

SAP® Marketing Cloud

CREATE COMPELLING MARKETING CAMPAIGNS, TAILORED TO YOUR CUSTOMERS

NTT DATA Business Solutions



A personal experience for every customer

ZERO IN ON CUSTOMERS' ACTUAL WANTS AND NEEDS

What Today's Customers Really Appreciate

Consumers today are exposed to more marketing messages on a greater number of channels than ever before. Any information you give to potential customers has to be timely and, most of all, relevant. All too often, however, conventional marketing campaigns miss the mark because they are too generic. If you have not done the necessary groundwork before initiating a campaign, it is virtually impossible to identify your customers' actual needs. Moreover, the increased number of channels makes it harder to keep track of campaign success – and therefore more difficult to identify areas for improvement.

SAP Marketing Cloud helps you form a complete and accurate profile of each and every customer, allowing you to pinpoint their unique wants and needs. Driven by predictive analytics and machine learning, the solution draws on information about past interactions, assesses current motivations and intent, and anticipates future behavior.

What Benefits Does SAP Marketing Cloud Offer?

- Market to a segment of one: With a 360-degree view of the customer, you can offer tailored incentives and individualized experiences that resonate with your audience.

- Manage and assess campaigns: Keep your campaigns on track at all times with clear visualizations of campaign plans, budgets, and expenses.
- Optimize marketing performance: Real-time analytics give you a comprehensive view of how effectively your marketing campaigns are performing.
- Increase conversion rates: Generate and nurture leads and work closer with sales teams to ensure you close the deal.

SAP Marketing Cloud enables you to deliver engaging messages that win potential customers over and strengthen ties with returning customers.

Reach Your Customers, Wherever They Are

Consumers today interact with companies on a wider range of channels than ever before. While this demands that marketing departments invest time and effort into managing additional channels, it also opens up numerous opportunities. SAP Marketing Cloud consolidates first-party customer data from all channels to create a single view of the customer. By tracking your customers' interests and preferences, you can send them the right marketing message at the right time. Not only does this increase the impact of your campaign activities, but it also strengthens customer loyalty.

55% of marketers don't have sufficient data or insights for effective personalization.

2018 Trends in Personalization survey report, Evergage, Inc.

Follow the Whole Customer Journey

To understand what your customers want, you first need to understand how they arrive at this decision. This means analyzing the customer journey from start to finish. If a customer purchases a product or service from you, it's important to identify all factors that influenced their decision. How did they discover your product? Have they bought similar products before? Or why did they add products to the shopping cart, only to abandon it before the sale was completed?

SAP Marketing Cloud helps you answer these questions with clear visualizations of customer journeys. Using filters, you can drill down into the data to gain the insights you need to optimize your marketing.

