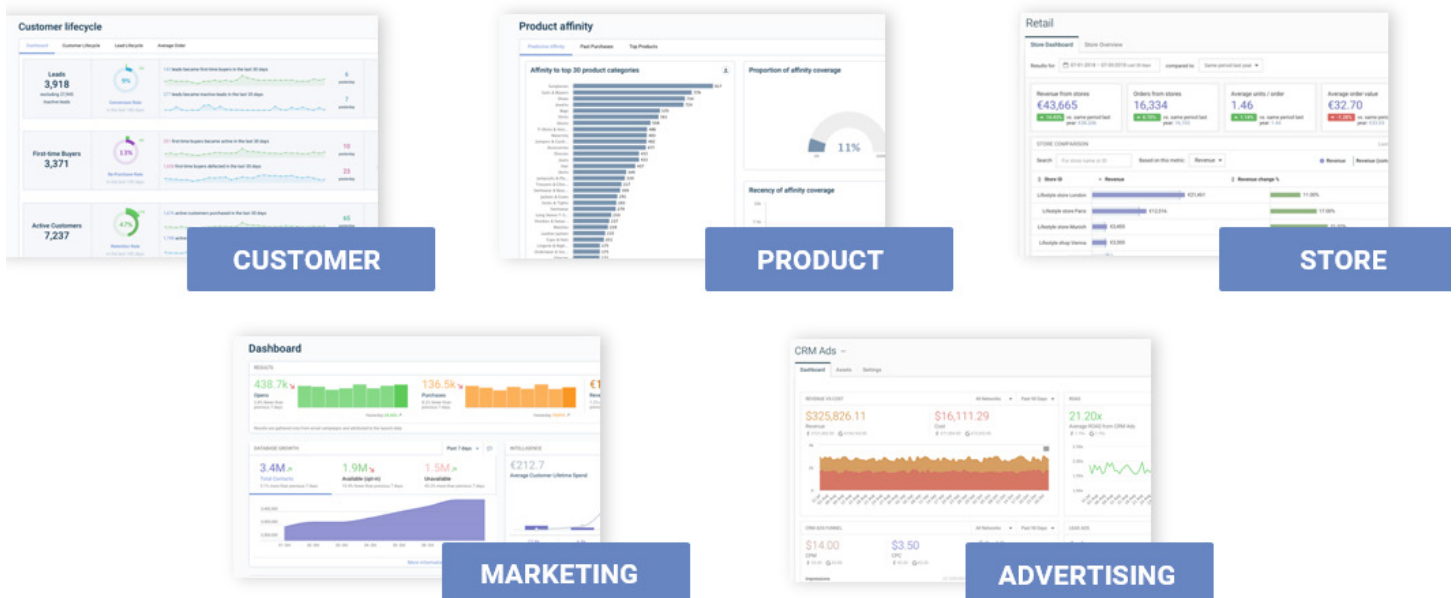
The importance of marketing keeps growing. Consumers are exposed to marketing nearly all the time on every channel, and the competition is fierce. Everyone knows that marketing is about delivering the right content to the right audience at the right time. This decision cannot solely be based on experience but needs to be based on data and most importantly enabled by technology. Due to the ever-increasing amount of marketing most consumers are exposed to it is not surprising that the bar has risen in terms of what consumers expect and what can successfully attract their attention.

Emarsys enables you to capture and consolidate the data pertaining to each individual consumer, which in turn allows you to tap into their wants and needs. Driven by many years of industry knowledge and experience the solution cannot only capture data, but also process, analyse and interpret it – thereby empowering you to make the right decisions at the right time.

What benefits and value does Emarsys have to offer?

- Consolidates and unifies all your data centred around the individual consumer
- Uses intelligent personalization to engage your customers more effectively using data and AI
- Enables you to launch integrated campaigns across channels thereby reducing time spend on campaign creation as well as ensuring consistency independent of the channel
- Empowers you to make smart decisions at in real time based on AI and data-driven insights
- Executes pre-built multi-channel campaigns designed to improve your performance in underperforming business areas thereby reducing time to value

At its core Emarsys simplifies your marketing operations and provides you the tools to live up to (if not even exceed) the engagements expected by your customers.



Building trusted and lasting relationships

Countless studies reveal that the benefits of customer retention outweigh the costs, which makes it now more important than ever to be able to build trusting and lasting relationships with your customers. Emarsys enables you to do this by delivering personalized cross-channel engagements based on data. Unifying data really allows you to build rich customer profiles thereby helping you to understand your customers better and consequently to be able to engage with your customers with the right content at the right time.

Besides the data captured, you can also leverage the power of AI to predict your customers future behaviour and thereby be able to personalize your customer engagements even more. Reduce time to value by only building personalized content once and apply it across all channels.

Emarsys can power your personalization by using predictive real-time segmentation, as well as personalize email subject lines and bodies based on customers engagement levels or target contacts based on their expected reactions to your campaigns.

Digital marketing leaders are often unable to connect technology adoption with business outcomes

Gartner

Making marketing measurable

It is common knowledge that it can quickly get very complex when trying to measure the impact of personalization on revenue when running multiple campaigns across various channels. However, Emarsys overcomes this challenge by consolidating all data within one single platform and without you having to have a dedicated data team in place.

The solution provides you full visibility into your marketing and customers and provides you with the tools to drive the most impact.

Emarsys informs you of underperforming business areas and lets you make changes in a matter of clicks by providing pre-built tactics proven to successfully address these. The solution is even able to pinpoint opportunities to drive revenue at any point in your customer lifecycle. Again, it can be very complicated to measure the impact of marketing on revenue, but not only can Emarsys do this, it can also show you the revenue impact of for example customer acquisition, purchase frequency, retention and much more.

It does not end here...

The list of capabilities mentioned is far from an exhaustive one. Emarsys has a wide range of features and is constantly being enhanced based on input provided by a rich and diverse community of users and experts. For technology to stay relevant, it must be able to adapt to change and this is especially true for marketing technologies.

Therefore, with Emarsys you are not just getting a solution which will work for you here and now, but rather a solution, which will enable you to keep up with the market, trends and demands for many years to come.



Why NTT DATA Business Solutions?

We believe that customer experience is key for the success of our customers. However, a great customer experience is not achieved simply by implementing a piece of software – a great customer experience is based on customer centric business processes and enabled by technology.

We have worked with businesses of all sizes for over three decades to help them transform, digitize, and grow. We support companies throughout their entire SAP journey, from planning to consultation, implementation, operation, and managed services.

With our award-winning expertise in SAP and many years as an SAP partner, we can provide businesses with everything they need to successfully transform their customer experience.

We Transform. SAP® Solutions into Value

Digital transformation helps companies reach their full potential – if the underlying technologies work for the people using them! At NTT DATA Business Solutions, we design, implement, manage and continuously enhance SAP solutions to make them work for companies – and for their people.

www.nttdata-solutions.com



Marketing leaders responsible for CX must serve two masters simultaneously. They must deliver the business outcomes their executive leaders desire while providing the experiences customers expect.

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Want to know more?
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