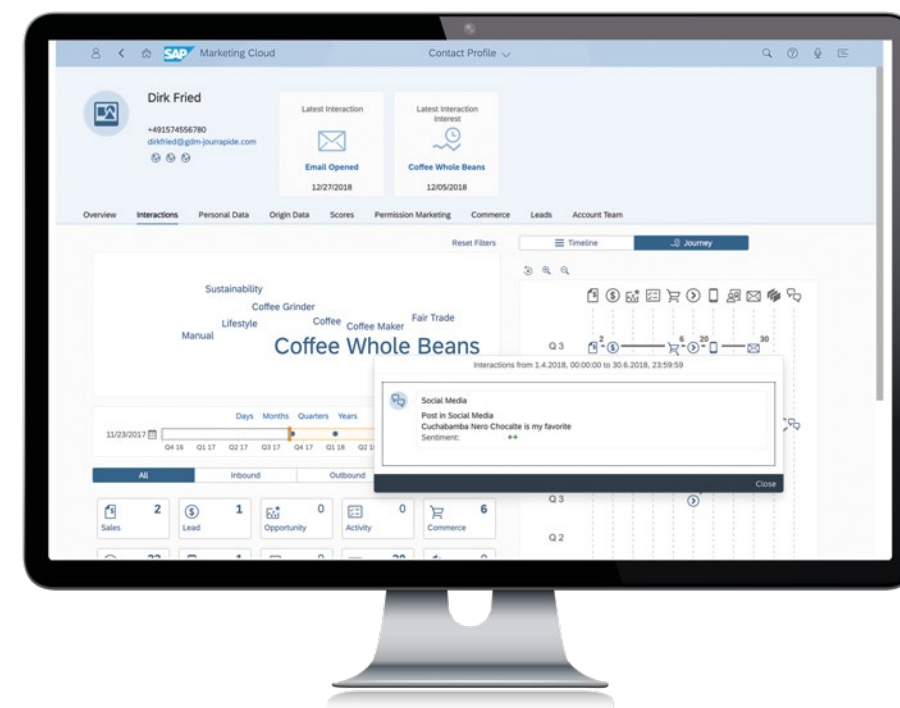
Coordinate Campaigns with Confidence

Gain greater transparency into campaign plans with the Marketing Calendar feature in SAP Marketing Cloud. Collaboration capabilities and clear dashboards give you a greater level of control over your campaigns, and it is simple to adjust budgets. In addition, automated content creation reduces your workload and accelerates campaign execution.

SAP Marketing Cloud is one of the five solutions in the SAP Customer Experience suite formerly known as SAP C/4HANA and SAP Hybris®. Having achieved success in many SAP CX projects for B2B and B2C companies around the world, we have the experience and expertise to enhance your customer experience. From implementing individual solutions such as SAP Marketing Cloud to rolling out the full SAP Customer Experience suite, our experts can help you leverage all the benefits of modern CRM.

Hyper-personalization maximizes the number of customer touchpoints for data collection – and the more touchpoints, the more conversions.

Medium, 2019, Hyper-personalization: According to Statistics and studies



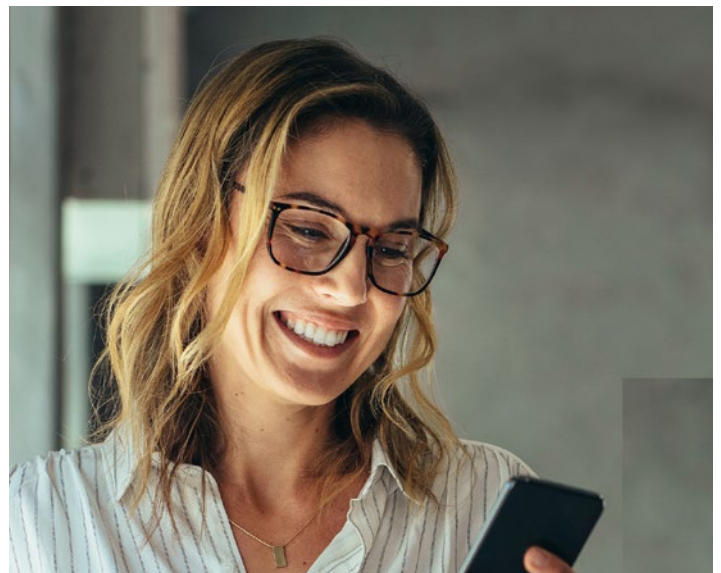
Individualized experiences and dynamic customer profiles help you create more personal marketing campaigns and increase transparency.

Why NTT DATA Business Solutions?

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 many years as an SAP partner, we can provide businesses with everything they need regarding the new SAP Customer Experience.

We support companies of all sizes with the integration of separate solutions such as SAP Marketing Cloud, the whole SAP Customer Experience suite, and SAP S/4HANA core technology. We have award-winning expertise in SAP and years of experience dealing with CX and a wide range of B2B and B2C customers.



Official Global Qualtrics Partner

We are a member of the Qualtrics Partner Network, acting as a global go-to-market partner. With the integration of Qualtrics' digital customer experience solutions into our industry and product packages, we enable companies to measure customer needs and to provide memorable customer experience based on exclusive and relevant data insights. We offer our customers the entire SAP portfolio, including the Experience Management (XM) solutions from Qualtrics.



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.

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